

A FRAMEWORK OF INTEGRATED MARKETING FOR SMALL SCALE BUSINESS

Manisha Kakkar

PhD scholar, Jayoti Vidhyapeeth Women's university Jaipur

ABSTRACT

India comprises of 1, 05, 21,190 units of small scale business as per the data of 2019 collected by census. This business is basically confined to limited area only that is this business do not have wide market reach to sell their products due to lack of marketing and strategies of marketing. This paper mainly focuses on the key concepts of integrated marketing, its components, vision, objectives, implementation and development process. The small scale business always lags behind due to non-adoption of proper marketing strategies. This paper will portray all the short coming of the small scale business and also convey the suggestions for the improvements of the small scale business which need to be carried out by these small entrepreneurs in order to widen their business in this modern era with usage of minimum or less capital investments. Furthermore all the advantages of integrated marketing will also be stated in order to give a new perspective to the small businesses. Basically this paper deals with all the theoretical point of views for the small scale business which need to be practically applied that will benefit this business in near future.

Keywords- Small scale business, marketing, integrated marketing, modern, strategies.

INTRODUCTION-

Marketing communications is generally an old concept and it is used in internal as well as external communication of the modern era business. However, now in growing business the main focus is shifting from simple marketing to integrated marketing. Integrated Marketing is based on the principle that marketing communications encompasses far more than just advertising and promotions. In others words we can say that this type of marketing uses all the forces or techniques of marketing collectively.

This concept can we very well applied to all the businesses especially business with small or little amount of funds because they can opt for digital marking for wider reach and other marketing strategies for their local reach. Generally this is a traditional concept but combining all the resources for making effective and efficient utilization is introduced in this modern era only.

Integrated marketing communication is a redefined knowledge paradigm of Marketing Promotional activities or simply traditional marketing communication.

Marketing Communication is one of the major elements of marketing mix for surviving the business and growing it into this competitive era the business are bound to adopt certain strategies as per there nature of business and funds of the business. Marketing have one advantage that it is so dynamic that it can be used in any nature whether small medium or large.

Small Scale business generally have limited marketing communication channel. Traditionally they only focuses on the selling approach that is there main aim was to increases the rather than making consumer aware about their product but now in order to survive and grow in the market they are moving towards the marketing channels and furthermore applying that in their business.

This integrated marketing is basically goal specific so the business can easily achieve their goals using this marketing with low budget also.

RESEARCH METHODOLOGY-

This paper is based on descriptive research technique. It consist of secondary data from the different sources like (books, journal articles, review articles, published data etc.)

OBJECTIVES

The main objective of this paper is –

1. To study the various dimensions of integrated marketing.
2. To study the future scope of integrated marketing.
3. To study the problems faced by small businesses due to lack of marketing channels.
4. To interpret the suggestions for small businesses for their growth.

BACKGROUND OF INTREGATED MARKETING-

Integrated Marketing was firstly used in 1989. Since that time, marketing communication has developed in many ways. The American Association of Advertising Associations (4 A's) defined

Integrated marketing as “an approach to achieving the objectives of a marketing campaign through a well-coordinated use of different promotional methods that are intended to reinforce each other.” As this technique increased many more elements are added to this marketing channel.

OBJECTIVE OF INTREGATED MARKETING-

- The main objective of integrated marketing is that it is goal specific and goal oriented
- The integrated marketing mainly focuses in increasing sales.
- Helpful in building strong brand image.
- Help in optimum and efficient resource allocation.
- Lastly it also helps in creating brand image and consumer awareness.

COMPONENTS OF INTREGATED MARKETING-

1- **Consumers:** The information is exchanged and interrogated the consumer as well as how the delivery of that exchange of information affects the message's form and contents.

2- **Communication channels:** This element interrogates various channels and how much these channels are effective.

3- **Results:** this show that how the level of intricacy in integrated marketing leads marketers to measure result by designing new ways.

DEVELOPMENT PROCESS OF INTREGATED MARKETING-

1. Tactical co-ordination (content) -cross-functional and interpersonal communications within and outside the business for achieving synergy and consistency which creates one sight, one sound.
2. Redefining the scope of marketing communications (channels)-organizations collect the extensive information about the customer.
3. Application of information technology (stakeholders)-It helps in declaration to access data and identify the relevant and profitable customers.
4. Strategic and financial integration (results)-firms constantly control the marketing communications performance from ROI perspective.

FUTURE VISION OF INTREGATED MARKETING-

- It has created advantages for boosting sales and profit.
- This “relationship marketing” cements a bond of loyalty with customers which can protect them from the inevitable onslaught of competition. It helps in building digital marketing platform.
- Integrated Marketing also increases profits through increased effectiveness.
- Integrated Marketing helps to saves money, advertising, exhibitions, and sales literature.

ADVANTAGES TO SMALL SCALE BUSINESESS BY INTREGATED MARKETING-

1- **Integrated Marketing helps in improving results-** An integrated marketing ensures that all these units come together. Therefore all the work done is in harmonized way that is why result obtained improved. This way, your communication becomes clear enough to your target audience, obviously leading to improved sales.

2- **Integrated Marketing helps in reducing cost** – Integrated marketing with respect todigital marketing reduces unnecessary costs as much as possible.

3- **Integrated Marketing help in Improving Efficiency** – Integrated marketing help in improving efficiency. You can create advertisement images once and then proceed to use them across several marketing channels.

4- **Improved Brand Image** - Not only will the message stay consistent in all the platforms, but your brand’s elements will line up seamlessly as well.

SHORTCOMMINGS OF SMALL SCALE BUSINESESS IN MARKETING-

1. Shortage of Funds: Small business do not have much funds which become very difficult for them to manage their expenses in order to use marketing mix techniques the funds accumulated by them always fall short.
2. Lack of Latest Technology: Small business always lacks fund due to which they cannot afford the latest technology. Only old methods and techniques are being used. Due to this they earn less margin of profit.
3. Marketing Problem: Small business cannot face the competition with large scale units in marketing and selling. They cannot afford to spend much on advertising and proper distribution

of goods. They have to depend on middlemen, who pay low prices and even the recovery from the middlemen is very slow.

4. Lack of modernization- The small scale business lack modernization because of which there consumers are not aware about the product produced due to which they fail to grow in the competitive environment.

SUGGESTIONS FOR SMALL SCALE BUSINESSES FOR SURVIVAL AND GROWTH-

1. The proper allocation of funds should be made available by the governmental grants and aids, so that they can become technological advance.
2. Proper marketing methods and techniques should be adopted and more emphasis should be paid on skill development rather than sales enhancement, quality of the products should be maintained.
3. In order to grow themselves they need to adopt mechanization and modernization without losing their main entity or traditional techniques because these traditional techniques are the man uniqueness of this small scale business which big enterprises lag.
4. Consumer awareness and production according to consumer demand is must, as well as meet the demand of consumer with proper production supplies.

CONCLUSION-

There is still long way to go. Small Scale businesses still need much more awareness, skills, tools, techniques and strategies. Moreover the small scale business is the Backbone of the large scale industry if new methods and techniques of integrated marketing are being applied to these small businesses then they have huge potential to grow and survive in this modern era. Furthermore they will emerge as a piece of gem to our Indian economy also. So there is lot more things still needed to be done. Hence in conclusion it can be stated that if the economy need to grow and small business want to survive in this competitive world then they should focus more on developing integrated marketing skills.

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