



## The Role of Web Marketing Tools in Enhancing Small Business Competitiveness in Punjab

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### Abstract

Information technology tools, particularly the internet and web marketing, have become pivotal in broadening the scope of marketing activities for businesses of all sizes. These tools provide an efficient platform for reaching a wider audience, increasing brand visibility, and enhancing customer engagement. This paper aims to explore multiple facets of internet marketing within the context of small entrepreneurs in Punjab. Specifically, it seeks to assess the level of awareness these entrepreneurs have regarding online marketing tools, the advantages they can leverage from using internet-based marketing strategies, and the various challenges or limitations they encounter in their efforts to implement these strategies effectively. By examining these factors, the study hopes to provide insights into how small businesses can better utilize digital marketing platforms to compete in an increasingly global and digital marketplace, while also identifying areas where support or intervention might be necessary to address common issues they face. Several statements highlighting the advantages and challenges of internet marketing were formulated, and respondents were asked to indicate their level of agreement or disagreement with each statement using a five-point Likert scale. This scale ranged from strong agreement to strong disagreement, allowing for a detailed assessment of their perceptions regarding both the benefits and obstacles associated with online marketing. The Kruskal-Wallis test was employed to identify significant differences among respondents from various industries, age groups, and turnover categories concerning their views on the provided statements. This non-parametric test was conducted with a significance level of  $p = 0.05$ . Statements with a p-value of less than 0.05 were deemed significant, while those with a p-value higher than the threshold were considered insignificant. The findings indicate that businesses in sectors such as bicycles and bicycle parts, as well as leather and leather products, are not utilizing the internet for marketing purposes. Additionally, it was revealed that the majority of respondents recognize the advantages of internet marketing for their business operations.

**Keywords:** Internet Marketing, Small Entrepreneurs, Punjab

**JEL Codes:** M31, L86, O33

### 1. INTRODUCTION

Companies that leverage modern marketing techniques, including internet marketing, viral marketing, search engine marketing, and email marketing, are better positioned to thrive in today's highly competitive business landscape. These strategies allow businesses to not only expand their reach to global markets but also to target specific audiences with precision. Internet marketing, for instance, provides platforms for brands to create a strong online presence, while viral marketing enables rapid dissemination of promotional content through social sharing, amplifying brand visibility at a low cost. Search engine marketing (SEM) helps businesses to rank higher in search results, making their products or services more accessible to potential customers actively seeking solutions. Similarly, email marketing allows personalized engagement with consumers, fostering stronger customer relationships and encouraging repeat business. By utilizing these techniques, companies can gather valuable data on consumer behavior, adjust their strategies in real-time, and optimize their marketing efforts to meet evolving consumer demands. Ultimately, businesses that adopt these digital marketing tools will not only maintain their competitive advantage but also drive growth and profitability in an increasingly digital economy. A web-based marketing campaign offers organizations the unique advantage of developing a detailed customer information system that is intricately linked to individual customer profiles. This system empowers businesses to gather and analyze valuable data on customer preferences, behaviors, purchasing habits, and demographic details. With this in-depth insight, companies can fine-tune their marketing efforts, allowing for the precise targeting of potential sales. This targeted approach is a powerful tool that gives organizations the ability to offer tailored products, services, and messages that resonate with their audience on a personal level.

Unlike traditional, one-size-fits-all advertising strategies that cast a wide net in hopes of reaching a broad audience, a web-based campaign allows for a more personalized and focused outreach. This means organizations can allocate their marketing resources more efficiently, ensuring that their efforts are directed toward customers who are most likely to respond positively. By delivering personalized marketing content, companies increase customer satisfaction, foster loyalty, and enhance overall customer engagement. Nicolas (2006) underscores the effectiveness of this method, emphasizing that providing customers with exactly what they want, based on their specific needs and preferences, significantly boosts the chances of successful conversions. Moreover, this approach not only increases sales opportunities but also helps companies build lasting relationships with their customers by offering relevant and timely solutions. In an

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era where consumers are bombarded with generic advertisements, a web-based marketing campaign that taps into personalized data stands out as a more strategic, impactful, and cost-effective means of reaching the right audience at the right time, driving both customer acquisition and retention.

Trim (2002) highlighted that relationship marketing has significantly evolved, becoming a crucial element in the development of partnership arrangements, particularly in an era dominated by the use of networks and advanced technology. As businesses increasingly rely on digital platforms to connect and collaborate, relationship marketing plays an essential role in fostering strong, long-term partnerships. By focusing on building trust, mutual value, and open communication, companies can create more strategic and collaborative relationships. In today's technology-driven environment, relationship marketing is not just about customer retention but also about establishing a network of partnerships that enhances business performance, innovation, and competitiveness. This evolution reflects the growing importance of interconnectedness and technological integration in forming and maintaining successful business relationships. Harkar and Akkeren (2002) observed that new technologies bring a range of benefits, including the ability to shorten product life cycles and adapt to rapidly changing industry standards. By leveraging advanced technology, companies can accelerate the development and delivery of products, ensuring they stay competitive in fast-moving markets. Additionally, emerging technologies enable businesses to respond more swiftly to evolving consumer demands and shifting regulatory or industry standards. This adaptability not only enhances operational efficiency but also positions companies to innovate continuously, helping them stay relevant in an environment where change is constant.

Joseph et al. (2001) recognized that internet and web marketing had become a dominant force in the business landscape. Companies began to revolutionize both domestic and global markets by reshaping relationships throughout the supply chain and introducing systemic changes in how business is conducted. This transformation affected various aspects of commerce, including the way consumers shop, how organizations make purchasing decisions, and the methods used to reach potential customers. Furthermore, it altered the processes for completing transactions and serving customers, leading to more efficient and dynamic business models. The internet's influence facilitated seamless communication, faster transactions, and greater market reach, enabling businesses to adapt to the rapidly evolving digital economy. E-commerce is undeniably riding a steep and impressive growth curve, driven by the ever-expanding reach and capabilities of the digital economy. The World Wide Web, in particular, has eliminated many traditional barriers associated with geographic, political, and temporal limitations, enabling businesses to operate on a global scale without being constrained by physical borders or time zones. This has opened up immense opportunities for companies of all sizes and industries to not only expand their market presence but also reduce operational costs, especially when it comes to the processing, distribution, and delivery of digital goods, such as software, media, and services.

For businesses dealing in tangible products, the impact of e-commerce is equally profound. The adoption of new technologies has led to more streamlined supply chain management, offering faster, more efficient connections with both suppliers and customers. This has resulted in tangible cost reductions related to logistics, warehousing, and order fulfillment. The ability to automate and optimize these processes through e-commerce platforms has allowed businesses to cut down on overheads, improve inventory management, and enhance the overall speed and quality of service delivery. Moreover, from the consumer's perspective, the advantages of e-commerce are vast. The web provides consumers with access to a wealth of information, empowering them to conduct thorough research, compare products, read reviews, and make more informed purchasing decisions. This level of transparency, convenience, and efficiency has redefined shopping experiences, making it easier than ever for consumers to find exactly what they need, often at a lower cost. The ability to shop from the comfort of their homes, at any time of day, has further accelerated the shift toward online commerce, contributing to its growing dominance.

In this web-driven world, businesses can gather vast amounts of data on consumer preferences and behaviors, which they can then use to personalize marketing efforts, refine product offerings, and enhance customer service. This data-driven approach not only helps businesses improve customer retention but also fosters long-term loyalty by delivering a more tailored and responsive shopping experience. Ultimately, the rise of e-commerce represents a fundamental shift in how business is conducted in the modern era. Companies that embrace this digital transformation are better equipped to navigate the complexities of the global marketplace, while those that fail to adapt risk being left behind. As technology continues to advance and consumers increasingly prefer online interactions, e-commerce will undoubtedly remain a key driver of innovation and growth, reshaping industries and redefining the relationship between businesses and their customers. Website content ranking and grouping play a crucial role in improving the accessibility and organization of website information. By ranking frequently sought-after content higher and grouping related content together, users can easily locate what they need, creating a seamless browsing experience. From a website marketing perspective, this approach directly impacts the success of product and service offerings. According to Taylor and England (2006), the easier it is for consumers to access relevant information about a company's products and services, the more likely they are to make a purchase. A well-structured website ensures that potential customers can quickly find and engage with key offerings, reducing friction in the buying process. This strategic organization not only enhances user experience but also increases the likelihood of converting visitors into paying customers. Additionally, search engines favor well-structured websites, which improves the site's ranking on search results, further boosting visibility and sales potential. As consumer expectations for fast, intuitive online experiences grow, the importance of content ranking and grouping as a marketing tool continues to rise, making it an essential component of successful online business strategies.

**2. RESEARCH METHODOLOGY**

For the purposes of the present study, selected Small Scale Industry (SSI) units from various sectors, including textiles, bicycles and bicycle parts, leather and leather products, as well as food products and beverages, located in the state of Punjab, have been analyzed. A planned sample of 200 units was drawn, with 50 small-scale units chosen from each of the aforementioned manufacturing sectors. This sampling approach ensures a comprehensive representation across different industries, allowing for a more detailed understanding of the specific challenges, opportunities, and dynamics within each sector. By focusing on these diverse manufacturing areas, the study aims to provide insights into the operational and marketing practices of small-scale businesses, particularly in the context of their adoption and utilization of modern marketing techniques such as internet and web-based strategies.

However, due to incomplete data provided by the respondent entrepreneurs from 27 units, these were excluded from the final analysis. As a result, the study's final sample consisted of 173 Small Scale Industry (SSI) units from Punjab. The study primarily relies on primary data, which was collected using a structured, non-disguised, and pre-tested questionnaire. The data was analyzed based on three key variables: Industry, Age of the units, and Turnover of the units. For industry-wise analysis, the units were divided into four categories: textiles (TX), bicycle and bicycle parts (BBP), food products and beverages (FPB), and leather and leather products (LLP). Age-wise, the units were classified into three groups: A1 (up to 10 years), A2 (10 to 20 years), and A3 (above 20 years). Similarly, turnover-wise, the units were categorized into three groups: T1 (up to Rs. 2 crore), T2 (Rs. 2 to 4 crore), and T3 (above Rs. 4 crore). This multi-dimensional approach to data analysis enables a comprehensive evaluation of how factors such as industry type, the age of the unit, and financial performance influence the adoption of modern marketing practices and business operations within the SSI sector in Punjab.

**3. RESULTS AND DISCUSSION**

**Table 1: Awareness about Information Technology (Industry-wise mean score)**

Tools	TX	BBP	FPB	LLP	Total
(a) Internet marketing	40 (93.0)	43 (93.5)	41 (95.3)	40 (97.6)	164 (94.8)
(b) Viral marketing	4 (9.3)	0 (0)	2 (4.7)	0 (0)	6 (3.5)
(c) Search engine marketing	2 (4.7)	0 (0)	9 (20.9)	2 (4.9)	13 (7.5)
(d) E-marketing	15 (34.9)	8 (17.4)	3 (7.0)	28 (68.3)	54 (31.2)
(e) Any other	1 (2.3)	1 (2.2)	1 (2.3)	1 (2.4)	4 (2.3)
N =	43	46	43	41	173

Table 1 presents the awareness of information technology tools across four different industries, represented by the following categories: TX (Textile Industry), BBP (Banking and Business Processing), FPB (Food and Beverage Processing), and LLP (Logistics and Logistics Processing). The data includes the industry-wise mean scores for five specific tools: internet marketing, viral marketing, search engine marketing, e-marketing, and other tools. Each row represents a tool, and the mean score (along with the percentage of respondents aware of each tool) is provided for each industry and the total across all industries. For Internet Marketing, the mean score is highest across all industries. The TX industry shows a score of 40 (93.0%), BBP scores 43 (93.5%), FPB scores 41 (95.3%), and LLP scores 40 (97.6%). The total score across industries is 164, with 94.8% of respondents aware of internet marketing. This indicates that internet marketing has widespread awareness across all the industries, particularly in LLP and FPB.

Regarding Viral Marketing, awareness is minimal across industries. Only 4 (9.3%) respondents in TX and 2 (4.7%) in FPB reported being aware of this tool, while no awareness is recorded in BBP and LLP. The total awareness for viral marketing is 6 (3.5%), indicating that it is the least known tool across all sectors. For Search Engine Marketing, the FPB industry has the highest awareness score of 9 (20.9%), while TX and LLP have low scores of 2 (4.7% and 4.9%, respectively). There is no awareness in BBP for this tool. The total score is 13, with 7.5% of respondents aware of search engine marketing. When it comes to E-Marketing, the LLP industry has the highest awareness with a score of 28 (68.3%), showing a significant interest in this tool. The TX industry scores 15 (34.9%), while BBP and FPB show relatively low awareness, with scores of 8 (17.4%) and 3 (7.0%), respectively. The total awareness for e-marketing across industries is 54, or 31.2% of respondents. Finally, the Any Other category records minimal awareness across all industries, with 1 respondent each in TX (2.3%), BBP (2.2%), FPB (2.3%), and LLP (2.4%). The total score is 4, accounting for 2.3% of respondents. Internet marketing has the highest awareness across all industries, followed by e-marketing, which has substantial awareness in the LLP industry. Awareness of viral marketing, search engine marketing, and other tools remains relatively low across the industries, with viral marketing being the least recognized tool.

**Table 2: Awareness about Information Technology Tools (Age-wise mean score)**

Tools	A1	A2	A3	Total
(a) Internet marketing	51 (94.4)	78 (95.1)	35 (94.6)	164 (94.8)
(b) Viral marketing	1 (1.9)	4 (4.9)	1 (2.7)	6 (3.5)
(c) Search engine Marketing	4 (7.4)	8 (9.8)	1 (2.7)	13 (7.5)
(d) E-marketing	12 (22.2)	27 (32.9)	15 (40.5)	54 (31.2)
(e) Any other	3 (5.6)	0 (0)	1 (2.7)	4 (2.3)
N =	54	82	37	173

Table 2 presents the age-wise mean scores for awareness of various information technology tools. The age groups are categorized as A1 (18-25 years), A2 (26-35 years), and A3 (36+ years). The table covers five different tools: internet marketing, viral marketing, search engine marketing, e-marketing, and any other IT tools. The mean scores for each age group are listed, along with the percentage of respondents aware of each tool. For Internet Marketing, awareness is uniformly high across all age groups. In the A1 age group, 51 respondents (94.4%) reported awareness of internet marketing. Similarly, 78 respondents (95.1%) from the A2 age group and 35 respondents (94.6%) from the A3 age group indicated awareness. The total across all age groups is 164 respondents, with 94.8% awareness, showing that internet marketing is widely recognized by individuals of all ages. Viral Marketing shows very low awareness across the board. Only 1 respondent (1.9%) from the A1 group, 4 respondents (4.9%) from the A2 group, and 1 respondent (2.7%) from the A3 group indicated awareness. The total is 6 respondents, with 3.5% awareness, highlighting that viral marketing is not commonly recognized among respondents, regardless of age.

For Search Engine Marketing, awareness is moderate but varies slightly across age groups. The A1 group has 4 respondents (7.4%) who are aware, while A2 has 8 respondents (9.8%), and A3 shows low awareness, with only 1 respondent (2.7%). The total awareness for search engine marketing is 13 respondents, or 7.5%. In terms of E-Marketing, the awareness increases with age. In the A1 group, 12 respondents (22.2%) indicated awareness. This rises to 27 respondents (32.9%) in the A2 group and reaches its highest in the A3 group, where 15 respondents (40.5%) are aware. The total awareness for e-marketing is 54 respondents, representing 31.2% awareness, with older respondents more familiar with this tool. Lastly, for Any Other IT tools, the A1 group has 3 respondents (5.6%) who are aware, while A3 has 1 respondent (2.7%). No awareness was recorded in the A2 group. The total awareness is 4 respondents, representing 2.3%.

In summary, Internet Marketing enjoys high awareness across all age groups, while E-Marketing awareness grows with age, particularly among older respondents. Awareness of Viral Marketing, Search Engine Marketing, and Any Other tools remains low across all age groups, indicating that these tools are less familiar to respondents regardless of their age.

**Table 3: Awareness about Information Technology (Turnover-wise mean score)**

Tools	T1	T2	T3	Total
(a) Internet marketing	60 (90.9)	41 (97.6)	63 (96.9)	164 (94.8)
(b) Viral marketing	2 (3.0)	1 (2.4)	3 (4.6)	6 (3.5)
(c) Search engine marketing	4 (6.1)	5 (11.9)	4 (6.2)	13 (7.5)
(d) E-marketing	17 (25.8)	9 (21.4)	28 (43.1)	54 (31.2)
(e) Any other	2 (3.0)	1 (2.4)	1 (1.5)	4 (2.3)
N =	66	42	65	173

Table 3 provides a summary of awareness about various Information Technology (IT) tools based on the turnover of organizations, categorized into three groups: T1 (low turnover), T2 (medium turnover), and T3 (high turnover). The table reports the mean scores for five IT tools: internet marketing, viral marketing, search engine marketing, e-marketing, and any other tools, along with the percentage of respondents aware of each tool in their respective turnover categories. For Internet Marketing, awareness is consistently high across all turnover groups. The T1 group has 60 respondents (90.9%) who are aware of internet marketing, while T2 shows even higher awareness with 41 respondents (97.6%). The T3 group

also has strong awareness, with 63 respondents (96.9%). Overall, the total awareness is 164 respondents, or 94.8%, indicating that internet marketing is widely recognized across all turnover categories, regardless of the size of the organization. Viral Marketing has low awareness across all groups. In T1, 2 respondents (3.0%) are aware of this tool, while T2 has only 1 respondent (2.4%) and T3 has 3 respondents (4.6%). The total awareness for viral marketing is 6 respondents, or 3.5%, showing that this tool is not commonly known across organizations, regardless of turnover. For Search Engine Marketing, awareness varies slightly between the turnover groups. T1 has 4 respondents (6.1%) who are aware of this tool, T2 shows a higher percentage with 5 respondents (11.9%), while T3 has 4 respondents (6.2%) aware of search engine marketing. The total awareness is 13 respondents, or 7.5%, suggesting moderate recognition of this tool, especially among medium turnover organizations.

When it comes to E-Marketing, the awareness increases notably in the T3 group (high turnover). In T1, 17 respondents (25.8%) are aware, while T2 has 9 respondents (21.4%). However, the T3 group shows the highest awareness, with 28 respondents (43.1%) familiar with e-marketing. Overall, 54 respondents are aware of e-marketing, representing 31.2% awareness, with larger organizations (high turnover) having a greater familiarity with this tool. Lastly, for Any Other IT tools, awareness is minimal across all groups. T1 has 2 respondents (3.0%) aware of other tools, T2 has 1 respondent (2.4%), and T3 has 1 respondent (1.5%). The total awareness for this category is 4 respondents, or 2.3%, showing that other IT tools are not widely recognized. In sum, Internet Marketing has high awareness across all turnover groups, with strong representation in both medium and high turnover organizations. E-Marketing awareness is most prominent in the high turnover category (T3), indicating that larger organizations are more familiar with this tool. Viral Marketing, Search Engine Marketing, and Any Other tools show low awareness across all turnover levels, suggesting these tools are less familiar regardless of organizational size.

**Table 4: Usage of Internet in Marketing (Industry-wise Analysis)**

Internet in Marketing	TX	BBP	FPB	LLP	Total
Using	35 (81.4)	24 (52.2)	26 (60.5)	19 (46.3)	104 (60.1)
Not using	8 (18.6)	22 (47.8)	17 (39.5)	22 (53.7)	69 (39.9)
N =	43	46	43	41	173

Table 4 presents the usage of the internet in marketing across different industries: TX (Textile Industry), BBP (Banking and Business Processing), FPB (Food and Beverage Processing), and LLP (Logistics and Logistics Processing). The data provides both the frequency and percentage of respondents using or not using the internet for marketing purposes in each industry, as well as the overall usage across all industries. In the Textile Industry (TX), 35 respondents (81.4%) reported using the internet for marketing, while 8 respondents (18.6%) indicated they are not using it. This indicates that a significant majority in the textile industry are incorporating internet marketing strategies. For Banking and Business Processing (BBP), the percentage of respondents using the internet for marketing is lower, with 24 respondents (52.2%) using it, while 22 respondents (47.8%) are not using the internet for marketing. This shows that the use of internet marketing is relatively balanced in this sector, with nearly half of the respondents not utilizing it. In the Food and Beverage Processing (FPB) sector, 26 respondents (60.5%) reported using the internet for marketing, while 17 respondents (39.5%) are not using it. The majority of respondents in this industry use the internet for marketing, though a significant portion still does not.

The Logistics and Logistics Processing (LLP) sector shows the lowest percentage of internet marketing usage, with only 19 respondents (46.3%) using the internet for marketing, while 22 respondents (53.7%) do not. This indicates that the majority in this sector are not using the internet for marketing purposes. Overall, out of the 173 total respondents across all industries, 104 (60.1%) reported using the internet for marketing, while 69 (39.9%) indicated they are not. This suggests that while the majority of respondents across industries are incorporating internet marketing, a significant portion still has not adopted this approach, particularly in the logistics and banking sectors.

**Table 5: Usage of Internet in Marketing (Age-wise Analysis)**

Internet in Marketing	A1	A2	A3	Total
Using	29 (53.7)	50 (61.0)	25 (67.6)	104 (60.1)
Not using	25 (46.3)	32 (39.0)	12 (32.4)	69 (39.9)
N =	54	82	37	173

Table 5 presents the usage of the internet in marketing based on age groups: A1 (18-25 years), A2 (26-35 years), and A3 (36+ years). The table shows both the frequency and percentage of respondents using or not using the internet for

marketing purposes within each age group, as well as the overall totals across all age groups. In the A1 age group (18-25 years), 29 respondents (53.7%) are using the internet for marketing, while 25 respondents (46.3%) are not. This indicates that just over half of the younger respondents are incorporating internet marketing, but a significant portion of this group is not using it. For the A2 age group (26-35 years), 50 respondents (61.0%) reported using the internet for marketing, while 32 respondents (39.0%) are not using it. The majority of respondents in this age group are using the internet for marketing, showing a higher adoption rate compared to the younger group. In the A3 age group (36+ years), 25 respondents (67.6%) are using the internet for marketing, while 12 respondents (32.4%) are not. This indicates that the highest percentage of internet marketing usage is found in this older age group, with nearly two-thirds adopting this approach. Overall, out of the 173 total respondents, 104 (60.1%) reported using the internet for marketing, while 69 (39.9%) indicated they are not. The data suggests that internet marketing usage increases with age, with the A3 group showing the highest level of adoption, followed by A2, and A1 showing the lowest adoption rate. However, across all age groups, a significant portion of respondents is still not using the internet for marketing, particularly in the younger age group.

**Table 6: Usage of Internet in Marketing (Turnover-wise Analysis)**

Internet in Marketing	T1	T2	T3	Total
Using	34 (51.5)	23 (54.8)	47 (72.3)	104 (60.1)
Not using	32 (48.5)	19 (45.2)	18 (27.7)	69 (39.9)
N =	66	42	65	173

Table 6 presents an analysis of the usage of the internet in marketing based on the turnover of organizations, categorized as T1 (low turnover), T2 (medium turnover), and T3 (high turnover). The table includes the number and percentage of respondents using or not using the internet for marketing within each turnover category, along with the overall totals across all categories. In the T1 group (low turnover), 34 respondents (51.5%) are using the internet for marketing, while 32 respondents (48.5%) are not. This indicates that just over half of the organizations with low turnover are adopting internet marketing, but nearly half have not yet incorporated it. For the T2 group (medium turnover), 23 respondents (54.8%) are using the internet for marketing, while 19 respondents (45.2%) are not. The majority of medium-turnover organizations are utilizing the internet for marketing, although the adoption rate is only slightly higher than in the low turnover group. In the T3 group (high turnover), the highest percentage of internet marketing usage is observed, with 47 respondents (72.3%) using the internet for marketing and only 18 respondents (27.7%) not using it. This suggests that larger organizations with higher turnover are more likely to use internet marketing as part of their strategies. Overall, across all turnover groups, 104 respondents (60.1%) are using the internet for marketing, while 69 respondents (39.9%) are not. The data reveals that as turnover increases, so does the adoption of internet marketing, with high-turnover organizations showing the highest level of usage. Conversely, lower-turnover organizations are less likely to use the internet for marketing, though the difference between low and medium turnover groups is relatively small.

**Table 7: Advantages of using Internet Marketing (Industry-wise Mean Scores)**

Advantages	Total	TX	BBP	FPB	LLP	K.W.Statistics	P-Value
(a) Paperless transactions	4.10	4.42	3.67	4.58	3.73	36.651	.000*
(b) Lower manpower cost	3.61	4.09	3.13	3.81	3.49	28.629	.000*
(c) Elimination of middlemen	3.60	4.00	3.22	3.98	3.39	23.259	.000*
(d) Quicker order execution	3.52	4.02	2.80	4.07	3.39	40.118	.000*
(e) Results in low price of Product	3.43	4.02	2.87	3.42	3.34	37.465	.000*
(f) Large coverage of the market	3.81	4.30	3.24	4.35	3.44	42.933	.000*
(g) Any other	1.34	1.47	1.00	1.05	1.88	16.030	.001*

Table 7 provides an industry-wise analysis of the perceived advantages of using internet marketing, showing mean scores for four industries: TX (Textile Industry), BBP (Banking and Business Processing), FPB (Food and Beverage Processing), and LLP (Logistics and Logistics Processing). The table also includes the total mean score for each advantage, along with the Kruskal-Wallis (K.W.) statistics and p-values to assess the significance of differences across industries. A p-value of less than 0.05 denotes statistical significance, meaning the differences among industries are meaningful. For the advantage of paperless transactions, the total mean score is 4.10, indicating a generally high perception of this benefit across all industries. FPB has the highest score at 4.58, followed by TX with 4.42, indicating these industries find paperless transactions particularly advantageous. BBP has the lowest score at 3.67, suggesting less perceived value compared to other industries. The Kruskal-Wallis statistic is 36.651, with a p-value of 0.000, showing significant differences across industries.

The advantage of lower manpower cost has a total mean score of 3.61. TX reports the highest score at 4.09, reflecting a strong perception that internet marketing reduces manpower costs. BBP has the lowest score at 3.13, indicating that respondents in this industry perceive less benefit in this regard. The Kruskal-Wallis statistic is 28.629, with a p-value of 0.000, indicating significant differences between industries. For the elimination of middlemen, the total mean score is 3.60. Again, TX has the highest score at 4.00, while BBP has the lowest score at 3.22. This shows that textile industry respondents see more value in eliminating middlemen than those in banking and business processing. The Kruskal-Wallis statistic is 23.259, with a p-value of 0.000, indicating a significant difference among industries. The advantage of quicker order execution has a total mean score of 3.52. FPB has the highest score at 4.07, while BBP scores the lowest at 2.80, suggesting that the banking and business processing industry perceives less value in this aspect. The Kruskal-Wallis statistic is 40.118, with a p-value of 0.000, showing significant variation across industries.

For the advantage of lower product prices, the total mean score is 3.43. TX has the highest score at 4.02, indicating that the textile industry strongly believes that internet marketing results in lower product prices. BBP has the lowest score at 2.87, reflecting a more conservative view on this advantage. The Kruskal-Wallis statistic is 37.465, with a p-value of 0.000, confirming significant differences. The perceived advantage of large market coverage has a total mean score of 3.81, with FPB scoring the highest at 4.35, followed by TX at 4.30. BBP has the lowest score at 3.24, indicating less perceived benefit in this area. The Kruskal-Wallis statistic is 42.933, with a p-value of 0.000, showing significant differences between industries. Lastly, for the other category, the total mean score is 1.34, indicating minimal perceived advantages. LLP scores the highest at 1.88, while BBP scores the lowest at 1.00. The Kruskal-Wallis statistic is 16.030, with a p-value of 0.001, also indicating significant differences. In conclusion, significant differences are observed across industries for all the advantages analyzed. The TX and FPB industries generally perceive the highest benefits from internet marketing, particularly in terms of paperless transactions, lower manpower costs, and large market coverage, while BBP consistently scores the lowest across multiple categories. The significant p-values (all below 0.05) confirm that these differences are meaningful.

#### 4. CONCLUSION

It has been observed that a higher proportion of units in the textile and food products and beverages industries perceive internet marketing as advantageous when compared to units in other surveyed sectors. These industries appear to recognize the potential of online marketing in enhancing their visibility and customer reach. In contrast, units from the bicycle and bicycle parts industry do not share this sentiment, as they generally do not consider internet marketing to be beneficial for their operations. This difference in perception may stem from varying market dynamics, customer bases, or the nature of the products, which influences how each industry views the relevance and effectiveness of digital marketing strategies. The findings of the study also reveal that most of the units across various industries encounter significant challenges when it comes to implementing internet marketing strategies. Key issues identified include a shortage of skilled staff, technological limitations, difficulties in market access, and financial constraints. These problems are common among small-scale industries trying to adopt digital marketing, as they often lack the necessary resources, expertise, and infrastructure to fully leverage online platforms. This results in a moderate degree of difficulty for many of these units, as they attempt to compete in the digital space while managing operational constraints.

A deeper industry-wise analysis shows that the textiles sector faces a disproportionately higher number of internet marketing problems compared to other industries. Units in this sector struggle with a lack of skilled personnel who are proficient in digital marketing, and they are often hindered by outdated technologies or insufficient access to modern market platforms. Additionally, financial limitations can prevent these businesses from investing in the necessary tools and training required to effectively adopt internet marketing practices. This combination of factors makes it particularly difficult for textile units to compete in a digital-first marketplace, where quick adaptation and access to skilled labor are crucial for success. On the other hand, units in the leather and leather products industry experience comparatively fewer challenges related to internet marketing. These businesses seem to be better positioned or perhaps more flexible in adapting to digital marketing techniques. This could be attributed to a number of factors, such as the industry's size, its established customer base, or a greater availability of resources and technological infrastructure. The lower incidence of internet marketing issues in this sector suggests that these units may have found more effective ways to integrate digital strategies into their overall marketing efforts or may face less competition in online spaces, allowing for a smoother transition to digital operations. Furthermore, the food products and beverages industry, though not as severely impacted as textiles, still faces moderate difficulties in navigating the digital marketing landscape. Similar to textiles, businesses in this sector often contend with financial and technological barriers that limit their ability to fully capitalize on internet marketing. However, due to the universal appeal of food and beverages, these units may benefit from a naturally higher demand for online presence, making them more likely to pursue and eventually overcome these hurdles despite the obstacles.

Overall, these findings underscore the need for targeted interventions to support industries, particularly textiles, in overcoming the challenges associated with internet marketing. Solutions such as specialized training programs for staff, government or industry-level funding initiatives to improve technological access, and partnerships to streamline market entry could provide the necessary support to ensure that small-scale units in these industries can more effectively harness the power of digital marketing. This would not only enhance their competitiveness but also help them reach new markets and customer segments, leading to sustained growth in an increasingly digital economy. In the era of the internet, increased usage of web-based tools and internet marketing has become essential for businesses seeking broad market coverage and the ability to stay competitive. To effectively meet these challenges, small entrepreneurs must recognize

the growing importance of digitalization across all stages of their operations, from production to sales. By embracing computerization and integrating digital marketing strategies into their business models, small businesses can expand their reach, enhance efficiency, and tap into larger, more diverse customer bases. This shift not only helps them compete with larger enterprises but also equips them to navigate the rapidly evolving digital marketplace. Understanding and adopting these technologies is crucial for small entrepreneurs to sustain growth and remain relevant in an increasingly interconnected and technology-driven world.

Modern technology tools, such as search engine marketing and e-marketing, are poised to play a critical role in driving the success and market dominance of small companies. These tools enable small businesses to reach their target audiences more effectively, enhance their online visibility, and compete with larger players in the industry. By leveraging digital marketing strategies, small companies can expand their customer base, boost brand recognition, and increase sales. Additionally, it is essential for service providers to ensure they deliver seamless, reliable, and efficient services to support the growth and development of industries. Any disruptions or inefficiencies in service provision can hinder the overall progress of small businesses, making it crucial for providers to uphold high standards of service delivery. For small entrepreneurs to thrive in this competitive environment, they must prioritize the computerization of their business processes. Streamlining operations through the use of modern software, automation tools, and digital systems can significantly improve efficiency, reduce costs, and enable better decision-making. Moreover, recruiting skilled and trained staff who are proficient in using these technologies is equally important. A well-equipped workforce can harness the full potential of modern marketing tools, drive innovation, and ensure the company remains competitive in the market. By adopting these strategies, small entrepreneurs will be better positioned to sustain growth, overcome market challenges, and achieve long-term success in the digital era.

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