

AN ANALYTICAL STUDY OF MARKETING PRACTICES AND ITS IMPACT ON BRAND IMAGE OF MICRO SMALL AND MEDIUM ENTERPRISES WITH REFERENCE TO PUNE DISTRICT

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Abstract

Miniature, small, and medium-sized enterprises (MSMEs) in India use e-marketing strategies. It investigated proprietor administrators view of MSMEs in regards to normal consumptions, spending designations, the executives, strategy, wellsprings of data, profit from speculation and their longing conventional preparing on e-advertising exercises in future. Information were gathered from 253 MSME proprietor chiefs through an e-survey. The specialists tracked down that most of the MSME proprietor supervisors assign a month to month spending plan for e-promoting drives, and they have expanded it in the course of recent years. Notwithstanding, the complete use on e-advertising exercises is somewhere in the range of 1% and 10% of their all out showcasing spending plan. These organizations are incompletely or completely rethinking site improvement (SEO), show publicizing and reference promoting, though other e-advertising exercises are overseen in-house. For the most part, these MSMEs are not estimating the accomplishment of their computerized showcasing endeavors. In the event that they, do it, they are not doing it in an expert way. MSMEs were observed to be delayed in posting content and connecting with their devotees via web-based media. Shockingly, two-third of the MSMEs that took part in this review didn't show any craving to seek after courses in computerized showcasing. Taking everything into account, this review advances key ramifications to specialists just as to the public authority offices that are associated with the advancement of data

innovation among MSMEs.

Keywords: Mercantilism Practices, Little, Small and Intermediate Enterprisingness,

Introduction

In republic of India, the MSME area has arisen as a profoundly lively and dynamic area of the Indian economy in the course of the most recent fifty years. MSMEs assume a critical part in giving huge business openings at relatively lower capital expense than enormous ventures and help in industrialisation of country and in reverse regions, along these lines, diminishing territorial awkward nature, guaranteeing more evenhanded dispersion of public pay and abundance. During ongoing years, the MSMEs area has reliably enrolled higher development rate contrasted with the generally modern area. In India, the number of MSMEs has increased from 36.17 million in 2006-07 to 63.38 million in 2015-2016, with an annual growth rate of 6.43 percent. Essentially, the number of MSMEs produced has increased from 80.52 million in 2006-07 to 11.09 million in 2015-2016, representing a 3.63 percent annual growth rate. Local and community-organizing entrepreneurs run a large proportion of these MSMEs (32.48 million, or 51.25 percent) (Ministry of Micro, Small and Medium Enterprises, Government of India, 2019). Road advertising is a type of guerrilla showcasing that utilizes nontraditional or unpredictable techniques to advance an item or service. Many organizations use pamphlets, coupons, banners and workmanship shows as a financially savvy option in contrast to the conventional promoting strategies like TV, print and social media. Based on the moving qualities of current customers, for example, expanded item information and assumptions for straightforwardness the objective of road advertising is to utilize direct correspondence to upgrade brand recognition. This way of advertising filled in prominence in 1986 when Jay Conrad Levinson distributed his book *Guerrilla Marketing*, which cleared the future for whimsical and strange brand crusades. Road promoting is regularly mistaken for surrounding showcasing, which is an advertising technique of putting advertisements on uncommon articles or in surprising where you wouldn't as a rule hope to have an ad. Dissimilar to average public promoting efforts that utilization bulletins, road showcasing includes the use of various strategies and practices to build up direct contact with the customers. The objectives of this cooperation remember causing a passionate response for likely clients, and getting individuals to recall brands in an alternate way. By definition, offbeat showcasing exists in complete resistance to business advertising, which comes from the presentation of McCarthy's 4 Ps in 1960. Over the most recent fifty years, road promoting has turned into a developing subject of conversation, particularly among SME's (little and medium-sized ventures) who have practically zero

publicizing spending plan. During the 1960s and 1970s, road showcasing was a huge accomplishment since numerous buyers didn't unavoidably perceive guerrilla exercises as an ad as of now as a result of its exceptional nature. The idea of "road advertising" was first referenced and examined by Jay Conrad Levinson in his 1984 book *Guerrilla Marketing*. Levinson thought of the possibility of this new way to deal with brand advancement when an understudy of his got some information about a book for advertisers without large financial plans. Subsequent to finding that there was no such book, Levinson chose to compose it himself. Consequently, the new methodology for SME's was conceived: "little spending plan, huge outcomes," which professed to assist numerous organizations with enduring the 1980s and 1990s through these creative publicizing activities. Early on, the appropriation of pamphlets, coupons, banners or fliers made up the soonest type of road showcasing and could be utilized in an essential manner to promote to buyers for more modest organizations. The simplicity of utilizing this sort of publicizing methodology set off an enormous expansion in the quantity of private ventures being opened.

There were two consolidated components that conveyed road promoting to progress; the first being that shoppers had become critical and started to feel overpowered by the over-immersion of ads; the second was a moving monetary climate that constrained organizations to make savvy approaches to showcase their products. By the time the 2008 monetary emergency hit, numerous huge organizations had to cut their correspondence spending plans definitely. In 2012, publicizing income experienced a sharp drop, with TV dropping 4.2% and a 8.1% drop for paper and press. These new spending cuts constrained bigger organizations and enterprises to now take on a new, unpredictable method of publicizing and advancement as road showcasing.

Road showcasing is a subset of guerrilla advertising, which is tied in with contributing time, energy, and creative mind into a business crusade. Guerrilla advertising is famous among enormous and independent ventures the same, as it utilizes minimal expense offbeat correspondences which can give a higher effect on a given investment. The utilization of viral showcasing and commitment promoting help to increase this effect. Guerrilla advertising takes advantage of administrations which as of now exist, for example, informal communication destinations, to make brand mindfulness. This could be spread by overhearing people's conversations or by taking advantage of social media. Viral messages appeal to people who as of now utilize informal communication, and in light of the fact that the messages don't look like conventional publicizing the main interest group is less inclined to overlook them. Guerrilla promoting focuses on the individuals who are bound to impart the message to others.

Road showcasing has the quality of being non-traditional. Nonetheless, dissimilar to different types of guerrilla showcasing, it is restricted to the roads or public places and doesn't utilize

different media or cycles to set up correspondence with customers. One famous procedure of road promoting is to put ads like boards and static advertisements in surprising or arbitrary areas, for example, down rear entryways or behind huge buildings. Although the actual advertisement is regular, the startling arrangement is captivating and individuals might take an additional a second to consider the ad. Street advertising may likewise utilize brand representatives (ordinarily one that requests to the objective segment) who part with tests and coupons to clients that pause and require some investment to answer questions. Street promoting can be utilized as an overall term enveloping six chief sorts of exercises: Dispersion of flyers or items – this action is more conventional and the most well-known type of road advertising utilized by brands.

Item activities – the changing of a high-traffic space utilizing brand symbolism. The thought is to make a miniature universe to advance another item or administration.

Human movements – making a space in which the brand's message is conveyed through human action.

Roadshows – a portable show, regularly utilizing abnormal transportation, for example, a taxibike, Segway, and so forth Revealed activities – the customization of road components.

Occasion activities – exhibitions, like glimmer crowds or challenges. The thought is to advance an item, administration, or brand esteem through the association of a public occasion. Prior to executing a road promoting plan, organizations and their showcasing firms ought to see how they are seen in the commercial center, how their items vary from those of contenders and what their most-engaging provisions are, and what markets they need to target. In the wake of distinguishing their objective clients and where these individuals accumulate, explicit objectives for a road showcasing effort can be established.

Ethical Problems

Moral Problems certain road showcasing efforts that are not executed as expected can prompt certain moral issues, similar to the 2007 Turner Broadcasting Bomb Scare in Boston, where the organization set LED notices looking like a film character for an impending film crusade all through Boston in irregular areas. At the point when these notices illuminated they looked like qualities of touchy gadgets and brought about the organization paying 2 million dollars in fines. Obviously, a provocative mission that makes mindfulness and consideration is the essential goal of road showcasing. In any case, promoting that turns out to be too relentless or encroaching may likewise summon negative feelings like disillusionment, misery, outrage, and fierceness. Certain missions that get abundance consideration while additionally having a negative picture could make an effect on the downstream rules of the chain of impacts (e.g., picture, buy goal, reliability).

Most of road showcasing efforts have been from little organizations, however enormous organizations have likewise been involved. Most of the models set in motion incorporate costumed people, the dissemination of tickets, and individuals giving examples.

Conveyance of fliers can make mindfulness in consumers. One illustration of this occurred in Montpelier, Vermont, where the New England Culinary Institute (NECI) sent a gathering of understudies to a cinema to distribute 400 fliers. Those fliers had coupons in which NECI welcomed individuals to its month to month topic meals. Another organization, Boston's Kung-Fu Tai Chi Club, picked the choice of dispersing fliers to advance its self-protection classes for ladies. Different organizations apply the strategy of sending masked individuals to advance things in the city. For instance, a dating site coordinated a road showcasing movement in the "Feria del Libro" ("Book Fair") in Madrid. It comprised of a man dressed like a ruler who strolled among the group searching for his "genuine affection", and got a few ladies to take a stab at a glass shoe. A lady followed him disseminating bookmarks with messages, for example, "Circumstances are different; the best approach to discover love, as well" with the site's location. In Madrid and Barcelona, a mission called "Avestruz" ("Ostrich") utilized a gathering of life-sized ostrich manikins to interface with youngsters to advance cell phones. There are endeavors that spread passes or passes to shows and different occasions supported by an organization. A more uncommon model is a French design retailer which advanced another store by appropriating denim in the area. An Italian mission for a computer game put the roads with Post-it Notes molded like game characters. Some road showcasing may instigate the wrath of nearby specialists, like when an organization joined a styrofoam imitation of a vehicle to the side of a midtown working in Houston, Texas. For the expense of a little city-gave fine, the organization got first page publicizing in the Houston Chronicle.

Theoretical Background

Hence, it tends to be hard for the monetarily compelled SMEs redesign & embrace newfound innovations (Mittal Khan & Wuest,2018). Justified subsequent to procuring new innovations, ability & capability accompanying issues might emerge (Singh and Kalia, in press). Because of restricted financial plan, individual premium, customisation and power concluded repetition, SME proprietor administrators may self-produce or purchase the abilities required for advanced marketing (Ritz et al., 2019). To deal with these enterprises in a complex atmosphere, workers and administrators want specialist capability, critical thinking talents, and advanced competence (Lerch and Gotsch, 2015; Süße, Wilkens, Hohagen, and Artinger, 2018). The lack of these kind of specific expertise within SMEs can be a substantial roadblock (Coreynen, Matthyssens and Van Bockhaven, 2017; Harrigan, Ramsey and Ibbotson, 2011; Peillon and Dubruc, 2019). Even

in the wake of having the assets in the association, analysts have affirmed that SME can neglect to take advantage of the advantages of advanced advertising device like internet searcher showcasing (SEM) because of helpless promoting plan (Murphy and Kielgast, 2008). Further, advertising in SMEs is not quite the same as hypothetical showcasing endorsed for bigger association. While concentrating on effect of web based advancements (WBAs) client human relationship the executives exercises of the SMEs into Ireland, (Harrigan et al. 2011) remuneration IBT took on by the SMEs. further develop data the executives abilities, client correspondence and upper hand through e-CRM is somewhat basic. They discovered no incorporation of client data into dynamic because of impromptu E-crm successful SME. Nonetheless, SMEs essential e-CRM at vital & coordinated levels to keep up with their worldwide and nearby seriousness (Ibbotson & Harrigan, 2009).

Some other intriguing perspective job of public authority in mechanical development. Ordinarily, government is viewed as controller as opposed to an advertiser of mechanical advancement. Notwithstanding, review of 97 development undertakings in European nation directed aside (Lim, 2014). found that if the government orders marketing procedures according to firm sizes and endeavours' necessities corresponding to their public development atmosphere, the government can boost organisations' advancement potential. In this light, it would be extremely beneficial to learn about msme's present e-marketing methods in India.

The objective of the research are as under

- To know the level of awareness of marketing practices among MSME's.
- To determine the implications of specific sales tactics on MSME brand reputation.
- To study various marketing practices used by MSME's.

What are micro and small organizations?

Micro, Small, and Medium Enterprises (MSME) are classified into two categories under the Micro, Small, and Medium Enterprises Development (MSMED) Act, 2006.

(a) Manufacturing Enterprises- The ventures occupied with the assembling or creation of merchandise relating to any industry determined in the principal timetable to the Industries (Development and guideline) Act, 1951 or utilising plant and hardware during the time spent worth expansion to the eventual outcome having a particular name or character or use. The Manufacturing Enterprise is defined as the interest in plants and machinery.

(b) Service Enterprises: Businesses that provide or deliver services are classified based on their investment in equipment. The cutoff for interest in plant and hardware/gear for assembling/administrating undertakings, as advised, vide S.O. 1642 (E) dtd.29-09-2006, is as under:

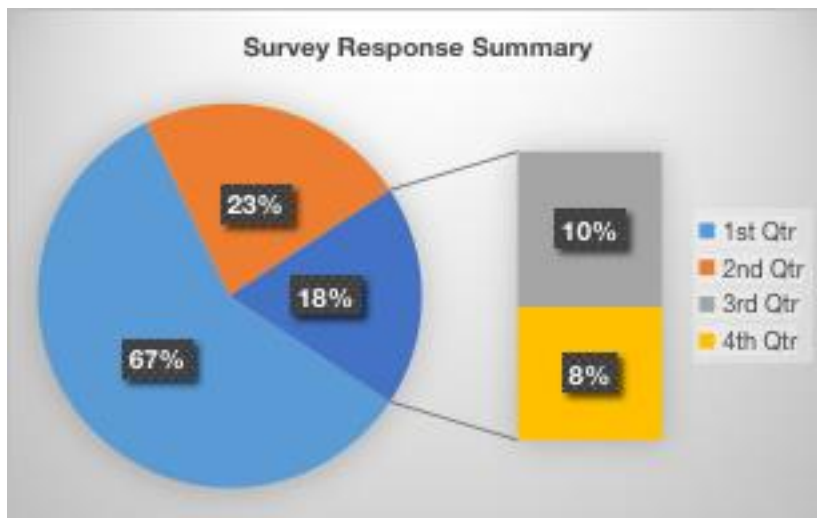
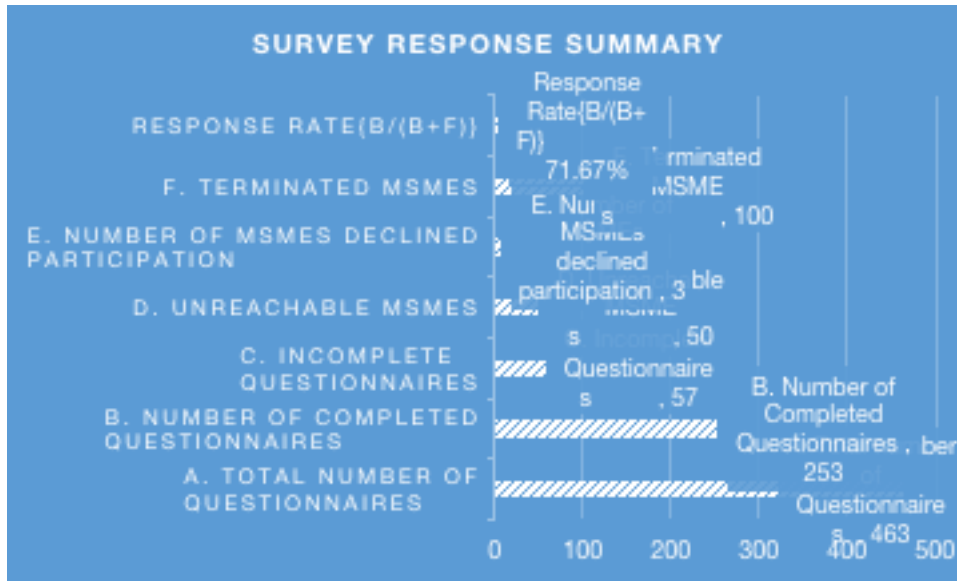
Methodology

The review was basically worried about miniature, little and medium organizations situated in provinces of Pune, PB,NCR, and Maharashtra in India. A MSME recognized as united that contributes up-to limit of Hundred million Indian Rupee in contrivance & apparatus in the event of assembling area & up-to fifty million, interest in hardware if there should arise an occurrence of administration area (Govt. of India, 2006). The multi-stage inspecting method was utilized to waitlist the MSMEs, from which proprietors and e-showcasing supervisors of these MSMEs were overviewed. In the principal stage, the main three areas in the conditions of maharashtra, punjab, haryana and Himachal Pradesh, NCR which had most extreme number of enlisted MSMEs were chosen. In the subsequent platform, roughly 50 MSMEs chosen from each shortlisted locale by utilizing critical testing for example before specifically moving toward these MSMEs with the end goal of information assortment, it was guaranteed that these organizations are occupied with a type of e-showcasing for their business.

The e-questionnaire (i.e., the digital version of the questionnaire established on a pill device) was self-administered in-individual by using the time period for my phase of travelling to the employer's premises and with the help of sending a web link to the owners and, consequently, the heads of the e-marketing departments. The length of the interviews ranged from 15 to a half-hour. The data collected in the final observation emerges and is then fed into the IBM Statistical Package for the Social Sciences (SPSS) software v20.i.e. calculating mean ranks and probabilities.

The calculation of the survey response rate has been shown in the table 1 below.

Table 1 Survey Response Summary



We contacted 463 MSMEs which had been randomly selected from the database of presidency departments, industrial institutions, and other agencies to be had online. A total of 355 stuffed questionnaires were obtained from the MSMEs' proprietor-managers, out of which only 255 had been completely crammed by the respondents. The finished questionnaires were removed in large part thanks to the lack of values and inconsistency within the responses. Thus, decreasing the overall wide selection of finished questionnaires to 253. As a consequence, the normal response price became seventy-one.67% (253/353).

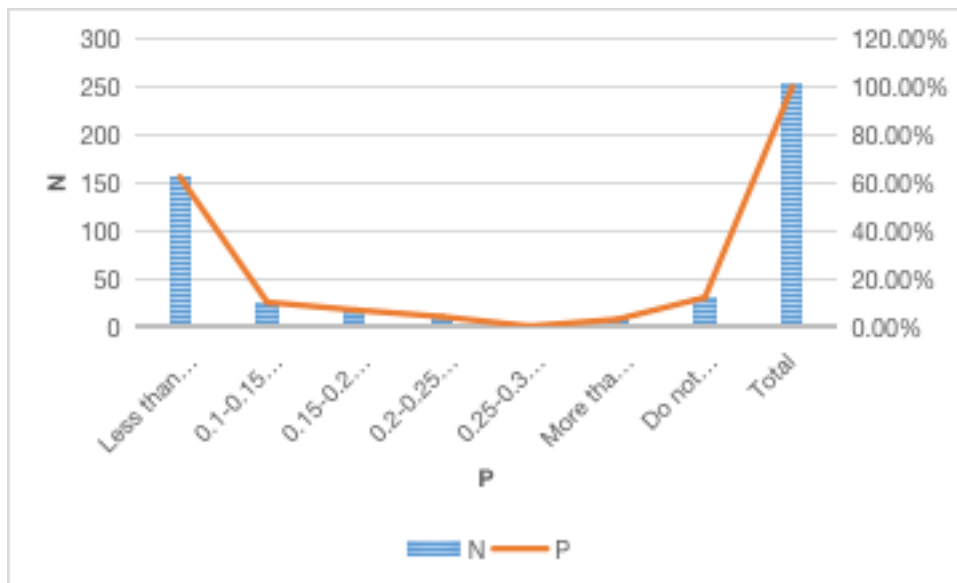
Current e-promoting rehearses followed by utilizing MSMEs in India

This part of the section catches the e-publicizing practices of the MSMEs for the term of the hour of realities series. The e-promoting rehearses related inquiries were mentioned to measure the

MSMEs owner chiefs see point on their normal spend and funds assignment on e-showcasing sports, control of e-publicizing exercises and its inclusion, assets of records about e-promoting sports, e-showcasing ROI and finally, decision for conventional upbringing e-promoting and advertising exercises in future.

Disbursement & Return on Investment(ROI) along e-promoting exercises

MSMEs' proprietor directors would approach them to demonstrate their company's normal month-to-month spending on e-promoting exercises. Table 2 beneath shows the conveyance of the reactions of the MSMEs proprietor directors with regard to their normal month-to-month use on advanced promoting exercises. This part of the section catches the e-publicizing practices of the MSMEs for the span of the hour of realities series. The e-promoting rehearses related inquiries were mentioned to measure the MSMEs owner directors see point on their normal spend and funds distribution on e-showcasing sports, control of e-publicizing exercises and its inclusion, assets of records about e-promoting sports, e-advertising ROI and ultimately, their decision for formal instruction on e-promoting and showcasing exercises in the future.



It very well might also be considered from table 2, that the larger phase of the MSMEs' proprietor supervisors spent less than 0.1 million INR on a normal month on advanced advertising and marketing workout routines (158 MSMEs, 62.5%). This is accompanied by using the 56 MSMEs' owner heads (22.1 percent), who spend an common of 0.1 to 0.3 million INR per month on e-marketing activities. There were just 8 MSMEs proprietor supervisors (3.2%) who

spent more than 0.3 million INR in a month on e-promoting exercises, though 31 MSMEs proprietor directors (12.3%) didn't spend any money on the advanced advertising workouts. For instance, these 31 MSMEs were dealing with the advanced advertising and marketing workout routines no longer in extra of our spending diagram premises. MSMEs' proprietor chiefs have been approached to display the stage of superior showcasing format with respect to the all-out yearly advertising spending plan. Table three provides the reactions of the MSMEs' proprietor directors to their computerised showcasing monetary design in relation to their complete yearly promoting economic plan. MSMEs' owner-managers have been asked to rank the e-advertising sports activities, notably based on the common price range distributed to each of them. Only one sports activity had been demonstrated to the respondents that their organisation had become involved in pursuing in the direction of the time of the information series. It must be referred to right here that the limit rank, i.e., rank 1, became assigned to the e-marketing hobby with the highest financial allocation, whilst rank 10 became assigned to the hobby with the least price variation allocation. Table 3 suggests the distribution of the ranks disbursed to each of the e-advertising, advertising, and marketing hobbies, alongside the calculation of the recommended rank for each of them.

Positioning of Extremity Mercantilism Activities dependent connected the Middling Compute Portion

Showcasing

An establishment cycle through with which labour & products determination from cognitive content to the consumer. promoting depends on contemplating the commercial enterprise as far as client needs and their fulfillment. Showcasing varies from merchandising on the grounds that (in the expressions of Harvard Business School's resigned teacher of advertising, Theodore C). What's more, it doesn't, as showcasing constant does, see the whole business measure as comprising of a firmly incorporated work to find, make, stir and fulfill client needs." at the end of the day, promoting has less to do with getting clients to pay for your item as it does fostering an interest for that item and satisfying the client's requirements. A good promoting technique should be based on proven research and focus on the best product mix to achieve the most conceivable outcomes and encourage the firm. The advertising procedure is the establishment of a merchandising plan. Life for advertisers used to be extra straightforward. He simply had a couple of TV channels, some radio broadcasts, a small bunch of top magazines and a paper or two in every market. Arriving at shoppers was once easy by making a convincing message. Presently, there are a complete slew of TV channels, a fantastic number of sites, and a huge wide variety of uses. Promoting was once rare, but now it is. However, innovation has made it a tonne

harder. Most corporations can be satisfactorily caught by using only three measurements: mindfulness, offers, and guidance (for example, purchaser reference).

Web-based Media Websites:

1. Long range interpersonal communication locales Facebook, Google Plus, CafeMom, Gather.
2. Cooperate away adding companions, remarking on profiles, joining gatherings and having conversations.
3. Miniature contributing to a weblog locales Twitter, Tumblr, Posterous
4. Distributing contraptions WordPress, Blogger, Squarespace
5. Cooperation gadgets Wikipedia, WikiTravel, WikiBooks
6. Rating/Review locations Amazon evaluations, Angie's List
7. Photograph sharing destinations Flickr, Instagram, Pinterest
8. Video sharing destinations YouTube, Vimeo, Viddler
9. Individual telecom contraptions Blog Talk radio, Ustream, Livestream
10. Virtual universes Second Life, World of Warcraft, Farmville
11. Area based totally administrations Check-ins, Facebook Places, Foursquare, Yelp
12. Gadgets Profile identifications, Like buttons
13. Social bookmarking and news accumulation Digg, Delicious
14. Cooperate by way of figuring out in favor of articles and remarking on them. Cooperate via labeling sites and 15. Looking thru websites bookmarked by others. 16. Gathering purchasing Groupon, Living Social, Crowdsavings Famous Social Media Tools and Platforms: Online journals: A stage for easygoing discourse and conversations on a precise theme or assessment. Facebook: The world's biggest casual organization, Users make an man or woman profile, add distinct customers as companions, and change messages, which includes announcements. Brands create a page, and Users of fb can "like" these webpage. Twitter: A character to character communication/miniature publishing content to a weblog stage that permits gatherings and humans to continue to be associated via the buying and selling of brief reputation messages (140 character limit). YouTube &Vimeo: Video facilitating and watching sites. Flickr: A picture and video facilitating website online and online nearby area. Photographs can be shared on Facebook and Twitter and different character to man or woman verbal exchange destinations. Instagram: A free photograph and video sharing utility that lets in consumers to follow superior channels, casings and enhancements to their pix and afterward share them on an assortment of lengthy vary informal conversation destinations. LinkedIn Groups: where gatherings of professionals with related spaces of hobby can share and partake in a discussions going on in their fields. Pinterestis a social curation website online for sharing and classifying pictures observed on the web.

Pinterest requires short portrayals alternatively the crucial focal point of the website online is visual. Tapping on a picture will take you to the first source, in this way, for instance, If you click on an photo of a pair of shoes, you may additionally be sent to a internet site the place you may additionally buy them. An image of blueberry hotcakes may lead you to the recipe. an picture of a capricious chicken enclosure may additionally take you to the directions. Web-based Media and Small Businesses, Web-based Media Is Changing the Traditional strategies for Presence. The typical techniques of advertising utilising print and digital media alongside

Table 1.1 India's Snapshot

Sr. No	Particulars	Results
1	Total Population : 1,220,800,359	Urban : 31 %
2	Internet Users : 213,000,000	Internet : 17%
3	Active Facebook Users : 90,000,000	Facebook : 7%
4	Active Mobile Subscriptions : 893,862,000	Mobile Subscription : 73%

(Source: Wearesocial.sg Sources: US Central Bureau, ITU, Facebook for Jan' 2014)

Table 1.2 India: Social Media Use

Sr. No.	Particulars	Results
1	Any Social Network	Own An Account : 97% Used in Past Month : 72%
2	Facebook	Own An Account : 94% Used in Past Month : 55%
3	Google +	Own An Account : 78% Used in Past Month : 35%
4	Twitter	Own An Account : 67% Used in Past Month : 30%
5	Linkedin	Own An Account : 54% Used in Past Month : 24%
6	Orkut	Own An Account : 51% Used in Past Month : 17%

(Source: Wearesocial.sg Sources: US Central Bureau, ITU, Facebook for Jan' 2014)

(a) producing Enterprises-Firms engaged within the manufacture or fabrication of products touching associate degree company selected in the 1st schedule of the Industries (Development and Regulation) Act, 1951. or victimization plant and instrumentality in the technique of value addition to the ultimate product having an awe-inspiring name or person or use. The producing Enterprise is defined in terms of investment at forty-six. (b) Service Enterprises: The organisations engaged in providing or rendering services are delineate in terms of funding in devicerestriction for funding in plant and equipment/devices for manufacturing and supplier businesses, as notified by S.O. 1642 (E) dtd. 29-09-2006, are as follows:

Table 2.1 Micro Small and Medium Enterprise Act 2006

Manufacturing Sector	
Enterprises	Investment in plant & machinery
Micro Enterprises Small Enterprises	Does not exceed twenty five lakh rupees
Small Enterprises	More than twenty five lakh rupees but does not exceed five crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees
Service Sector	
Enterprises	Investment in equipment's
Micro Enterprises	Does not exceed ten lakh rupees:
Small Enterprises	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than two crore rupees but does not exceed five core rupees

Source:http://www.dcsmse.gov.in/ssiindia/defination_msme.htm

This social shopper can also be called a buyer and he eats, sleeps and lives with web-based media. Thus, the direct parts of Social Consumers: He burns information and discovers latest news in regions like Twitter and Facebook. He finds out about new things in well-sorted channels and associations. Has understanding of casual procedures and simply trusts the right information. Wants to have a conversation with the brand rather than one-sided advertising messages. Expects brands to be dynamic in the comparable online media districts he/she resides in. He/she wants brands to cater to him/her, engage him/her and respond quickly. This social buyer can also be called a shopper and he eats, rests and lives with online media.

Conclusion

Studies show that more and more consumers are using internet services and research to learn about products and prices in advance before making a final decision. digital marketing allows for the development of relationships with customers and prospects using regular, low-cost, individualised messages, and it represents a change away from clever advertising. marketing products through social media costs less than marketing through a physical retail store. Social media marketing allows offers to be personalized for customers by profiling their buying behavior and preferences. Most business owners use social media marketing to build communities around their business. These communities are then used as their own media to spark conversations, increase awareness, grow followers, reward fans, and overall build a better relationship with their online audience. These active and loyal communities fit right in with companies' online/offline marketing and communication campaigns. Facebook continues to be the most used social network in India and advertisers love it. It gives them the opportunity to segment, reach and advertise to more than 96,000,000 active Facebook users. Pinterest, Twitter,

LinkedIn and Google Plus are some fast growing social platforms that brands are eyeing. As these networks grow, brands are more likely to use these new platforms to connect, advertise and maintain social relationships. Compelling general content that people enjoy consuming and sharing with their friends is what businesses crave and like to post multiple times a day to keep their communities active, interesting and entertaining. Companies measure results by network-specific metrics such as followers, re-tweets, likes, shares, comments, etc. More than half of the companies surveyed find it difficult to measure the results of their social media efforts.

We discovered that the vast bulk of MSME shareholder spending less than INR 0.1 million each month on customer engagement initiatives. When tried to compare to all other e-marketing activities, Search Engines (SEO) and digital marketing received the most funding. The finances for Digital advertising initiatives cost between 1 and 10% of the total annual marketing budget. MSME managers select to allocate monthly budgets for their digital advertising spend, which they trust has increased in recent years. These managers largely decide upon to manipulate digital advertising and marketing activities such as email, cell marketing, social media advertising and content material advertising within the enterprise or internally. Search engine optimization, display advertising, and referral marketing, on the other hand, are the pinnacle three activities that MSMEs tend to outsource some or all of. Surprisingly, only a small share of MSMEs documented their digital advertising and marketing plans. Similarly, nearly half of the surveyed MSMEs had no way of measuring the success of their digital advertising efforts. The ultimate MSMEs measured their digital advertising efforts through the usage of free analytics tools or via an enterprise or consultant. Paid analytics tools have been the least preferred.

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