

Study on the Usage of Traditional, Digital and Social Media by Micro, Small and Medium Enterprises in Hyderabad, India

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Abstract

India is on the cusp of a social media revolution. With the availability of affordable smartphones and cheap data plans, the customer is just at a distance of click of a button. The emergence of digital and social media gave a new dimension to the way Micro, Small and Medium Enterprises (henceforth termed as MSMEs) to operate their business primarily in the marketing of their products and services. A literature survey indicates that few MSMEs have embraced these emerging media, but still, there is a majority who are yet to adopt. Social media joined the existing armoury of traditional and digital marketing tools that are currently used by the business owners. Owing to the paucity of research on the usage of media in MSME sector, the present study examines the demographic aspects of the MSME owners such as gender, age, education and business aspects such as the type of firm, MSME classification, Type of ownership and years in business. The study also looks into the usage of traditional, digital and social media by the MSMEs.

Keywords: Traditional Media; Digital Media; Social Media; MSME; Media Usage.

Introduction

In the last couple of decades, the availability of media for business promotion for the marketers have significantly changed. Till the last decade, companies relied heavily on traditional channels like television, print, and radio to promote their products. Most of these traditional channels are expensive, sometimes prohibitive and thus these were adopted by only large corporations with sound financial resources. The costly nature of the traditional media alienated Micro Small and Medium Entrepreneurs, and they stayed away from these traditional media. Development of internet and related technologies are transforming the practice of marketing. E-commerce replaced mass markets, push marketing which is a traditional marketing concept is transformed into permission

marketing, a digital marketing concept where products and prices are no more fixed, they are customised according to the customer (Wymbs, 2011). The development of telecommunications network, the explosion of the internet and smartphone penetration has resulted in the creation of a 'new media' known as social media. With the advent of social media, the tables have turned. Social Media is defined as computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. (Obar, J. A., & Wildman, S. S., 2015). The beauty of social media is that it is free and the content is user-generated. In a way, each user is the creator, and each creator is also a user. Social Media is viral and can spread itself rapidly across the world, sometimes in a matter of minutes.

Social media is two-way communication, unlike the traditional media. Digital media is technically a mass media with a component of interactivity, which gave the organisations a considerable scope to engage with the customer directly and the impact and reach were measurable. In most cases, social media was either free or was less expensive

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than the traditional media. Gradually social media started complementing and at the same time replacing traditional media.

Indian MSME sector has emerged as one of the fastest growing and dynamic segment in Indian economy. MSME sector is the backbone of Indian economy. MSME plays a vital role in promoting entrepreneurship with low capital cost and in generating employment. The government of India's Twelfth Five Year Plan's vision was to increase annual GDP growth to 8 percent and to create jobs to 50 million people in the Micro, Small and Medium Enterprises (MSME). Skill development and internet connectivity are identified as the enablers to achieve the targeted growth (KPMG Report, 2017).

The 2015-16 Annual report published by the Ministry of Micro, Small and Medium Enterprises reports that India has 51 million MSMEs which contribute 37.5 percent of the Indian GDP in which 7% contributed by the manufacturing sector and 30 percent by the service sector. The share of MSME in manufacturing output is around 37 percent and contributing 46 percent to exports. Most importantly MSME sector employs seventeen million workforce which is 14 percent of India's working population (KPMG Report, 2017).

Fast changing global economics are creating challenges for the MSMEs. According to Ministry of Micro Small and Medium Enterprises marketing is one of the weakest and significant problem the MSMEs face apart from credit availability and technological upgradation.

The objective of any MSME is to earn profits. The MSMEs can create a world-class product or service, but if they fail to market the same, then they will not make a profit. The profits are dependent on the marketability of the MSMEs. Large organisations have enough financial resources to undertake any aggressive marketing plan to promote their products. MSMEs have neither the workforce nor financial resources to promote their products. Traditional media like newspapers, television and radio, are costly and thus are out of reach for most of the MSMEs.

With the availability of affordable smartphones and cheap data plans, the customer is just at distance of

click of a button and that too at an affordable cost. In this backdrop KPMG India and Google Study on Impact of Internet on Small and Medium Business (2017) reported that 68 percent of the Indian small businesses do not have an online presence and are using traditional marketing tools, 15 percent are connected but are not using the internet for business. Only 2 percent of MSMEs are digitally enabled and are actively using digital technologies (KPMG, 2017).

The present study intends to understand the usage of traditional, digital and social media of the MSME owners in the city of Hyderabad. The proposed research will also look into the demographic aspects such as gender, age, education and business aspects such as the type of firm, classification of the firm, the age of the firm and type of ownership. Firstly this study attempts at understanding the usage of media for promotion, their choice of media namely traditional and digital by MSME. Secondly, it also attempts at exploring the relationship between usage of media and demographics of the MSME owners. Thirdly, it examines the relationship between MSME classification and their usage of media.

Review of Literature

MSME: MSMEs are classified as Micro, Small and Medium based on their capital investment (Table 1).

Small businesses differ from large organisations regarding characteristics (McCartan-Quinn and Carson, 2003) and have greater flexibility, innovation and low costs as advantages (Walsh and Lipinski, 2009). Marketing power, capital and managerial resources are significant disadvantages of small businesses (Motwani et al., 1998). Small businesses can derive global position by engaging in innovative marketing practices which is a critical component in small business's profitability, long-term growth and survival (Gilmore, A., Carson, D. and Grant, K, 2001). Irrespective of the size of the business, entrepreneurs do undertake marketing in some form or other. Small businesses can not garner the benefit of marketing due to lack of marketing knowledge, poor cash flows, the small size of operation, strategic and tactical problems related to the customers (O'Dwyer, Gilmore

Table 1: MSME classification based on Capital invested

MSME Classification	Manufacturing	Service
Micro	Investment ≤ 25 lakhs rupees	Investment ≤ 10 lakhs rupees
Small	Investment > 25 lakhs but < 5 crores rupees	Investment > 10 lakhs but < 2 crores rupees
Medium	Investment > 5 crores but < 10 crores rupees	Investment > 2 crores but < 5 crores rupees

Source: Ministry of Micro, Small and Medium Enterprises, Government of India

&Carson, 2009). Romano and Ratnatunga (1995) noted that "small firms face marketing challenges which can and will ultimately determine their future"(pp.9-30).

Traditional Media Marketing

Cobb (2007) asserts that before the birth of social media, traditional media apparently was considered as a critical intermediary between the business organisation and the society. Traditional Marketing uses mass media like television, print, radio and outdoor media like hoardings with a significant focus on one-way communication. Traditional media marketing necessarily includes all the elements of promotion except for digital marketing tools.(Cant. C.M and Wild A.J 2015). Despite the emergence of new tools for marketing communication small businesses continue to use traditional marketing tools to promote their business, despite budget constraints (Marketing-schools.org, 2012). Usage of the traditional media like advertising, sales promotions, public relations, direct marketing and personal selling by the MSMEs owners are studied.

Digital Media Marketing

Smith (2007) defined digital media "the use of digital technologies to create an integrated, targeted and measurable communication which helps to acquire and retain customers while building deeper relationships with them."

Digital marketing, online marketing and social media marketing are mostly used terms whenever the use of technology and marketing tools discussed. However, there is a disagreement on interchangeability of use of the terms. (Järvinen, J. Tollinen, A. Karjaluto, H. & Jayawardhena, C 2012). Melewar and Smith (2003) termed digital marketing as an umbrella term. Digital media marketing refers to the utilisation of all digital tools to interact with customers. (Järvinen, J. Tollinen, A. Karjaluto, H. & Jayawardhena, C 2012).

Usage of digital media like Search Engine Optimisation (SEO), Pay Per Click(PPC), email marketing, listing in online directories, digital display ads, home shopping on television by the MSME owners are studied.

Social Media Marketing

"Web 2.0 is a set of economic, social and technology trends that collectively form the basis for the next generation of the Internet, a more mature, distinctive

medium characterised by user participation, openness, and network effects" (Musser and O'Reilly, 2005).

According to Kaplan and Haenlein (2009) "Social media is a group of internet based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of the user-generated content." (p .61). According to Järvinen, J. Tollinen, A. Karjaluto, H. & Jayawardhena, C. (2012) social media is an enhancement to digital media. Social media encompasses all the tools that allow companies to interact with customers. Alves, H., Fernandes, C., & Raposo, M. (2016) maintains that the firms are adopting social media for marketing activities like branding, market research, customer relationship management, service provision and sales promotions.

Odom, R. et al., (2017) maintain that social media is more suitable for small businesses because of low cost, low barriers to participation, mobility and minimal requirement of IT skills. They further opined that social media adoption by the small companies enables competitiveness while offering a cost-effective platform for communicating with consumers. Kietzmann et al. (2011) remarked that "social media introduce substantial and pervasive changes to communication between organisations, communities and individuals" (p.250). Amy Martin, the author of "Renegades Write the Rules," opines that "entrepreneurs are especially poised to gain from social media because it provides easy access to potential customers and partners, facilitating free marketing and market research and efficient customer service" (Gourdreau, 2012).

In this study, usage of social media like Facebook, Twitter, LinkedIn, Google+, Youtube and Instagram by the MSME owners are studied.

Integrated Marketing Communications

With the advancement in communication technologies, the ranges of possible tools at the marketer's disposals are substantial. Creating a right mix of communications methods is similar to making a recipe. The ingredients have to be added in the right amounts at the right time and treated in the right way if the recipe is to work. Also, one ingredient cannot substitute for another personal selling cannot, on its own, replace advertising, nor can public relations exercises replace sales promotions. Integrated marketing is about mixing and matching these marketing activities to maximise their individual and collective effects (Lacobucci & Calder 2003).

MSMEs use one or two promotional elements for promoting their business (Key, T. M., & Czaplewski, A. J. 2017). According to Keller (2001) "Marketing communications are the means by which firms attempt to inform, persuade, incite, and remind consumers – directly or indirectly - about the brands they sell" (p. 819).

"Marketing communications is a critical aspect of companies' overall marketing missions and a major determinant of success or failure" (Andrews, J. C., & Shimp, T. A. 2018).

According to Boon & Kurtz (2007) "Integrated Marketing Communications (IMC) is the guiding

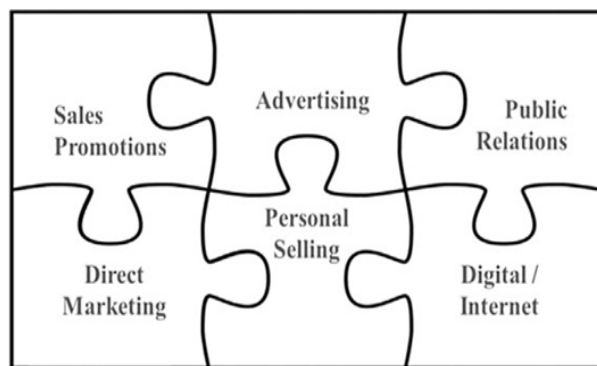


Fig. 1: Integrated approach to marketing communication
Source: Key, T. M., & Czaplewski, A. J. (2017)

principle organisations follow to communicate with their target markets. Integrated marketing communications attempt to coordinate and control the various elements of the promotional mix – advertising, personal selling, public relations, publicity, direct marketing, and sales promotion – to produce a unified customer focused message and therefore, achieve various organisational objectives" (p. 488).

Even though Key, T. M., & Czaplewski, A. J. (2017) advocated the above conceptual approach (Figure 1) with regards to social marketing, the researcher feels that the same approach applies to the all those settings where multiple communication strategies are used. The conceptual model presented, argues that synergy between advertising, personal selling, public relations, direct marketing, sales promotions and digital/internet marketing and all the other elements of promotion mix which will make the promotional campaigns more effective. Even though MSMEs might be using the elements of the above model they might not be aware of the Integrated Marketing Communications (IMC) concept. Media henceforth in the study conducted by the researcher will be

specified with a prefix that is traditional media, digital media and social media.

Research Objectives

The present study intends to understand the usage of traditional, digital and social media among the MSME owners in the city of Hyderabad. The proposed research will also look into the demographic aspects such as gender, age, education and business aspects such as the type of firm, classification of the firm, the age of the firm and type of ownership.

The study pursues the following objectives

1. To study and understand the usage of traditional, digital and social media promotional tools of the MSMEs.
2. The proposed study looks into the demographic aspects of MSME owners such as gender, age, education.
3. Business aspects such as the type of firm, classification of the firm, age of the firm and type of ownership.

The study will test the following hypothesis

$H_1: H_{1a}$: There is a significant relationship between gender and usage of traditional media.

H_{1b} : There is a significant relationship between gender and usage of digital media.

H_{1c} : There is a significant relationship between gender and usage of social media.

$H_2: H_{2a}$: There is a significant relationship between age and usage of traditional media.

H_{2b} : There is a significant relationship between age and usage of digital media.

H_{2c} : There is a significant relationship between age and usage of social media.

$H_3: H_{3a}$: There is a significant relationship between education and usage of traditional media.

H_{3b} : There is a significant relationship between education and usage of digital media.

H_{3c} : There is a significant relationship between education and usage of social media.

$H_4: H_{4a}$: There is a significant relationship between the type of firm and usage of traditional media.

H_{4b}: There is a significant relationship between the type of firm and usage of digital media.

H_{4c}: There is a significant relationship between the type of firm and usage of social media.

H₅: H_{5a}: There is a significant relationship between MSME Classification and usage of traditional media.

H_{5b}: There is a significant relationship between MSME Classification and usage of digital media.

H_{5c}: There is a significant relationship between MSME Classification and usage of social media.

H₆: H_{6a}: There is a significant relationship between Type of ownership and usage of traditional media.

H_{6b}: There is a significant relationship between Type of ownership and usage of digital media.

H_{6c}: There is a significant relationship between Type of ownership and usage of social media.

H₇: H_{7a}: There is a significant relationship between years in business and usage of traditional media.

H_{7b}: There is a significant relationship between years of business and usage of digital media.

H_{7c}: There is a significant relationship between years of business and usage of social media.

Research Tool

The first part of the research questionnaire of this study includes demographic variables such as gender, age, education and business variables such as the type of firm, MSME classification, Type of ownership and years in business.

The study also looks into the usage of traditional, digital and social media by the MSMEs. The second part of the questionnaire includes questions on usage of media such as traditional media, digital media and social media for promoting their business.

Research Survey

A total of 270 MSME owners were met for administering the questionnaire, and 210 MSME owners responded by filling the questionnaire with a response rate of 77 percent.

Among the MSME owners, 171 MSME owners were using social media which is 81 percent of the total respondents. All the respondents were MSME owners.

Table 2: Results of testing of Chi-squares

Hypothesis No.	Hypothesis	χ^2	DF	p	Result
H _{1a}	There is a significant relationship between gender and usage of traditional media.	9.40	1	0.02	Reject H ₀
H _{1b}	There is no significant relationship between gender and usage of digital media.	0.50	1	0.48	Accept H ₀
H _{1c}	There is no significant relationship between gender and usage of social media.	0.90	1	0.34	Accept H ₀
H _{2a}	There is no significant relationship between age and usage of traditional media.	8.68	5	0.12	Accept H ₀
H _{2b}	There is no significant relationship between age and usage of digital media.	7.52	5	0.19	Accept H ₀
H _{2c}	There is no significant relationship between age and usage of social media.	8.46	5	0.13	Accept H ₀
H _{3a}	There is a significant relationship between education and usage of traditional media.	15.87	4	0.00	Reject H ₀
H _{3b}	There is no significant relationship between education and usage of digital media.	4.89	4	0.30	Accept H ₀
H _{3c}	There is no significant relationship between education and usage of social media.	8.70	4	0.07	Accept H ₀
H _{4a}	There is a significant relationship between the type of firm and usage of traditional media.	9.40	1	0.02	Reject H ₀
H _{4b}	There is no significant relationship between the type of firm and usage of digital media.	0.50	1	0.48	Accept H ₀
H _{4c}	There is no significant relationship between the type of firm and usage of social media.	0.90	1	0.34	Accept H ₀
H _{5a}	There is no significant relationship between MSME Classification and usage of traditional media.	4.29	2	0.12	Accept H ₀
H _{5b}	There is no significant relationship between MSME Classification and usage of digital media.	1.91	2	0.39	Accept H ₀
H _{5c}	There is no significant relationship between MSME Classification and usage of social media.	1.37	2	0.34	Accept H ₀
H _{6a}	There is a significant relationship between Type of ownership and usage of traditional media.	9.40	2	0.02	Reject H ₀
H _{6b}	There is no significant relationship between Type of ownership and usage of digital media.	0.50	2	0.48	Accept H ₀
H _{6c}	There is no significant relationship between Type of ownership and usage of social media.	0.90	2	0.34	Accept H ₀
H _{7a}	There is no significant relationship between years of business and usage of traditional media.	3.67	4	0.45	Accept H ₀
H _{7b}	There is no significant relationship between years of business and usage of digital media.	3.22	4	0.52	Accept H ₀
H _{7c}	There is no significant relationship between years of business and usage of social media.	4.03	4	0.40	Accept H ₀

Results

Statistical Package for the Social Sciences (SPSS) 21 was used to test the hypotheses using Chi-square.

After Chi-square tests were done, it was found that four relationships are significant and rest of the 17 relationships were found insignificant (Table 2).

1. There is a significant relationship between gender and usage of traditional media.
2. There is a significant relationship between education and usage of traditional media.
3. There is a significant relationship between the type of firm and usage of traditional media.
4. There is a significant relationship between Type of ownership and usage of traditional media.

Seventy-five percent of males said that they are using traditional media and 25 percent do not use. 97 percent of the females MSME owners said that they use traditional media and rest 3 percent do not use. 88 percent of males said that they usedigital media and 12 percent do not use. 84 percent of the

females MSME owners said that they use digital media to 16 percent do not use. 80 percent of males said that they use social media and 20 percent do not use. Interestingly 87 percent of the females MSME owners said that they use social media for the rest 13 percent do not use (Table 3).

Eighty percent of MSME owners in the age group of 25 to 54 years said that they use traditional media and the remaining 20 percent do not use. 89 percent of MSME owners in the age group of 25 to 54 said that they use digital media and 11 percent do not use. 82 percent of the MSME owners in the age group of 25 to 54 years use social media, and 18 percent do not use. (Table 4). 88 percent of MSME owners in the group of graduation and post-graduation said that they use traditional media and the remaining 12 percent do not use. 81 percent of MSME owners in the group of graduation and post-graduation said that they usedigital media and 19 percent do not use. 83 percent of the MSME owners in the group of graduation and post-graduation use social media, and 17 percent do not use (Table 5).

Eighty-eight percent of MSME owners who are into manufacturing sector said that they use

Table 3: Gender and usage of media

Gender	Traditional					Digital					Social				
	Yes	%	No	%	Total	Yes	%	No	%	Total	Yes	%	No	%	Total
Male	129	75	43	25	172	152	88	20	12	172	138	80	34	20	172
Female	37	97	1	3	38	32	84	6	16	38	33	87	5	13	38
Total	166	79	44	21	210	184	88	26	12	210	171	81	39	19	210
	χ^2	9.40	df 1	p	0.02	χ^2	0.50	df 1	p	0.48	χ^2	0.90	df 1	p	0.34

Table 4: Age and usage of media

Age	Traditional Media					Digital Media					Social Media				
	Yes	%	No	%	Total	Yes	%	No	%	Total	Yes	%	No	%	Total
18-24	0	0	2	100	2	1	50	1	50	2	2	100	0	0	2
25-34	47	77	14	23	61	55	90	6	10	61	46	75	15	25	61
35-44	66	81	15	19	81	74	91	7	9	81	69	85	12	15	81
45-54	38	83	8	17	46	39	85	7	15	46	40	87	6	13	46
55-64	13	76	4	24	17	13	76	4	24	17	13	76	4	24	17
65-74	2	67	1	33	3	2	67	1	33	3	1	33	2	67	3
Total	166	79	44	21	210	184	88	26	12	210	171	81	39	19	210
	χ^2	8.68	df 5	p	0.12	χ^2	7.52	df 5	p	0.19	χ^2	8.46	df 5	p	0.13

Table 5: Education and Usage of Media

Education	Traditional Media					Digital Media					Social Media				
	Yes	%	No	%	Total	Yes	%	No	%	Total	Yes	%	No	%	Total
PhD	3	75	1	25	4	1	25	3	75	4	4	100	0	0	4
10th standard	5	100	0	0	5	3	60	2	40	5	3	60	2	40	5
Intermediate	3	60	2	40	5	3	60	2	40	5	2	40	3	60	5
Graduation	70	89	9	11	79	71	90	8	10	79	67	85	12	15	79
Post-Graduation	103	88	14	12	117	88	75	29	25	117	95	81	22	19	117
Total	184	88	26	12	210	166	79	44	21	210	171	81	39	19	210
	χ^2	15.87	df 4	p	0.00	χ^2	4.89	df 4	p	0.30	χ^2	8.70	df 4	p	0.07

traditional media and the remaining 12 percent do not use. 70 percent of the MSME owners who are into Service sector use traditional media, and 30 percent do not use. 90 percent of MSME owners who are into manufacturing sector said that they use digital media and the remaining 10 percent do not use. 85 percent of the MSME owners who are into Service sector usedigital media, and 15 percent are not using.83 percent of the MSME owners who are into manufacturing sector said that they use social media and the remaining 17 percent do not use. 80 percent of the MSME owners who are into services said that they use social media and rest 20 percent do not use social media (Table 6).

Eighty-four percent of MSME owners from Micro-classification said that they use traditional media and the remaining 16 percent do not use. 78 percent of MSME owners from small-classification said that they use traditional media and the remaining 22 percent do not use. 65 percent of MSME owners from medium-classificationsaid that they use traditional media and the remaining 35 percent do not use. 85 percent of MSME owners from micro-classification said that they usedigital media and the remaining 15 percent do not use. 91 percent of MSME owners from small-classification said that they usedigital media and the remaining 9 percent do not use. 88 percent of MSME owners

from medium-classification said that they usedigital media and the remaining 12 percent do not use. 83 percent of MSME owners from micro-classification said that they usesocial media and the remaining 17 percent do not use. 82 percent of MSME owners from small-classification said that they usesocial media and the remaining 18 percent do not use. 73 percent of MSME owners from medium-classification said that they usesocial media and the remaining 27 percent do not use (Table 8).

Eight-one percent of MSME owners who are sole proprietors said that they use traditional media and the remaining 19 percent do not use. 70 percent of the MSME owners who are in a partnership use traditional media, and 30 percent do not use. 81 percent of MSME owners who are directors of private limited firms said that they use traditional media and the remaining 19 percent do not use.86 percent of MSME owners who are sole proprietors said that they use digital media,and the remaining 14 percent do not use. 84 percent of the MSME owners who are in a partnership use digital media, and 16 percent do not use. 93 percent of MSME owners who are directors of private limited firms said that they use digital media and the remaining 7 percent do not use. 79 percent of MSME owners who are sole proprietors said that they use social media and the remaining

Table 6: Type of firm and Usage of Media

Firm Type	Traditional Media					Digital Media					Social Media				
	Yes	%	No	%	Total	Yes	%	No	%	Total	Yes	%	No	%	Total
Manufacturing	94	88	13	12	107	96	90	11	10	107	89	83	18	17	107
Service	72	70	31	30	103	88	85	15	15	103	82	80	21	20	103
Total	166	79	44	21	210	166	79	44	21	210	171	81	39	19	210
	χ^2	9.40	df 1	p	0.02	χ^2	0.50	df 1	p	0.48	χ^2	0.90	df 1	p	0.34

Table 7: MSME Classification and Usage of media

MSME Classification	Traditional Media					Digital Media					Social Media				
	Yes	%	No	%	Total	Yes	%	No	%	Total	Yes	%	No	%	Total
Micro	78	84	15	16	93	79	85	14	15	93	77	83	16	17	93
Small	71	78	20	22	91	83	91	8	9	91	75	82	16	18	91
Medium	17	65	9	35	26	22	85	4	15	26	19	73	7	27	26
Total	166	79	44	21	210	184	88	26	12	210	171	81	39	19	210
	χ^2	4.29	df 2	p	0.12	χ^2	1.91	df 2	p	0.39	χ^2	1.37	df 2	p	0.34

Table 8: Ownership type and usage of media

Ownership Type	Traditional Media					Digital Media					Social Media				
	Yes	%	No	%	Total	Yes	%	No	%	Total	Yes	%	No	%	Total
Sole Proprietary	82	81	19	19	101	87	86	14	14	101	79	79	22	22	100
Partnership	26	70	11	30	37	30	81	7	19	37	31	84	6	16	37
Private Ltd	58	81	14	19	72	67	93	5	7	72	61	85	11	15	72
Total	166	79	44	21	210	184	88	26	12	210	171	81	39	19	210
	χ^2	9.40	df 2	p	0.02	χ^2	0.50	df 2	p	0.48	χ^2	0.90	df 2	p	0.34

Table 9: Years in Business and Usage of media

Years in Business	Traditional Media					Digital Media					Social Media				
	Yes	%	No	%	Total	Yes	%	No	%	Total	Yes	%	No	%	Total
0 to 5 years	69	84	13	16	82	73	89	9	11	82	70	85	12	15	82
6 to 10 years	40	74	14	26	54	46	85	8	15	54	44	81	10	19	54
11 to 15 years	22	85	4	15	26	25	96	1	4	26	22	85	4	15	26
16 to 20 years	11	73	4	27	15	12	80	3	20	15	12	80	3	20	15
Above 20 years	24	73	9	27	33	28	85	5	15	33	23	70	10	30	33
Total	166	79	44	21	210	184	88	26	12	210	171	81	39	19	210
	χ^2	3.67	df 4	p	0.45	χ^2	3.22	df 4	p	0.52	χ^2	4.03	df 4	p	0.40

22 percent do not use. 84 percent of MSME owners who are into partnership firms said that they use social media and the remaining 16 percent do not use social media. 81 percent of the MSME owners who are directors of private limited firms said that they use social media and the remaining 19 percent do not use (Table 9).

Eighty percent of MSME owners in the group of 0 to 10 years in the business said that they use traditional media, remaining of the 20 percent said that they do not use. 77 percent of MSME owners in the group of 11 to more than 20 years in the business said that they use traditional media, the remaining 23 percent said that they do not use. 87.5 percent of MSME owners in the group of 0 to 10 years in the business said that they use digital media, and 12.5 percent of them do not use. 88 percent of MSME owners in the group of 11 to more than 20 years in business use digital media, 12 percent of the MSME owners do not use. 84 percent of the MSME owners in the group of 0 to 10 years in business use social media, and 16 percent do not use. 77 percent of the MSME owners in the group of 11 to more than 20 years in business use social media, and 23 percent do not use social media.

Discussion and Conclusion

The primary objective of this study was to do a empirical study and understand the usage of traditional, digital and social media promotional tools of the MSMEs by examining the impact of demographic aspects of MSME owners such as gender, age, education and business aspects such as the type of firm, classification of the firm, age of the firm and type of ownership.

The findings of the research are:

1. There is a significant relationship between gender and usage of traditional media.

2. There is a significant relationship between education and usage of traditional media.
3. There is a significant relationship between the type of firm and usage of traditional media.
4. There is a significant relationship between Type of ownership and usage of traditional media.

Interestingly all the significant relationships fall under the usage of traditional media. No significant relationships were found in the usage of digital media or usage of social media. A vast majority of female MSME owners are using traditional media and social media compared to male MSME owners. Male MSME owners are using more of digital media than the female MSME owners. Even though there is no statistically significant relationship between age and usage of media, it is observed that more than 80 percent of the MSME owners in the age group of 25 to 54 are using traditional, digital and social media as well. There is a statistically significant relationship between education and usage of media this means that education is an essential factor in usage of media.

Further, the finding reveals that there is a statistically significant relationship between the type of firm and usage of media it is observed that the MSME owners who are into manufacturing are using significantly more of traditional, digital and social media when compared to those MSME owners who are into services.

Next, even though there is no statistically significant relationship between MSME Classification and usage of media, MSME owners belonging to micro-classification are using more of traditional media and social media than MSME owners belonging to small and medium classifications. MSME owners belonging to that small classification are using digital media more than the rest of the two.

There is a statistically significant relationship between the type of ownership and usage of media. It is observed that MSME owners who are sole

proprietors and directors of private limited companies are using traditional media more than those who are running partnership firms. It is further observed that 93 percent of the MSME owners who are directors in private limited companies are using digital media more than the rest of the two categories. While both MSME owners owning partnership and private limited companies are using more of social media than those, who are sole proprietors. The reason could be the fact that in sole proprietary the entrepreneur has to look into all the aspects of business while in partnership and private limited firms the work load could be shared.

Another interesting fact is that 85 percent of those MSME owners who are in 11-15 years in the business group is using traditional, digital and social media more than others. The possible reason could be that the MSME owners must have seen ups and downs of business cycles and out of their experience learned the art of balancing between the usage of traditional, digital and social media. However, the MSMEs who are using traditional, digital and social media for promoting their business, are more inclined towards usage of digital media, as they find the digital media is generating most of the leads and sales conversions.

Even though MSMEs have created social media accounts, there seems to be a gap between actual usage and potential usage of social media (Jarvinen, Tollinen, Karjaluo, & Jayawardhena 2012). The researcher after having personal interactions with the MSME owners feels that the MSMEs owners create Facebook pages, Twitter handles and Youtube channels, but in practice, they are not frequently updated, the reason that was mentioned was the paucity of time. Further research needs to be carried out to understand the motivation of the MSME owners to use social media actively.

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