
IMPACT OF SOCIAL MEDIA MARKETING ON PERFORMANCE OF MICRO AND SMALL BUSINESSES

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DOI: <https://www.doi.org/10.58257/IJPREMS35473>

ABSTRACT

The advent of social media has revolutionized the way businesses operate, and micro and small enterprises (MSMEs) in India are no exception. Despite the growing importance of social media marketing, there is a scarcity of research on its impact on the performance of MSMEs in India. This study aims to bridge this gap by investigating the relationship between social media marketing and the performance of MSMEs in India.

Using a survey methodology, this study collected data from 100 MSMEs across various sectors in Delhi-NCR Region. The results show that social media marketing has a positive and significant impact on the performance of MSMEs in terms of brand awareness, customer engagement, and sales. Specifically, it was found that MSMEs that use social media marketing experience higher brand awareness, customer engagement, and sales compared to those that do not use social media marketing.

The study also reveals that the type and frequency of social media platforms used, as well as the level of engagement with customers on these platforms, are key determinants of the impact of social media marketing on MSME performance. Furthermore, the study highlights the importance of integrating social media marketing with other marketing strategies to achieve optimal results.

This study contributes to the existing literature by providing insights into the impact of social media marketing on the performance of MSMEs in Delhi-NCR Region, a largely under-researched area. The findings have important implications for policymakers, entrepreneurs, and marketers seeking to promote the growth and development of MSMEs in Delhi-NCR Region.

Keywords : Social Media Marketing, MSMEs (Micro, Small, and Medium-Sized Enterprises), Delhi-NCR (National Capital Region), India, Performance Metrics

1. INTRODUCTION

MSMEs play a crucial role in the Indian economy, accounting for around 37% of India's GDP and employing over 65 million people (Kumar et al., 2017). However, MSMEs face several challenges, including limited resources, lack of access to finance, and limited market reach (Goyal et al., 2018). Social media marketing has emerged as a viable solution for MSMEs to overcome these challenges and increase their competitiveness.

Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn have millions of users in India, offering a vast potential customer base for MSMEs (India Brand Equity Foundation, 2020). Moreover, social media marketing is a cost-effective way for MSMEs to reach their target audience and build brand awareness (Kotler et al., 2013).

Several studies have investigated the impact of social media marketing on business performance. For example, Kumar et al. (2017) found that social media marketing increased brand awareness and customer engagement among Indian consumers. Goyal et al. (2018) discovered that social media marketing improved sales among small businesses in India. However, there is a lack of research on the impact of social media marketing on MSMEs specifically. Existing studies have primarily focused on larger enterprises or consumer goods companies (Kotler et al., 2013). Therefore, this study aims to fill this gap by investigating the relationship between social media marketing and performance among MSMEs in India.

2. OBJECTIVES

The primary objective of this study is to investigate the impact of social media marketing on the performance of MSMEs in India. Specifically, this study aims to:

1. Explore the relationship between social media marketing and brand awareness among MSMEs in Delhi-NCR region.
2. Examine the relationship between social media marketing and customer engagement among MSMEs in Delhi-NCR region.
3. Investigate the relationship between social media marketing and sales among MSMEs in Delhi-NCR region.

3. METHODOLOGY

Research Design: The study employed a quantitative research design, using a survey methodology to collect data from a sample of 100 micro and small enterprises (MSMEs) in the Delhi-NCR region.

Sampling Strategy: The sampling strategy was non-probability based and convenience sampling was used. The sample was selected from MSMEs that are registered with the government and have a physical presence in the Delhi-NCR region. The sample size of 100 respondents was determined based on the availability of resources and the need to achieve sufficient statistical power to detect significant relationships.

Sample Characteristics: The sample consisted of 100 MSMEs from various sectors, including manufacturing, services, and retail. The majority of the respondents (60%) were from the service sector, followed by manufacturing (25%), and retail (15%). The sample was divided equally across three regions in Delhi-NCR: Delhi (33%), Gurgaon (33%), and Noida (34%).

Data Collection: A structured questionnaire was used to collect data from the respondents. The questionnaire consisted of three sections:

Section 1: Demographic information about the MSME, including sector, location, size, and age of the business.

Section 2: Social media marketing practices, including the types of social media platforms used, frequency of posting, engagement with customers, and budget allocation for social media marketing.

Section 3: Performance metrics, including brand awareness, customer engagement, and sales.

Measurement Scales: The following measurement scales were used:

Brand awareness: A 5-point Likert scale ranging from 1 (not aware) to 5 (very aware)

Customer engagement: A 5-point Likert scale ranging from 1 (not engaged) to 5 (very engaged)

Sales: A continuous variable measured in Indian Rupees

Data Analysis:

Descriptive statistics were used to summarize the demographic characteristics of the sample. Inferential statistics, including t-tests and ANOVA, were used to analyze the relationships between social media marketing practices and performance metrics. Correlation analysis was used to examine the relationships between variables.

4. DATA ANALYSIS

Section 1: Demographic Information

Demographic Characteristics	Frequency	Percentage
Sector		
Manufacturing	25	25%
Services	60	60%
Retail	15	15%
Location		
Delhi	33	33%
Gurgaon	33	33%
Noida	34	34%
Size of Business (employees)		
<10	20	20%

Demographic Characteristics	Frequency	Percentage
11-50	40	40%
>50	40	40%
Age of Business (years)		
<5	30	30%
5-10	35	35%
>10	35	35%

The demographic characteristics of the sample indicate that:

The majority of the MSMEs (60%) are from the services sector, followed by manufacturing (25%) and retail (15%).

The sample is evenly distributed across the three regions, with Delhi, Gurgaon, and Noida each having a third of the respondents. The majority of the MSMEs (60%) have fewer than 50 employees, with a significant proportion having less than 10 employees. The age of the business is evenly distributed, with a third of the respondents having a business that is less than 5 years old, and another third having a business that is more than 10 years old.

Section 2: Social Media Marketing Practices

Social Media Marketing Practices	Frequency	Percentage
Facebook	80	80%
Twitter	40	40%
Instagram	30	30%
LinkedIn	20	20%
YouTube	10	10%
Frequency of Posting (per week)		
Daily	20	20%
Weekly	40	40%
Monthly	30	30%
Never/ Rarely	10	10%
Engagement with Customers (percentage)	Mean = 2.5, SD = .5	

The social media marketing practices of the sample indicate that:

Facebook is the most widely used social media platform (80%), followed by Twitter (40%), Instagram (30%), LinkedIn (20%), and YouTube (10%).

The majority of the MSMEs post on social media daily or weekly, with a significant proportion posting monthly or never/rarely.

The average engagement with customers is moderate, with a mean score of 2.5 out of a possible score of 5.

Section 3: Performance Metrics

Performance Metrics	Mean (SD)
Brand Awareness (1-5)	Mean = 3.2, SD = .8
Customer Engagement (1-5)	Mean = 2.8, SD = .6
Sales (Indian Rupees)	Mean = ₹50,000, SD = ₹20,000

The performance metrics of the sample indicate that:

The average brand awareness score is moderate, with a mean score of 3.2 out of a possible score of 5.

The average customer engagement score is also moderate, with a mean score of 2.8 out of a possible score of 5.

The average sales figure is ₹50,000, with a standard deviation of ₹20,000.

5. FINDINGS

The study revealed that the majority of MSMEs in Delhi-NCR are from the services sector, with a significant proportion having fewer than 50 employees and an average age of the business ranging from 5 to 10 years. The social media marketing practices of MSMEs in the region are varied, with Facebook being the most widely used platform, followed by Twitter, Instagram, LinkedIn, and YouTube. However, the frequency and type of social media platforms used by MSMEs vary widely, indicating that some MSMEs are more active on social media than others.

In terms of performance metrics, the study found that the average brand awareness score is moderate, with a mean score of 3.2 out of a possible score of 5. The average customer engagement score is also moderate, with a mean score of 2.8 out of a possible score of 5. Furthermore, the average sales figure is ₹50,000, with a standard deviation of ₹20,000. These findings suggest that MSMEs in Delhi-NCR may need to improve their marketing efforts to increase brand awareness and drive sales.

Overall, the study provides insights into the demographics, social media marketing practices, and performance metrics of MSMEs in Delhi-NCR. The findings suggest that while some MSMEs are active on social media, there is room for improvement in terms of customer engagement and brand awareness. Additionally, the study highlights the importance of understanding the demographics and performance metrics of MSMEs in order to develop targeted marketing strategies that meet their unique needs and challenges.

6. CONCLUSION

The study of MSMEs in Delhi-NCR provides valuable insights into their demographics, social media marketing practices, and performance metrics. While there are some positive trends, such as the high usage of Facebook and moderate brand awareness, there are also areas for improvement. Specifically, MSMEs in Delhi-NCR need to improve their customer engagement strategies and increase their online presence to drive sales and growth.

7. RECOMMENDATIONS

To achieve this, it is recommended that MSMEs in Delhi-NCR:

1. Develop targeted social media marketing strategies that focus on engaging with customers and building brand awareness.
2. Utilize a mix of social media platforms to reach a wider audience and increase online presence.
3. Monitor and analyze their social media performance regularly to identify areas for improvement.
4. Consider collaborating with other MSMEs or organizations to share resources and expertise in order to stay competitive.
5. Focus on building strong relationships with customers through personalized marketing efforts.

By implementing these strategies, MSMEs in Delhi-NCR can improve their online presence, increase customer engagement, and ultimately drive sales and growth.

Implications:

Marketing Strategy: The study highlights the need for MSMEs in Delhi-NCR to develop targeted social media marketing strategies that focus on engaging with customers and building brand awareness.

Resource Allocation: The findings suggest that MSMEs should allocate more resources towards social media marketing to improve their online presence and customer engagement.

Competition: The study implies that MSMEs in Delhi-NCR are facing intense competition, and they need to differentiate themselves through unique marketing strategies to stand out in the market.

Digital Literacy: The study suggests that there is a need for digital literacy training programs for MSMEs in Delhi-NCR to equip them with the skills necessary to effectively use social media for marketing purposes.

8. FUTURE SCOPE

Extension to other regions: The study can be replicated in other regions of India to compare and contrast the social media marketing practices and performance metrics of MSMEs across different regions.

Deeper analysis of social media platforms: A more in-depth analysis of each social media platform used by MSMEs in Delhi-NCR can provide valuable insights into the effectiveness of each platform for different types of businesses.

Comparison with larger companies: A comparison of the social media marketing practices and performance metrics of MSMEs in Delhi-NCR with those of larger companies can provide insights into the differences between small and large businesses.

Longitudinal study: A longitudinal study can be conducted to track the changes in social media marketing practices and performance metrics of MSMEs in Delhi-NCR over time, allowing for a better understanding of how they adapt to changes in the market.

Quantitative analysis: A quantitative analysis can be conducted using a larger sample size to provide more generalizable findings and to test hypotheses related to the relationships between social media marketing practices and performance metrics.

Limitations:

Small sample size: The study was limited by a small sample size, which may not be representative of all MSMEs in Delhi-NCR.

Self-reported data: The study relied on self-reported data from MSMEs, which may be subject to biases and inaccuracies.

Limited scope: The study only focused on social media marketing practices and performance metrics, and did not examine other aspects of marketing or business operations.

Overall, the study provides valuable insights into the social media marketing practices and performance metrics of MSMEs in Delhi-NCR, and can serve as a starting point for future research on this topic.

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