



The Impact of Digital Marketing on Business Growth: A Study of Jalgaon City

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Abstract

These days, people are using computers, laptops, and the internet more than ever. As more people go online, many businesses are now using digital platforms to promote their products and services. The study looks at how digital marketing affects on business growth in Jalgaon city. It focuses on how tools like social media, SEO (search engine optimization), and email marketing help small, medium, and large businesses grow. The research includes surveys, interviews, and other data from local business owners. The study show that digital marketing helps businesses grow by reaching more people, increasing sales, and improving brand recognition.

Key words: Digital Marketing

1. Introduction

Many people use computer, laptops for their work or other. Due to 5G technology, users of internet are also increased. In the modern era, digital marketing has emerged as a critical tool for businesses worldwide to grow and engage with customers. Businesses in India have increasingly adopted digital marketing strategies to promote their products and services. In Jalgaon, business are also increasing and experiencing a digital transformation. The emergence of affordable internet access and mobile phone penetration has enabled businesses to adopt digital strategies to compete with both local and global players. People are using social media and other on their mobile and laptops. The study explores the effectiveness of digital marketing strategies in contributing to business growth in Jalgaon.

Digital Marketing Overview

Digital marketing refers to marketing strategies that use digital technologies such as the internet, social media, search engines, mobile apps, and email to promote products or services.

For promoting products and services, use of the internet and digital tools in Digital Marketing. The strategies like search engine optimization (SEO), which helps websites appear higher in search results. Social media marketing, it engages users on platforms like Facebook, Instagram. In email marketing, we can send promotional messages directly to inboxes. Content marketing, provides valuable information through blogs and videos. In Data-driven advertising, targets specific audiences based on their behavior. The use of artificial intelligence, automation is becoming more common in digital marketing. It allow businesses to deliver more personalized and efficient marketing experiences.

History

In early 1990s when the Digital marketing started, it has changed. Time to time the technology grew and people's habits changed, digital marketing evolved too.

It all started in 1990 with the Archie search engine, which helped people find files online. In 1994, AT&T created the first clickable banner ad, starting the era of online ads. By 1997, the first social media website was launched and had about 3.5 million users. Later in the 1990s, search engines like Google and Yahoo became popular, changing the way people searched for things and how businesses advertised online.

Digital marketing uses the internet and digital tools to promote products and services. It includes strategies like search engine optimization (SEO), which helps websites appear higher in search results; social media marketing, which engages users on platforms like Face book and Instagram; email marketing, which sends promotional messages directly to inboxes; content marketing, which provides valuable information through blogs and videos; and data-driven advertising, which targets specific audiences based on their behavior. The use of artificial intelligence, machine learning, and automation is becoming more common in digital marketing, allowing businesses to deliver more personalized and efficient marketing experiences.

Benefits of Digital Marketing

- Wide exposure: Digital marketing helps businesses to reach more audience. There is no limit.
- Cost: It's cheaper than traditional marketing. Business can reach audience using social media, emails without spending a lot of money.
- Audience: We can target specific groups of people based on their age, interests, location, and online behavior
- Customer Engagement: build stronger relationship with customers with the help of messages, email etc.
- Increase Brand Awareness: content marketing, social media help to stay top in mind of customers
- Competitive advantage: it is helpful to stay one step ahead from competitors who still use traditional methods.
- Online sales

Challenges to Digital Marketing

- Compete with other big brands: one of primary challenge to compete with big brands as they have high budget and strong presence in market, their impact are much greater.
- Unpredictable consumer behavior: Buyers are highly aware about current trends and their preference can be suddenly shifted.
- Low marketing budget: the budget of company is bigger of big brand. New, small, startups have low marketing budget.
- Data and security issue: The personal information of any individual is important and this data is considered as asset. Buyer hesitates to share this information like mobile number, email, birth date etc.
- Mobile friendly: now a days most people use Smartphone for shopping instead desktops. It is very important for agency to keep their site optimize for mobile viewing.

Scope of the Study

The study focuses on businesses operating in Jalgaon, covering sectors such as agriculture, retail, and services. It examines how different businesses, depending on their size and industry, utilize digital marketing and the results of their efforts.

2. Literature Review

Rajender G et al (2023) reveals that strategic importance of diversified digital marketing efforts for business growth in Punjab. The significant positive impacts of social media marketing and SEO reflect the unique opportunities and challenges presented by the digital landscape in this region.

V. Rajesh Raj, Tamilarasan (2023) reveals that Digital marketing has become an important part of many companies' strategies around the world. Even small business owners can now promote their products or services easily and affordably through online channels like e-commerce. Digital marketing has no borders and can reach people anywhere. Companies can use devices like smartphones, tablets, laptops, TVs, game consoles, digital billboards, and tools like social media, SEO, videos, content, and emails to promote their brand and offerings. People are spending more time online, so businesses need to adapt their advertising to match this trend. As internet use keeps growing, digital platforms are playing a bigger role in people's daily lives.

A.Lavanya, M.Radhikamani (2021) in their study, People are spending more time and money on online content, so companies need to quickly change their advertising strategies to keep up. As internet use grows each year, digital platforms are becoming a bigger part of daily life. The goal of Digital India is to encourage the use of digital tools. Since people can access digital platforms anytime and from anywhere, companies should shift their marketing from traditional methods to digital ones.

3. Research Methodology

Research Objectives

- To assess the adoption of digital marketing tools by businesses in Jalgaon.
- To analyze the effectiveness of digital marketing on business growth.
- To identify challenges faced by businesses in using digital marketing.
- To recommend strategies for enhancing the impact of digital marketing on business

Problem Statement

Now a day, Digital marketing is an essential tool for business growth. Its impact on businesses in smaller cities like Jalgaon remains under-explored. Study aims to understand how businesses use digital marketing in Jalgaon and to study its impact on business growth.

Research Design

A mixed-methods research design was used, incorporating both qualitative and quantitative approaches. A survey of local businesses in Jalgaon and interviews with business owners and marketing professionals were conducted.

Data Collection

- **Primary Data:** Data collected from questionnaire and interviews
- **Secondary Data:** Relevant reports, articles, and case studies on digital marketing's impact on business growth were reviewed.

Sampling

There are many small retailers, services business in city. Out of which 70 were collected for the study.

4. Data Analysis

1. Type of Business

Type of Business	Respondent	Percentage
Retail	46	65
Service	19	27
Agriculture	05	08
Total	70	100%

- This indicates that the retail sector is the most active in utilizing digital marketing, followed by service and agriculture.

2. Digital Marketing Tools Used

DM tools used	Respondent	Percentage
Social marketing	32	45
Influencer marketing	18	26
Google ads	13	19
Email	7	10
Total	70	100%

- The Primary strategy adopt by businesses is Social media and influencer marketing. The preference is also given to Google ads.

3. Learn about digital marketing tools

Learn about digital marketing tools	Respondent	Percentage
Social media platforms	29	41
Friends	24	35
Online research	17	24
Total	70	100%

- This shows that business learn about digital marketing through social media and personal connections.

4. Business benefited from digital marketing

	Respondent	Percentage
Brand awareness	31	44
Sales	16	23
Customer engagement	23	33
Total	70	100%

- This indicates that businesses tend to view digital marketing more as a tool for brand visibility and engagement.

5. Impact of DM on business

	Respondent	Percentage
Positive	58	83
Negative	08	11
Cant say	04	6
Total	70	100%

- It shows a favorable view of digital marketing, with only a small fraction of businesses perceiving negative effects.

6. Challenges Faced in Using Digital Marketing

	Respondent	Percentage
Lack of Knowledge/Skills	10	14
High Costs	26	37
Limited Budget	21	30
Low Engagement Rates	13	19
Total	70	100%

- The primary challenges are related to financial constraints, with high costs and limited budgets being the top obstacles businesses face when using digital marketing tools.

5. Findings

- It is found that 65% of the respondents are from retail businesses, 27% from services and 8% are from agriculture.
- The most popular digital marketing tool is social marketing. 45% used by businesses, 26% use Influencer marketing and 19% use Google ads.
- The most common source of learning about digital marketing tools, with 41% of respondents is social media platforms, while 35% learn from their personal connections like friends and others. 24% respondents says they did online research for digital marketing.
- The most reported benefit of digital marketing is brand awareness, with 44% of businesses, customer engagement follows closely, with 33% of businesses and 23% of businesses says sales increase.
- It is found that majority of businesses i.e 83% report a positive impact from digital marketing.
- The challenge for businesses is high costs, reported by 37% of businesses while 30% businesses say limited budget is another challenge.

6. Recommendation

The recommendations are as follows

- Collaborations- Small businesses can collaborate with digital marketing agencies to optimize their campaigns.
- Budget Allocation- Businesses should allocate a specific portion of their budget for digital marketing, considering its impact on growth.
- Training and Education- Local businesses should invest in digital marketing training or hire professionals to implement effective strategies.

7. Conclusion

Use of digital marketing is increasing and businessman knows its importance for businesses in Jalgaon. Businesses using Strategies like social media marketing, Google ads, email marketing which are helping businesses grow by increasing its awareness, reaching more customers, and boosting sales. However, challenges like a lack of skills and financial limitations need to be addressed for businesses to fully take advantage of digital marketing.

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