



A STUDY OF DIGITAL MARKETING STRATEGIES IN DIGITAL ERA ADOPTED BY WOMEN ENTREPRENEUR IN AHMEDNAGAR

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Abstract:

Women entrepreneurs are the business owners participated in economic activity to empower themselves economically and enhance their status in the society. The purpose of this research study is to investigate how women entrepreneurs are utilizing digital technologies for business marketing and what do they perceive about digitalization and adoption of digital marketing. The core aim of the research paper to study adoption of digital marketing activities and effectiveness of digital marketing activity on sales and techniques employed by women entrepreneurs. Nowadays Enterprises utilize digital technology, but predominantly rely on conventional tools. The greater the extent of digital marketing adoption by women entrepreneurs, the higher the enterprise performance The use of digital platforms positively impacted the company's development, leading to increasing numbers of both new therapists and customers, improving the company's accessibility, growing business income, and forming partnerships with other companies. The study recommended that women entrepreneurs should improve on the Adoption of digital marketing activities marketing.

Keywords: Digital Marketing, Digital Media, Digital Media Adoption Strategies

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Introduction:

Women's entrepreneurship and digitalization are very interconnected in the twenty-first century. Both play important roles in social development and prosperity, especially for women. Female entrepreneurs advance a movement in empowerment which enables them to increase their opportunities to contribute to their communities and lives, while digitalization allows women to connect to major markets through digital marketing. Digitalization also helps women to start businesses without any cost. Therefore, digitalization has brought with it several positive impacts for women entrepreneurs to start and grow their businesses,

especially for those who have limited budgets. Digital marketing adoption has shown better performance in terms of increased sales, market share and profitability and found strong correlation between digital marketing and business performance.

Digital Marketing can be simply defined as the promotion of products and services using digital media (online and offline both) where online digital media comprises of internet based channels like websites, email, SEO, SEM, SMM and platforms like Facebook, Instagram, Twitter, WhatsApp, Pinterest, LinkedIn. The study provides insights about the usage of digital marketing tools and techniques and marketing

activities of the digital age gained a more interactive, innovative and personalized perspective and provide a more efficient function to businesses. Hence in this era of social change and evolution, it is essential to study women entrepreneurship in digital environment, what kind of opportunities facilitated them to take up entrepreneurship and how can it be encouraged and make the venture a successful one.

Review of Literature:

This section reviews the extant of literature on the topics related to digital marketing (DM), DM channels and platforms, digital marketing strategies, business performance, women entrepreneurs, theoretical perspectives, enablers and barriers to adoption of digital marketing by women entrepreneurs.

According to Dr.Soundrya rajan (2021) “Digital marketing strategies adopted by women entrepreneur and its impact on business performance”. Digital marketing is most effective strategy for all businesses creating prospects for organization, effectively connectivity and engaging with clients. Social media platform is used to reduced the marketing cost and improve the relationship with customers. Thus digital marketing strategies positively impact on business performance of the enterprises.

According to Roseline J (2022) “Does digital marketing adoption enhance the performance of micro and small enterprises evidence from women entrepreneurs in Nigeria”. Empirical studies have been conducted on digital marketing adaptation amongst women entrepreneur in Ogun State. Study focused on that digital marketing vital for enterprise and it encourages customer awareness and promote business growth & popularity.

Research Design:

Research Problem:

1. What is the status of Adaptation of Digital Marketing activity in Ahmednagar City.

Objective of study

1. To Identify Digital marketing Strategies adopted by Women Entrepreneur in Ahmednagar.
2. To identify most effective digital marketing tools used by Women Entrepreneur in Ahmednagar.

Scope of the Study:

- 1) **This research study covers the opinions of women Entrepreneurs in Ahmednagar city.**
- 2) **This research study has been carried out from 1st Dec 2023 to 31st Dec 2023**

Type of the data: The research consists of primary and secondary data

Primary Data: Primary data is collected from Google form Questionnaire.

Secondary Data: Secondary data is collected from different research papers, articles, journals, reports, books etc.

Method of data collection: A survey method has been to know the level of Adoption of Digital Marketing Strategies by Women Entrepreneur.

Research Instrument:

Google form questionnaire.

Sampling Method:

Convenience sampling method is used for this research study.

Sample Size : for this research study 50 Women Entrepreneur has been contacted to know their opinion and their digital marketing practices in their business

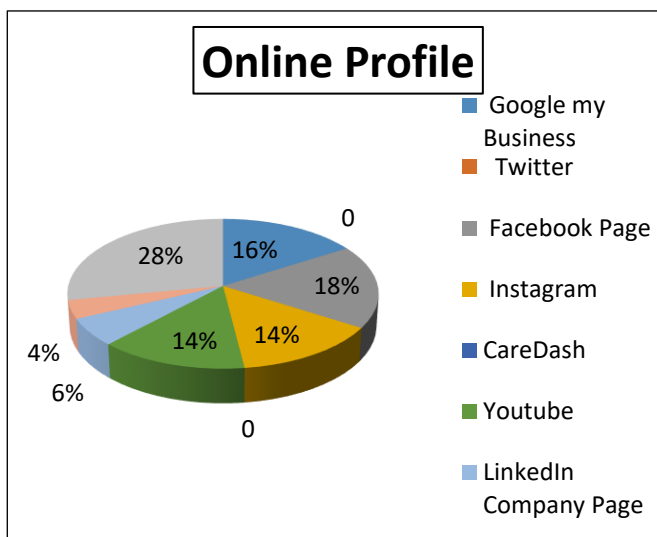
Data Analysis and Interpretation:

Adaptation of Digital Marketing Activities

1) Online Profile

Table No:1 and Graph No:1

Particular	Frequency	Percentage %
Google my Business	8	16%
Twitter	0	0
Facebook Page	7	14%
Instagram	7	14%
CareDash	0	0
Youtube	9	18%
LinkedIn Company Page	3	6%
Website	2	4%
Whatsapp Business	14	28%
Total	50	100%



Interpretation:

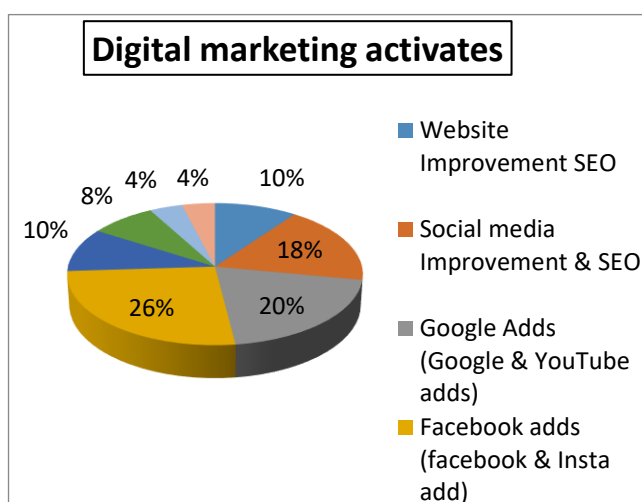
- 1) It is Found that Online Marketing profile used most often by women enthereprenure were goggle business, Facbook page and Youtube.
- 2) It is found that (28%) Respondent were found to be using Whatsapp Business Followed by (18%) Respondent using Facebook page and (16%) Respondent using Google my business were (14)% were using youtube for marketing
- 3) It is also found that (14%) of Respondent used Instagram,(6%) of Respondent using LinkdIn Page where as only (4%) women reported to used Website.
- 4) It is found that Twitter and Caredash Activities not adopted by Women entrepreneur

3) Digital marketing activates did by enterprise

Table No:2 and Graph No: 2

Interpretation:

Particulars	Frequency	Percentage %
Website Improvement SEO	5	10%
Social media Improvement & SEO	9	18%
Google Adds (Google & YouTube adds)	10	20%
Facebook adds (facebook & Insta add)	13	26%
E-mail Marketing	5	10%
Linked In Marketing	4	8%
Brand Awareness & Brand Improvement	2	4%
Did Nothing	2	4%
Total	50	100%

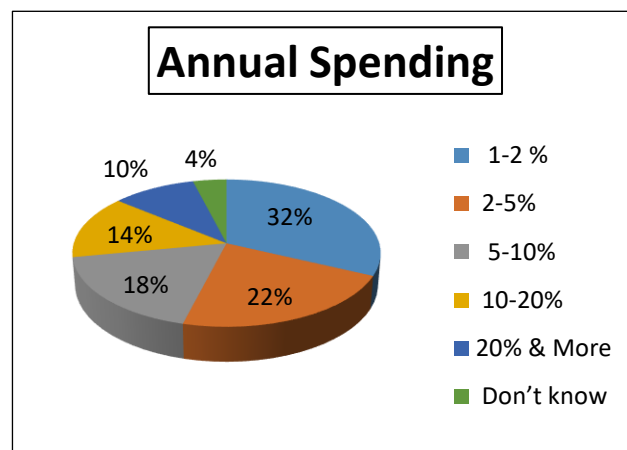


- 1) it is found that Digital marketing activities used by women entrepreneur followed by Google ad, Facebook Ad and Social Media
- 2) It is found that (26%) Respondents were found to be using (facebook & Insta add) followed by (20%) respondent Using Google add and (18%) were using Social Media and SEO.
- 3) It is also found that 10%) of Respondent using E-mail whereas (8%) of Respondent using Linked In Marketing only (10%) Respondent used Website SEO another (4%) Respondent Used Brand Awareness & Brand Improvement.

3. Effectiveness of Digital Marketing Activities

Table No and Graph No: 3

	Frequency	Percentage %
Website Improvement SEO	4	8%
SEO (Website or social media)	10	20%
Google Add	15	30%
Facebook Add	12	24%
E-mail-Marketing	5	10%
LinkedIn Marketing	2	4%
Brand Awareness & Brand Improvement	2	4%
Total	50	100



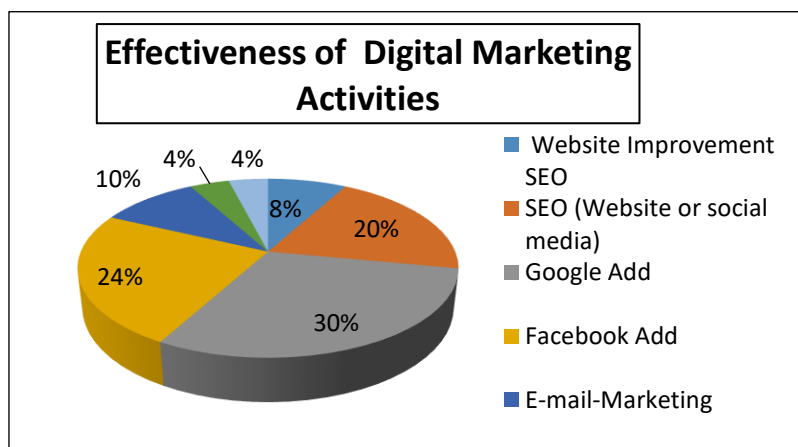
Interpretation:

1. It is found that the effectiveness of digital marketing activities used by women entrepreneur.
2. It is Found that (30%) Google ad was found to be the most effective digital marketing activity.
- 2) it is also found that (24%) Facebook Ad were effective activity followed by (20%) SEO (website and social media). There were (10%) of email marketing activity is effective whereas (8%) website Improvement SEO.

4) Annual spending for digital marketing activities

Table No 4 and Graph No: 4

	Frequency	Percentage %
1-2 %	16	32%
2-5%	11	22%
5-10%	9	18%
10-20%	7	14%
20% & More	5	10%
Don't know	2	4%
Total	50	100%



Interpretation:

1. It is observe that distribution of annual spending on digital marketing made by enterprise
2. It is found that (30.1%) of women entrepreneur are spending (1.2%) marketing budget and (24.6%) of women

entrepreneur are spending (2.5%) whereas (16.4%) of women entrepreneur are spending (5.10%). (12.3%) of women entrepreneur are spending (20%) and more on marketing budget.

Findings:

1. The study findings revealed that women entrepreneur are using digital marketing activities. According to analysis approximately 75% of respondent were found that used digital Marketing for their business marketing & communication.
2. Whatsapp Business is most preferred digital media adopted by most of (28%) respondent followed by Facebook page and Youtube respectively amongst the proposed tools Instagram (8%) and LinkedIn page (3%) second most preferred digital tool.

1. Women entrepreneur are majorly using digital tools but at the basic level without investing money. They are not utilizing paid media, Advance Technology of digital media tools and merely rely on free account. In digital media platforms only those platforms are used which are ease to use and dose to required technical ability or skills to operate like Facebook, Whatsapp Busines,.Instagram and Youtube.
2. Google Ad was found to be most effective digital marketing activities followed by (24%) Facebook ad And (20%)Website and social media .The survey result showing very low percentage of adoption SEO.
3. Survey Result shows that there is positive effectiveness of adaptation of digital marketing activities on sales archived by enterprise.

Conclusion:

The research study reveals that most of the respondents Digital Marketing Tools were adopted by Digital Marketing Tools like (30%) what'sapp business, (24%) Facebook Ad, (14%) Instagram, (20%) Google Ad Contribute the high rate of adoption were as least adopted is (10%) E-mail Marketing and SEO. (30.1%) of women entrepreneur are spending (1.2%) marketing budget and (24.6%) of women entrepreneur are

spending (2.5%) Followed by (16.4%) of women entrepreneur are spending (5.10%). (12.3%) of women entrepreneur are spending (20%) and more on marketing budget. The survey results showed strong and positive association between Digital Marketing adaptation level and sales due to Digital Marketing. This study makes a significant contribution in the field of digital marketing adoption by women entrepreneurs, and its effect on the business performance.

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