

Internet Marketing Usage by Small Indian Entrepreneurs: An Exploratory Study of Punjab

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ABSTRACT: Information technology tools such as internet and web marketing plays a significant role in expansion of marketing operations. The paper aims at to examine the awareness level, advantages associated with internet marketing and internet marketing problems faced by the small entrepreneurs of Punjab. A number of statements indicating the advantages and problems associated with internet marketing have been developed and the respondents were asked to express their level of agreement/disagreement with these statements on five-point Likert scale. Kruskal-Wallis test has been applied to know the significant differences among the respondents relating to different industries, age and turnover groups with respect to these statements. The test has been applied at assumed p-value =0.05. The statements with less than 0.05 p-value are considered significant and those with p-value more than the assumed value are considered to be insignificant. The findings reveals that units relating to bicycle and bicycle parts and leather and leather products are not using internet for the purpose of marketing. It has also been found that majority of the units consider that internet marketing is advantageous to them.

Keywords: Internet marketing; Small entrepreneurs; Information technology; Viral Marketing

JEL Classifications: M; M30; M31; M39

1. Introduction

Companies using modern marketing techniques such as internet marketing, viral marketing, search engine marketing and e-mail marketing will be more successful in meeting the competition. A web based marketing campaign allows the organizations to create a customer information system, which is linked to its customers profiles, thus, the ability to target potential sales, is a powerful tool, enabling the organization to give people what they want rather than applying a generalist advertising campaign that may not reach its target audience (Nicolas, 2006). Trim (2002) revealed that relationship marketing has evolved and is playing an integral part in the formation of partnership arrangement in an era characterized by network and technology utilization. Harkar and Akkeren (2002) viewed the benefits related to new technology, such as shortening the product life cycle and changing standards.

Joseph et al. (2001) viewed that the internet/ web marketing became dominating on the business landscape. Companies began to transform domestic and global markets by shaping and reshaping relationships in the supply chain and by creating systemic change in the way consumers shop, organizations buy, prospects are reached, transactions are completed, customers are served and business is conducted. E-Commerce is clearly riding a steep and heady growth curve. The World Wide Web ignores geographic and political boundaries and temporal restrictions. Companies of all size and structures are discovering opportunities to save costs, especially for the processing and delivery of digital goods. Even for many tangible goods, cost reductions are palpable as the new technology promise closer and faster connections with suppliers and customers. In the web world, consumers can search much more thoroughly and efficiently.

Website content ranking and grouping can allow straightforward access to web- site content, by making frequently required content the most accessible and by grouping related content for ease of identification. From a website marketing prospective the more accessible website content

relating to product and services offered, the more likely that such product and services will be purchased by the consumers (Taylor and England, 2006). The objectives of the Study are:

- To examine the awareness level and usage of information technology tools by the small manufacturers.
- To study the perception of small entrepreneurs regarding advantages of using internet marketing.
- To find out the internet marketing problems being faced by the SSIs.

2. Research Methodology

For the purpose of present study, selected SSI units manufacturing textiles, bicycle and bicycle parts, leather and leather products, and food products and beverages in the state of Punjab have been considered. The planned sample of 200 units comprised 50 small-scale units each selected from manufacturing areas such as textiles, leather and leather products, bicycle and bicycle parts, and food products and beverages. However, as the data provided by the respondent entrepreneurs of 27 units was not complete, therefore, they were excluded from the final analysis. Thus, the final sample comprised of 173 SSI units of Punjab. The study is based on primary data. The primary data has been collected by a structured non-disguised and pre-tested questionnaire. The data has been analyzed on the basis of three variables, viz. Industry, Age of the units and Turnover of the units. Industry-wise analysis has been done on the basis of four industries, viz. textiles (TX), bicycle and bicycle parts (BBP), food products and beverages (FPB), and leather and leather products (LLP), and food products and beverages (FPB). On the basis of age, units have been categorized into three age-groups, viz. A1 (up to 10 years), A2 (10 to 20 years), and A3 (above 20 years). Turnover-wise units have been classified into three categories, that is T1 (up to Rs. 2 crore), T2 (Rs.2 to 4 crore) and T3 (above Rs. 4 crore).

3. Analysis and Discussion

The sample comprising 173 units includes 43 textiles units, 46 bicycle and bicycle parts units, 43 food products and beverages units, and 41 leather and leather products units. It has been observed that 82 units fall into age group A2, 54 units belong to A1 and 37 units relate to age group of A3. It has also been seen that 66 units relate to turnover-group T1 followed by group T3 (65) and T2 (42).

Kruskal-Wallis test has been applied to know the significant differences among the respondents relating to different industries, age and turnover groups with respect to these statements. The test has been applied at assumed p-value =0.05. The statements with less than 0.05 p-value are considered significant and those with p-value more than the assumed value are considered to be insignificant. The data obtained from the respondents has been presented in Tables 1, 2 and 3.

Information technology usage by Small Manufacturers

(1) Awareness about Information Technology Tools

The respondents of the surveyed units were asked to specify their awareness about various information technology tools available in the market. The responses of the respondents have been presented in the Tables 1, 2 and 3.

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

It is clear from the above Table that most of the respondents from all the units surveyed (94.8%) are aware of 'internet marketing'. This is followed by 'e-marketing' (31.2%). Industry-wise analysis indicates that relatively higher proportion of respondents (68.3%) belonging to leather and leather products industry are aware of 'e-marketing' in comparison to the respondents relating to textiles (34.9%), bicycle and bicycle parts (17.4%), and food products and beverages (7%). The table further shows that a large majority of the respondent units belonging to different industries are not aware of the concept of 'viral marketing' and 'search engine marketing'.

In brief findings reveal that large majority of the units are aware of the 'internet marketing'. However, proportionately higher number of units belonging to leather and leather products is aware of 'e-marketing' as compared to other surveyed industries.

Table 2 shows the age-wise analysis of the respondents regarding the awareness about information technology tools.

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

The table reveals that more than 94 per cent units relating to all the three age groups are aware of the concept of 'internet marketing'. However, a noticeable number of units belonging to different age groups are also aware of 'e-marketing', the percentages being 22.2 per cent for A1, 32.9 per cent for A2 and 40.5 per cent for A3. Majority of the respondents from all age groups are not aware of the concept of 'viral marketing' and 'search engine marketing'.

In nutshell, age group-wise findings reveal that relatively higher number of units relating to age category A3 are aware of 'e-marketing' over units falling under other age groups. The responses of the respondents from different turnover groups are presented in Table 3.

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 depicts that that over 90 per cent respondents from each of the categories T1, T2 and T3 are familiar with 'internet marketing'. However, 43.1 per cent units relating to turnover group T3, followed by 25.8 per cent from T1 and 21.4 per cent from T2 are also aware of the 'e-marketing'.

Further, most of the respondents relating to all turnover groups are not aware of the concept of ‘viral marketing’ and ‘search engine marketing’ as the respective percentages are very small.

The foregoing analysis indicates that the units from turnover group T3 have more awareness about ‘e-marketing’ as compared to the units from other turnover groups. It has also been found that large majority of units relating all turnover groups are not aware of the ‘viral marketing’ and ‘search engine marketing’.

(2) Use of Internet in Marketing

The entrepreneurs of the selected units were enquired about the usage of ‘internet’ for the purpose of marketing their products. The industry-wise, age-wise and turnover-wise responses of the respondents are presented in Tables 4, 5 and 6 respectively.

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 shows that 60.1 per cent of the total respondents use internet for the purpose of marketing their products. Industry-wise analysis reveals that relatively higher number of respondents from textiles (81.4%), followed by food products and beverages (60.5%), bicycle and bicycle parts (52.2%) and leather and leather products (46.3%) have been using internet for marketing their products. Relatively, higher proportion of units relating to leather and leather products (53.7%) are not using internet for the purpose of marketing.

The foregoing analysis reveals that units belonging to textiles, and food products and beverages have been using internet for marketing purposes.

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

Age-wise analysis as given in the above table reveals that 67.6 per cent respondents belonging to age group A3, followed by A2 (61.0%) and A1 (53.7%) have been using internet marketing for selling their products. However, relatively higher number of units from age category A1 (46.3%) are not using internet for marketing purpose.

The study reveals that relatively more units belonging to age group A3 have been using internet marketing as compared to units in age groups A1 and A2.

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 reveals that majority of the respondents from the category T3 (72.3%), followed by categories T2 (54.8%) and T1 (51.5%) have been using internet for marketing their products. Relatively, higher numbers of units (48.5%) from turnover group T1 are not using internet marketing as compared to units relating to other turnover groups.

In brief the analysis reveals that more units in the turnover category T3 are marketing their products through internet.

(3) Advantages associated with Internet Marketing

The entrepreneurs of the surveyed units were asked about the level of agreement towards the perceived advantages of internet marketing. Kruskal-Wallis test has been applied to know the significant difference among the respondents belonging to different industries, age and turnover groups. The industry-wise, age-wise and turnover-wise responses of the respondents are presented in tables 7, 8 and 9 respectively.

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*

Note: * denotes significant results having p -value less than 0.05.

Table 7 shows that the respondents agree that internet marketing is a 'paperless transactions' (mean score 4.10). In addition to this, the respondents also agree that 'large coverage of market', 'lower manpower cost', 'elimination of middlemen', 'quicker order execution' and 'results in low price of products' (mean score being more than 3 in all) are important advantages of internet marketing. Industry-wise analysis reveals that the respondents relating to textiles industry agree that usage of internet marketing has advantages such as 'paperless transactions,' large coverage of the market', 'lower manpower cost', 'quicker order execution', and 'results in low price of product' (mean score being more than 4). However, the units belonging to bicycle and bicycle parts neither agree or disagree with the advantages of 'quicker order execution' and 'results in low prices of product' (mean score being nearly 3). Similarly, the respondents relating to food products and beverages opined that internet marketing has advantages such as 'paperless transactions', 'large coverage of market' and 'quicker order execution' (mean score being more than 4 in all). Further, the units belonging to leather and leather products also agree that use of internet marketing is advantageous for the units (mean score being more than 3 in all factors).

It has been observed that relatively more units relating to textile industry feel that internet marketing has advantages like 'paperless transactions,' 'large coverage of the market', 'lower manpower cost', 'quicker order execution', and 'results in low price of product', as compared to units belonging to other surveyed industries. Units from bicycle and bicycle parts industry do not consider that internet marketing is beneficial to them. Significant differences have emerged among the units relating to various industries with respect to the various advantages of internet marketing.

K-W statistics shows that there are significant variations among the respondents relating to various industries with respect to the advantages of internet marketing such as 'paperless transactions,' 'lower manpower cost', 'elimination of middlemen', 'quicker order execution' large coverage of the market', 'lower manpower cost', 'quicker order execution', and 'results in low price of product' as the p -values are lower in all than the assumed p -value of 0.05.

The responses relating to advantage of internet usage have also been analyzed across different age categories and are presented in Table 8.

Table 8. Advantages of using Internet Marketing (Age-wise Mean Scores)

Advantages	Total	A1	A2	A3	K.W. Statistics	P-Value
(a) Paperless transactions	4.10	4.23	4.17	4.01	2.297	.317
(b) Lower manpower cost	3.61	3.64	3.70	3.61	.667	.716
(c) Elimination of middlemen	3.60	4.09	3.48	3.30	3.849	.146
(d) Quicker order execution	3.52	3.61	3.48	3.50	.402	.818
(e) Results in low price of product	3.43	3.52	3.42	3.36	.060	.970
(f) Large coverage of the market	3.81	3.31	4.06	4.05	.023	.989
(g) Any other	1.34	1.27	1.32	1.43	.636	.728

The table reveals that most of the respondents relating to different age categories agreed that 'paperless transactions' (mean score 4.10) is the main advantage of the internet marketing. However, the respondents belonging to age group A1 have given more importance to the advantages, such as 'paperless transactions', and 'elimination of middlemen', (mean scores being the higher). Similarly, most of the respondents from category A2 and A3 agree that internet marketing has advantages like 'paperless transactions' and 'large coverage of the market' (mean score being more than 4). The other advantages such as 'lower manpower cost', 'quicker order execution', 'results in low prices of products' (mean score being more than 3 in all) have also been agreed by most of the units relating to different age groups.

It can be observed from the K-W statistics that there is no significant difference in the opinion of the respondents belonging to different age groups.

Further, the units relating to different age categories considered 'paperless transactions' and 'large coverage of market' as the most important advantages of the internet marketing. However, majority of the units from age group A1 also considered 'elimination of middlemen', lower manpower', 'quicker order execution', and 'results in low price of product' as the main advantages of internet marketing in comparison to units from other age groups.

Table 9 shows the analysis of advantages of internet marketing given by respondents from different turnover groups.

Table 9. Advantages of using Internet Marketing (Turnover-wise Mean Scores)

Advantages	Total	T1	T2	T3	K.W. Statistics	P-Value
(a) Paperless transactions	4.10	4.28	3.83	4.34	3.657	.161
(b) Lower manpower cost	3.61	4.11	3.41	4.08	6.986	.030*
(c) Elimination of middlemen	3.60	4.12	3.37	4.11	7.905	.019*
(d) Quicker order execution	3.52	4.02	3.38	4.12	10.509	.019*
(e) Results in low price of product	3.43	3.46	2.98	3.88	5.940	.051
(f) Large coverage of the market	3.81	4.18	3.30	4.42	9.107	.011*
(g) Any other	1.34	1.35	1.24	1.44	.921	.631

The above table indicates that most of the respondents belonging to turnover groups T1 and T3 strongly agreed that 'paperless transactions', 'large coverage of market', 'elimination of middlemen' and lower manpower cost' (mean score being more than 4) are the main advantages associated with usage of internet marketing. However, the units in the category T2 agreed towards

the advantages like 'paperless transactions', 'large coverage of market', 'elimination of middlemen' and lower manpower cost' (mean score being more than 3).

K-W statistics indicates that there are significant differences in the perception of the respondents belonging to different turnover categories with respect to various advantages associated with internet marketing.

Similarly, the respondents belonging to turnover groups T1 and T3 as compared to units from turnover group T2 ranked 'paperless transactions,' large coverage of the market', 'lower manpower cost', 'quicker order execution', and 'results in low price of product' as the more important advantages of internet marketing. Statistically, no significant difference exists among the respondents belonging to different age and turnover categories with respect to various advantages associated with internet marketing.

(4) Internet Marketing Problems

The entrepreneurs of surveyed units were also asked to indicate the extent of internet marketing related problems being faced by them on five-point rating scale. Kruskal-Wallis test has been applied to know the differences among the respondents relating to different age and turnover groups with respect to different problems of internet marketing. The responses of the respondents are presented in the Tables, 10, 11 and 12.

Table 10. Internet Marketing Problems (Industry-wise Mean Scores)

Problems	Total	TX	BBP	FPB	LLP	K.W.Statistics	P-value
(a) Technological or market access issues	3.44	4.12	3.22	3.63	2.78	17.371	.001*
(b) Shortage of skilled staff	3.68	4.53	3.20	4.19	2.78	37.679	.000*
(c) Inefficient services of the service provider	2.74	3.56	2.30	2.72	2.39	21.277	.000*
(d) Lack of knowledge	2.98	3.65	2.37	3.23	2.68	17.717	.001*
(e) Financial issues	3.16	3.51	3.17	3.33	2.59	17.334	.001*
(f) Any other	1.46	2.12	1.15	1.00	1.59	6.726	.081

Note: * denotes significant results having p -value less than 0.05.

Table 10 exhibits that most of the units relating to various industries face internet marketing problems like 'shortage of skilled staff' (mean score 3.68), 'technological or market access issues' (mean score 3.44) and 'financial issues' (mean score 3.16) from moderate to some extent. Industry-wise analysis reveals that the units belonging to textile industry have been facing internet marketing related problems such as, 'shortage of skilled staff' (mean score 4.53), 'technological or market access issues' (mean score 4.12), to great extent and other problems like 'lack of knowledge' (mean score 3.65), 'inefficient services of the service provider' (mean score 3.56), and 'financial issues' (mean score 3.51) to moderate extent. However, the respondents from bicycle and bicycle parts have been facing problems in 'technological or market access issues' (mean score 3.22), 'shortage of skilled staff' (mean score 3.20) and 'financial issues' (mean score 3.17) from moderate to some extent and other problems like 'lack of knowledge', (mean score 2.37) and 'inefficient services of service provider' (mean score 2.30) to some extent. The units from food products and beverages face internet marketing related problems like 'shortage of skilled staff' (mean score 4.19) to moderate extent followed by problems such as 'technological or market access issues' (mean score 3.63), 'financial issues' (mean score 3.33), and 'lack of knowledge', (mean score 3.23) to some extent. Further, units belonging to leather and leather products have been facing problems of internet marketing to a lesser extent (mean score being lower in all) as compared to other surveyed industries.

K-W statistics reveals that there is significant difference among the units relating to different industries with respect to 'technological or market access issues', 'shortage of skilled staff', 'inefficient services of the service provider', 'lack of knowledge' and 'financial issues' as the p -values are lower than the assumed p -value of 0.05 in the above mentioned problems associated with internet marketing.

Findings of the study also reveal that most of the units relating to various industries face internet marketing problems like ‘shortage of skilled staff’, ‘technological or market access issues’ and ‘financial issues’ to a moderate extent. Comparatively, higher number of units belonging to textiles have been facing internet marketing problems like, ‘technological or market access issues’, ‘shortage of skilled staff’, ‘inefficient services of the service provider’, ‘lack of knowledge’ and ‘financial issues’. The respondents from bicycle and bicycle parts have also been facing problems in ‘technological or market access issues’, ‘shortage of skilled staff’, ‘financial issues’, ‘lack of knowledge’, and ‘inefficient services of service provider’ from moderate to some extent. The units from food products and beverages face internet marketing related problems like ‘shortage of skilled staff’ to moderate extent followed by problems such as ‘technological or market access issues’, ‘financial issues’ and ‘lack of knowledge’, to some extent. The units belonging to leather and leather products are facing less number of internet marketing problems as compared units relating to other surveyed industries. Statistically, significant differences have emerged among the units relating to different industries with respect to internet marketing problems. Table 11 shows the information relating to internet marketing problems on the basis of different age groups.

Table 11. Internet Marketing Problems (Age-wise Mean Scores)

Problems	Total	A1	A2	A3	K.W. Statistics	P-Value
(a) Technological or market access issues	3.44	3.78	3.39	3.05	4.238	.120
(b) Shortage of skilled staff	3.68	3.89	3.68	3.35	1.883	.390
(c) Inefficient services of the service provider	2.74	2.96	2.78	2.32	4.828	.089
(d) Lack of knowledge	2.98	3.28	2.93	2.65	3.710	.156
(e) Financial issues	3.16	3.48	3.09	2.84	3.028	.220
(f) Any other	1.46	1.63	1.43	1.27	.691	.708

It can be observed from the table most of the respondents belonging to different age groups have been facing internet marketing related problems such as ‘technological or market access issues’, and ‘shortage of skilled staff’ (mean being more than 3) from moderate to some extent.. However, the units from category A1 face internet marketing problems like ‘financial issues’ and lack of knowledge’ (mean score higher in both) to higher extent as compared to the respondents from age groups A2 and A3. However, the units in the category A2 encountering with the problem like ‘financial issues’ (mean score 3.09) to some extent. While the respondents from age group A3 as compared to categories A1 and A2 face problems of internet marketing to the lesser extent (mean scores being lower in all).

K-W statistics shows that there is no significant variation in the opinion of units relating to different age groups regarding problems of internet marketing.

It has also been found that units in the different age groups considered ‘technological or market access issues’, and ‘shortage of skilled staff’ as the main internet marketing problems. Comparatively, more units belonging to age group A3 have been facing less number of problems as compared to units in the age groups A1 and A2. Turnover group-wise responses of the respondents regarding internet marketing problems are given in Table 12.

Turnover-wise analysis shows that respondents belonging to turnover group T1 have been facing internet related problems like ‘shortage of skilled staff’ (mean score 4.12) to moderate extent and other problems like ‘technological or market access issues’, ‘financial issues’, ‘lack of knowledge’, and ‘inefficient services of the service provider’ (mean score being more than 3) to some extent. The respondents from category T2 face problems of ‘technological or market access issues’ (mean score 3.26), ‘shortage of skilled staff’ (mean score 3.21) to some extent and other problems like ‘inefficient services of the service provider’, ‘lack of knowledge’, and ‘financial issues’ (mean scores less than 3) to less extent. However, the units relating to turnover group T3 also face problems of ‘shortage of skilled staff’ (mean score 3.35) and ‘technological or market access issues’ (mean score 3.05), to some extent. The table further reveals that the units relating to category T3 have been facing

problems of internet marketing to a lesser extent as compared to units belonging to categories T2 and T3.

Table 12. Internet Marketing Problems (Turnover-wise Mean Score)

Problems	Total	T1	T2	T3	K.W. Statistics	P-Value
(a) Technological or market access issues	3.44	3.86	3.26	3.12	7.642	.022*
(b) Shortage of skilled staff	3.68	4.12	3.21	3.52	7.250	.027*
(c) Inefficient services of the service provider	2.74	3.17	2.33	2.57	7.947	.019*
(d) Lack of knowledge	2.98	3.35	2.69	2.78	3.603	.165
(e) Financial issues	3.16	3.56	2.95	2.88	4.608	.100
(f) Any other	1.46	1.80	1.19	1.28	4.611	.100

K-W statistics indicates that there is significant variation in the perception of units relating to different turnover groups regarding problems of internet marketing. Further, relatively more units relating to category T1 are facing more internet marketing problems as compared to units belonging to categories T2 and T3. The units in the category T3 are stronger in 'technological or market access issues', and 'financial issues' than those from categories T1 and T2. Statistically, there are no significant differences in the perception of units relating to different age and turnover groups with respect to internet marketing problems.

4. Conclusion

It has been observed that relatively more units relating to textile and food products and beverages industries feel that internet marketing has advantages as compared to units belonging to other surveyed industries. Units from bicycle and bicycle parts industry do not consider that internet marketing is beneficial to them.

Findings of the study also reveal that most of the units relating to various industries face internet marketing problems like 'shortage of skilled staff', 'technological or market access issues' and 'financial issues' to a moderate extent. Comparatively, higher number of units belonging to textiles has been facing internet marketing problems and units belonging to leather and leather products are facing less number of internet marketing problems as compared to units relating to other industries.

In the era of internet, the more usage of web and internet marketing is required for large coverage of market and to meet the competition challenges. The small entrepreneurs have to understand the increasing role of computerization right from production to selling. The modern technology tools such as search engine marketing and e-marketing would play a pivotal role for dominance and success of small companies. Moreover, service providers also need to provide trouble free and efficient services for the growth of industry. Hence, the small entrepreneurs need to have computerization of their business processes and recruitment of trained and efficient staff to compete and sustain in the market.

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