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Adoption And Effectiveness of Digital Marketing Strategy in Small Businesses of Jharkhand- A Case Study of Ranchi District

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ABSTRACT: This study examines the relationship between digital marketing strategy adoption and the growth of small businesses in Ranchi. Digital marketing helps businesses to promote their goods and services by using online platforms such as social media, TV ads, etc. This study estimates the awareness and challenges of digital marketing on the growth of small businesses. The research was evaluated by collecting primary data of 150 small business owners through a survey with a structured questionnaire and a Likert scale technique. The data was analysed through the simple linear regression to study the impact of digital marketing adoption on small businesses for their growth. The findings of the study indicate that a lack of awareness of digital marketing strategy, low adoption, and a lack of knowledge challenges affect the growth of small businesses. Findings suggest that proper training and knowledge about digital marketing strategy help to grow their businesses. In conclusion, the study highlights that the digital marketing strategy contributes to the growth of small businesses in the Ranchi District. Proper awareness, knowledge and training increase the growth of businesses.

Keywords:- Digital Marketing Strategy, Small businesses, Business growth, Awareness

I. INTRODUCTION

Digital marketing is the channel and platform for promoting brands, services and products through the internet and electronic devices like mobile phones, laptops and TVs. Digital marketing connects and attracts its customers through different online platforms, such as ads, social media, and email, etc. It helps to create better brand awareness among customers and build a strong relationship with them. The rapid change in business and brands in using technologies for promoting and advertising their products. Through digital marketing, people are less likely to visit the physical stores; they increasingly adapt to the online platforms of marketing. Gradually, the use of digital media or devices in daily life the digital marketing is fastly or quickly adapted by people. Digital marketing promotes employment generation for people. Small businesses are businesses that are owned by an individual or in partnership with a limited number of employees. It is a small unit of business that goes with small machinery, less investment, and low manpower. It creates opportunities for employment generation for the local people. In small businesses, it includes manufacturing, producing, and service sectors. Small businesses help the development of the economy of developing countries. Small businesses include the Bakery shop, Retail stores, Boutiques, and also include the professional services consultancy and accountants. Digital marketing strategy refers to a strategy for a business's activities for promoting goods and services through digital media or electronic devices to enhance sales and increase its business growth. There are many strategies available in the market that help businesses, such platforms are social media marketing, email marketing, website search and various shopping applications on smartphones. They attract customers through providing them with 24/7 availability, easy-to-use, easy accessibility, and anytime placing orders and delivery services. It engages

customers and attracts them by giving them discounts and offers. The businesses is targeted the audience groups by customer age, location and gender.

SIGNIFICANCE OF THE STUDY

The main motive of this study is to understand the awareness and the impact of digital marketing strategies on the growth of small businesses in the Ranchi district. It helps to understand the small business owners understand the importance and effectiveness of digital marketing strategies for their growth. It can address the challenges faced by small business owners in implementing a new marketing strategy for effective performance. This study helps to provide valuable knowledge about the digital marketing strategy through adopting this, and its effectiveness improves the small businesses' growth in the Ranchi district.

STATEMENT OF THE PROBLEM

In today's time, digital marketing is used for the expansion and growth of business, improves customer engagement, and brand loyalty. In Ranchi district, small businesses are rapidly adapting new strategies such as social media marketing, influencer marketing, content marketing and various advertisement platforms for their growth. But some small business owners face various challenges in the implementation of digital marketing strategies, such as a lack of infrastructure, poor internet connection, limited resources, a lack of technological knowledge and skills and less awareness of digital marketing methods. The study examines the methods of digital marketing strategies that are used and adopted by small business owners and how they implement these. It improves the performance and sales. This study analyses and identifies the gaps in the adoption and effectiveness of digital marketing strategies in small businesses.

SCOPE AND LIMITATION OF THE STUDY

The scope of the study focuses on the Ranchi district. Digital marketing strategies adoption and their effectiveness are examined. It evaluates the tools for the growth of small businesses. Utilise more and more methods to improve customer relationships and brand image. It is beneficial for the managers and business owners. The limitation of the study is that it is limited only to the Ranchi district. There are 150 samples of the small business owners. Time is a constraint, and the sample size is small and biased. New changes in markets according to the trends.

II. LITERATURE REVIEW

1. Ritz et al. (2019): The article states that adoption of digital marketing and uses models like DIY and the technology of digitalisation for the expected outcomes, i.e., owners are not only motivated but also expect the new technological benefits of digital marketing for their businesses. An online survey was conducted for the small business owners and managers, and a sample of 250 was collected. The key findings of the article are that small business owners and managers are motivated to adopt digital marketing. The limitations of the research are that the sample is not representative of owners and managers who engage in digital marketing. This study provides knowledge of the gap in the digital footprints of large and small businesses.

2. Kumar R. (2025): The article states that he argues that small and medium-sized enterprises are the ones that adopt new technologies, AI and develop digital marketing. The findings are that adopting new technologies like social media marketing, search engine optimisation, and e-commerce faced the lack of infrastructure, illiteracy and financial problems. The study shows that new technologies like AI are being adopted in digital marketing strategies and help to maximise their profit. It examines the challenges and trends and analyses their impact on business performance and expansion. The review shows that the businesses are struggling due to a lack of knowledge, limited skills and less awareness of financial resources. To defeat the challenges, it improves digital literacy, provides training, develops infrastructure, and improves their performance and increases the number of digital marketing firms in the market. Through advanced technology, it can increase customer interaction and business performance.

3. Hulikatti T, & Yadav B (2025): The article examines that they explore how digital marketing influences the growth and visibility of SMEs. It focuses on such areas of business age, industry sectors and income levels. It shows that business owners face challenges like limited financial inclusion and a lack of technology. New businesses easily adapt the digital strategies of marketing and enhance their growth.

Through such strategies of marketing, social media ads, and content creation, it helps to interact with customers more effectively.

4. Kanojia K., & Rathore, T. (2025): The study titled found that digitalisation operates businesses and encourages new startups and innovative creation through applying the digital marketing strategy and helps the small and medium enterprises to develop their business through using technology, and build strong customer relationships and deliver value. Digital marketing enhances the performance of small businesses and supports the digital transformation of an economy. In today's businesses, customers are interconnected through digital marketing from different geographical regions and quickly adapt to it through the internet. Through different marketing techniques of digital marketing, small businesses are competing effectively with larger companies.

5. Rao, D.V.M., & Rajeswari, K.(2020): The article states that India is the biggest micro, small and medium enterprises in the world after China. These sectors help to boost economic growth and employment generation in the Indian economy. MSMEs promote startups and entrepreneurs, and generate employment opportunities with low capital investment. Through the online media, it promotes its products and attracts customers, and maintains relationships. This study examines the impact of digital marketing in urban and semi-urban areas and identifies the strategy for maximising the benefits of digital marketing.

6. Panda, M., & Mishra, A. (2022): The study focuses on the digital marketing concern, new technologies, not the traditional marketing. It focuses on different strategies like SEO, social media marketing, and content marketing, to improve and attract customers and increase sales. It helps to examine the effectiveness of digital media marketing strategies and other social media activities for marketing. Its main aim is to differentiate the digital marketing method and offline marketing and their effectiveness, and technological tools and activities for the success of digital marketing. It used different modern methods of digital marketing. It is found that digital marketing in future will increase the use of websites operated by storefronts, boost brand awareness among customers, and raise revenue by improving and targeting audiences to the website and store.

7. Patil et al. (2022): The article states that all startup businesses and current businesses need a good marketing plan to compete and establish their markets. There is a method of digital marketing that helps startups and SMEs to grow. There are two constructs, technological and environmental, that are used by the researcher. It creates awareness of digital marketing and its tools, which influence the adoption of digital marketing by startups and SMEs. They collect data by face- to- face interviews or through the apps, gather the information and use the SPSS statistical tools for calculating it. As a result, I found that the awareness and adoption of digital marketing are major tools for gaining an advantage. Technology and environmental factors are implicated in developing good strategies to gain an advantage in the digital era.

8. Gulati, S., & Grover, A. (2024): The study examines how digital marketing is essential for small businesses for success. Social media platforms help to create awareness, brand loyalty, and sales. The study aims to investigate the marketing strategies of several lower-middle businesses and their implications for advantage. Innovation and promotional media help SMEs to facilitate the adaptation of digital trends and future development. Digital marketing strategies help to increase their reach into a global audience. It attracts sales and customers. Online marketing, like website traffic and sales conversion, helps to identify the most and least effective platforms. The result is that small businesses are invaluable, offering insights that inform marketing decisions and use the data and analysis for decision-making.

9. Barman, A., & Mahanta, M.(2025): The article states that the MSMEs adopt digital marketing and explores the challenges of digital marketing adoption. They collected the 301 sample data of MSMEs about the adoption of digital marketing. There is no widely accepted digital marketing for rural regional enterprises. Adoption of digital marketing by MSMEs in rural and urban areas is the usage of online presence tools in digital marketing, and the level of adoption of digital marketing. The challenges faced in the adoption of digital marketing by MSMEs are a lack of skilled workforce, insufficient awareness and financial resources, etc. The key findings are that there is an adoption behaviour similar for small businesses in the tourism sector. There is a lack of training, knowledge, and security, which creates major hurdles for the adoption and growth of MSMEs.

10. Dahnil et al. (2014): The article states that social media marketing is a communication tool in SMEs and is increasing rapidly in the world, creating new opportunities for businesses. SMEs promote economic growth, employment and development. Factors that influence SMEs in adopting social media to improve business practices. SMEs face barriers in adopting social media marketing and creating opportunities in business globally. Social media marketing is a subset of e-marketing. SMEs adopt technology and barriers. Social media marketing promotes products and services through online social platforms. It facilitates communication, collaboration and content sharing. This helps to predict customer behaviour, increase brand awareness, attract new customers and build loyalty. Social media marketing is a part of internet marketing or e- marketing.

11. Alford, P.& Page, S.J.(2018) have analysed that adoption of new technology and marketing is necessary for small businesses to connect with consumers and build relationships with them. The research gap in the study is that the small owners are less adapting new technological innovations. 24 small owners' data are collected from the tourism type business. There is less awareness about the new technology, and there is a need for an online marketing campaign. The campaign provides them with knowledge of adoption technology and digital marketing. There is an opportunity for strong marketing, but there is a lack of knowledge about the technology that creates for their business, and the findings of the studies indicate that technology or Digital Marketing will be necessary.

12. Kalei, A. (2020): Study evaluates the digital marketing effectiveness and its marketing performance affects the markets. The problem is that the digital marketing adoption affects the effectiveness of digital marketing strategies and their performance in SMEs. It finds that the digital marketing strategies have a significant impact on the performance of marketing in SMEs. Digital marketing strategies adoption has a positive impact on the small business marketing performance. Through their adoption of strategies like social media, websites and blogs. This study helps to know about the challenges faced by the SMEs, and there is a need to create awareness and suggest that small business owners adopt new digital marketing strategies.

13. Paye Sr, L.N.(2024): The Article states that there is a lack of adopting in technology by small business owners. The data was collected from 150 small business owners through the questionnaire. It evaluates that there is a lack of adoption of technology in small workplaces and no strategies for adoption and technology acceptance. The result is that the small business owners have to improve their performance, and they have to focus on adopting innovation and strategies for investing in technologies. Time for social changes creates opportunities for technology adoption, product improvement and creating profit through community engagement in society at large.

14. Harner Morrill, H.M. (2023): This study evaluates that there is a shortage of digital marketing knowledge among small business owners. It conducts a survey through a questionnaire to know about digital marketing strategy and the level of technology that is accepted by small business owners. It results that, the small business owners accept the new technology model and the strategies of digital marketing. It gives the opposite impact that the small business owners easily use the technology and adopt the digital marketing strategies. It gives positive indications between the small business owner and their public relations through the use of digital marketing.

15. Bruce et.al.(2023): They evaluate that in today's world, there is an online environment, and the use of the internet becomes a big marketing hub for small and medium- sized enterprises for businesses uses the internet for digital marketing to connect with consumers and promote competition to their competitors for the growth of their businesses. Digital marketing is utilised to connect sustainable strategies for SMEs. This study collects the data of 533 SME owners through the questionnaire. The findings of the study are that digital marketing controls the behaviour and norms of individuals when using digital marketing. There is a positive result in the sustainable growth of using digital marketing and its performance. It provides sustainable strategies to adopt a digital platform and enhance their growth.

16. Sharabati, et.al. (2024): They provide a study of digital marketing and their performance in SMEs and the adoption of new modern digital marketing, which gives a new technology development and helps to find their effect on the adoption of new technologies in digital marketing and their development. This helps to boost local economies, creating job opportunities and developing the local economy. This research is held with collecting 190 primary data points from the companies through the survey. The main focus of the research is to find out whether the adoption of digital marketing strategies, online ads, social media and other digital channels affects the performance of SMEs. It shows the relationship between digital marketing and the performance of businesses. The result finds that digital marketing is essential for the SME to build a strong economy in the market and helps to create a better customer relationship through their preferences and reviews, which provide firms with better experiences.

17. Mushi, H.M. (2024): This article analysed that the digital marketing strategies like SEO, SMM, Email marketing, advertisement and social media marketing have an impact on the SMEs and their performances in the growth and market development. A 335 data was collected from the SME owners and enterprises through the structured questionnaire. Data was calculated through the PLS-SEM process. The findings of the study are that they give new insights and contribute to digital marketing strategies for developing the country, and suggest that SMEs increase their revenue and attract more and more customers. The study provides a framework with valuable contributions for adopting digital marketing strategies. Findings provide that the implementation of digital marketing strategies by SME is competitive with the large companies on a large scale.

18. Okwudiri, N., et al.(2025): They analysed that the large businesses adopted digital marketing strategies, but the SMEs will lag in this. A study examines the digital marketing adoption for the sustainable growth of SMEs. 372 primary data points were collected through the survey and structured questionnaire. The data was tested their reliability, and it was analysed through descriptive and inferential statistics methods. The findings of the study are that the DM adoption in SMEs has faced challenges, a lack of knowledge, because they do not know how to work. In conclusion, there is a strong relationship between the DM and business growth. Studies suggest that the government programs, training and workshops have improved digital literacy and given knowledge and skills to SME owners for effective use of DM strategies and methods.

19. Harbi, A., & Maqsood, M. (2022): Study evaluates that the adoption of digital marketing and digitalisation in marketing and business has a positive impact, and easy interaction with the customers. The study aims to examine the adoption of DM and its strategies in higher education. This study explores digital marketing for better interaction with customers. The result shows that it is only focused on social media marketing and websites. They use only digital marketing strategies for marketing. This study helps to find out that digital marketing and its adoption of social media marketing provide an easy way for customer engagement and developing their businesses.

20. Yoga, et al. (2019): The study analysed the information technology adoption on DM communication channels like websites and social media in SMEs. The focus of the study is that the small and medium enterprises of travel agents are using the technology to create awareness about their services, attract people and target the market. The research aims to focus on how they are delivering marketing information to the customers and promoting their business activities. They also face several challenges in processing and analysing marketing channels analysis tools. It provides government support campaigns to optimise a strategic business decision. Traditional and digital channels of marketing are different communication thing which faces failure in marketing communication.

III. RESEARCH GAP

On the basis of a previous study of an article and journals, I found that there is a need to examine the topic '**Adoption and Effectiveness of Digital Marketing Strategy in Small Businesses in Ranchi District**'. This research helps to find out the awareness and impact of digital marketing strategies on the growth of small businesses. It aims to estimate the effectiveness of digital marketing in the growth and development of small businesses in Ranchi.

IV. RESEARCH QUESTION

1. How to make small business owners aware of the digital marketing strategies in the Ranchi district?
2. What is the relationship between digital marketing adoption and business growth?
3. What are the challenges faced by small businesses in the adoption of digital marketing strategies?

V. RESEARCH OBJECTIVES

1. To assess small business owners about the awareness of digital marketing strategies in the Ranchi district.
2. To examine the relationship between digital marketing adoption and business growth.
3. To identify the challenges faced by small businesses in adopting digital marketing strategies in the Ranchi district.

VI. HYPOTHESIS OF THE STUDY

H0: There is no significant relationship between digital marketing adoption and business growth.

H1: There is a significant relationship between digital marketing adoption and business growth.

VII. RESEARCH METHODOLOGY

Research methodology is a method or proper process through which a researcher collects, organises, analyses and summarises the data to reach the research problem and the solution to the question. It helps to find a reliable and exact solution to the problem. It explains the proper methods that are used in research, from conducting to analysing and the results of the study. It shows the relationship of variables, through which they adapt and suggests in a manner on futures.

RESEARCH DESIGN

Research design is the whole planning of the research study that the researcher conducts a questionnaire and a survey. It helps in collecting the data to analyzing it. It reduces the bias in collecting the data and provides accurate data to the research design. It is a strategy by which researchers inquire into the data and reach to their objective for a result of making it profitable. It gives valid and reliable results to the researcher. This research design uses descriptive statistics where frequencies are being analysed.

SAMPLING TECHNIQUE AND SAMPLE SIZE

Sampling technique is the process of selecting respondents randomly and easily available to the researcher. It selects the respondents who are willing to participate in the survey and provides the detailed questionnaire answers.

Sample size: 150 respondents

DATA COLLECTION METHOD

The data were collected through a structured questionnaire and collected from the respondents through surveys and personal interviews by the researcher. It is totally based on the primary data.

VARIABLES

INDEPENDENT VARIABLES

Digital marketing adoption is the independent variable that causes the dependent variable, business growth. The other independent variables are awareness of digital marketing strategies and challenges in adopting digital marketing.

DEPENDENT VARIABLES

Business growth is the dependent variable that is affected by the adoption of digital marketing and its strategies, which are applied in businesses. Business growth depends on adoption, awareness and challenges of digital marketing strategies.

DATA ANALYSIS TOOLS AND SOFTWARE USED

The data was analysed by the descriptive statistics frequencies, and simple linear regression to analyse the data. This data analysis analyses the effectiveness of digital marketing adoption and the business growth. The data was collected, organised, summarised and analysed using MS Excel and the SPSS software. MS Excel organised and summarised the data and analysed it through the SPSS software. This software represents the charts, tables and diagrams of analysis. The statistical tools provide hypothesis testing,

regression, coefficient and the frequencies of the data validity. The software gives reliable and valid data for each and every piece of data.

VIII. DATA ANALYSIS AND HYPOTHESIS TESTING

Demographic Factor

1. AGE

Table 1

Age	Frequency	Percentage
18-25	41	27.3%
26-35	35	23.3%
36-45	54	36%
Above 45	20	13.3%
Total	150	100%

Source: primary data

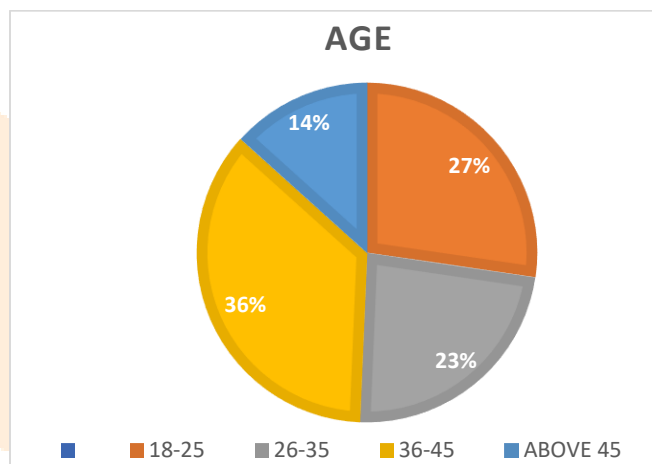


Fig. 8.1 Age- wise Distribution of Respondents

(Source: computed by SPSS software by the Researcher)

From Primary Data, the age distribution of the respondents. Out of 150 small business owners surveyed, most respondents (27.3%) are in the 18-25 years age group, followed by (23.3%) in the 26-35 years, (36%) in the 36-45 years, and (13.3%) in the 45 years and above age group. This distribution suggests that the small businesses have a relatively young to mid-age group, which may influence the digital marketing adoption and business growth.

2. GENDER

Table 2

Gender	Frequency	Percentage
Male	117	78%
Female	33	22%

Source: primary data

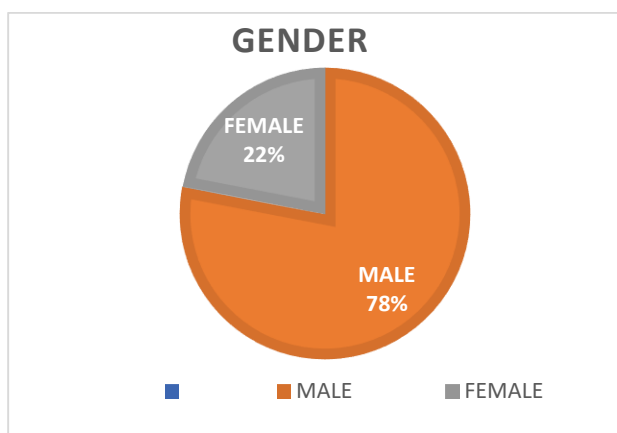


Fig. 8.2 Gender wise Distribution of Respondents
(Source: computed by SPSS software by the researcher)

Table 2 shows the gender distribution of small business owners. out of 150 respondent 117(78%) male respondent and 33(22%) female respondent. This indicates a higher representation of male business owners in the Ranchi district, which is consistent with trends in businesses. Gender diversity is sufficient to ensure balanced responses regarding the adoption of digital marketing strategy and business growth.

3. EDUCATION QUALIFICATION

Table 3

Education qualification	Frequency	Percentage
10 th pass	10	6.7%
12 th pass	36	24%
Graduate	82	54.7%
Post graduate	22	14.7
Total	150	100%

Source: primary data

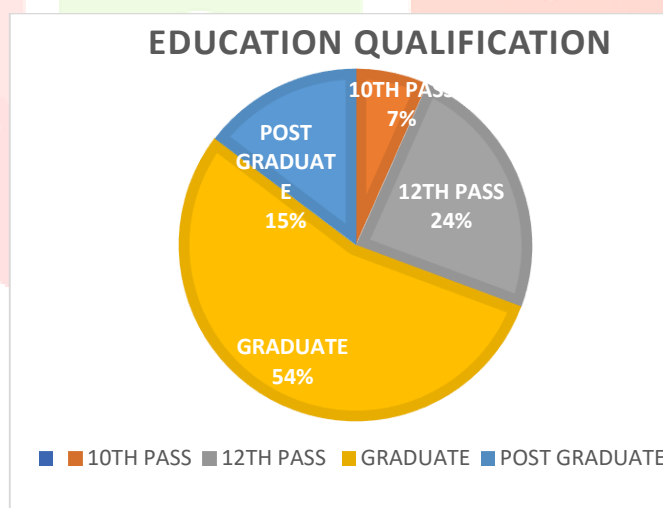


Fig. 8.3 Education Qualification -wise of Respondents
(Source: Computed by SPSS software by the researcher)

Table 3 shows the education qualification of the small business owners. Out of 150 respondent 6.7% (10) are 10th pass, 24% (36) are 12th pass, 54.7% (82) are graduate, and 14.7% (22) are post-graduate. Therefore, most of the respondents are graduate which takes a graduation degree and after they follow their profession.

4. NO. OF EMPLOYEES

Table 4

No. of Employees	Frequency	Percentage
Less than 10	49	32.7%
10-20	21	14%
20-30	37	24.7%
More than 30	43	28.7
Total	150	100%

Source: primary data

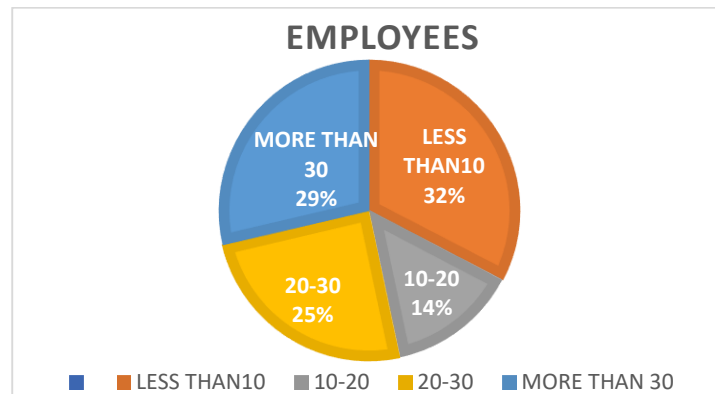


Fig. 8.4 No. of Employees -wise Distribution of Respondents
(Source: Computed by SPSS software by a Researcher)

Table 4 shows the no. of employees in their business. Out of 150 respondents, there is a less than 10 employees; 49(32.7%) employees worked. Similarly, there are between 10 and 20, where 21(14%) employees worked, between 20 and 30, there are 37 (24.7%) and in more than 30, there are 43(28.7%) employees. From this distribution there is found that most of the small businesses are taking less than 10 employees in their work.

5. TYPES OF FIRMS

Table 5

Types of Firms	Frequency	Percentage
Sole proprietorship	73	48.7%
Partnership	45	30%
Limited liability companies	32	21.3%
Total	150	100%

Source: primary data

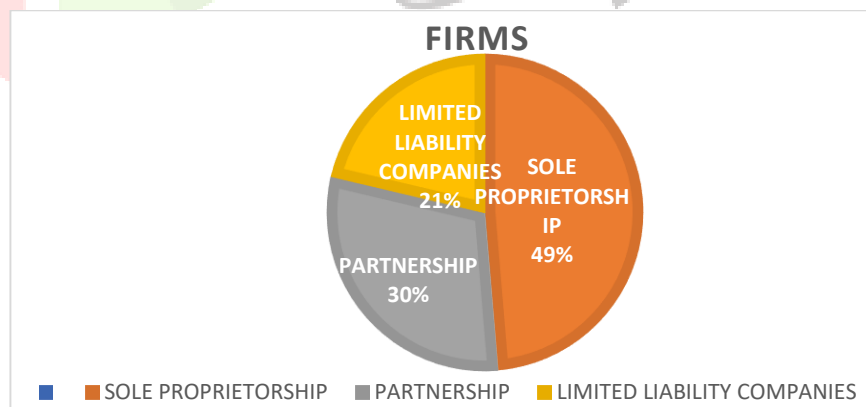


Fig. 8.5 Types of Firms-wise Distribution of Respondents
(Source: Computed by SPSS software by the Researcher)

Table 5 shows the types of firms of small business owners were out of 150 respondents, sole proprietorships had 73(48.7%), partnership 45(30%) and limited liability companies had 32(21.3%). Most of the small business owners have their own sole proprietorship firms.

Model Summary (Table 6)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.319 ^a	0.102	0.096	0.42393

a. Predictors: (Constant), DIGITAL MARKETING ADOPTION

(Source: computed by SPSS software by the researcher)

The value of $R=0.319$ indicates a moderate positive relationship between the variables. This suggests that better digital marketing adoption is associated with higher business growth. The R-square value of 0.102 shows that 10.2% of the variation in business growth is explained by digital marketing adoption. This means that digital marketing adoption plays a significant role in influencing business growth, although other factors also contribute.

ANOVA (Table 7)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.014	1	3.014	16.772	<.001 ^b
Residual	26.598	148	0.180		
Total	29.612	149			

a. Dependent Variable: BUSINESS GROWTH

b. Predictors: (Constant), DIGITAL MARKETING ADOPTION

(Source: Computed by SPSS software by researcher)

The ANOVA table states whether the independent variable and dependent variable are significant or not. The value of the sum of squares, 3.014, is the variation of the dependent variable. The df is the degree of freedom value 1, showing that there is one independent variable used. The value of F 16.772 is high, indicating the IV significantly predicts the DV. The significance value is <.001 which is less than 0.05. The result confirms that digital marketing adoption has a significant impact on business growth. The regression model accepts the alternative hypothesis and rejects the null hypothesis.

Coefficients (Table 8)

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1 (Constant)	2.126	0.253		8.388
DIGITAL MARKETING ADOPTION	0.318	0.078	0.319	4.095

a. Dependent Variable: BUSINESS GROWTH

(Source: By using SPSS software by the researcher)

The unstandardized coefficient ($B=0.318$) indicates that digital marketing adoption increases by 1 unit the business growth increases by 0.318 units. It shows a positive relationship between them. The standard error value 0.078 estimates that the coefficient is small, which means it is reliable. The standardised coefficient Beta value 0.319 represents that digital marketing adoption positively influences business growth. The value of t 4.095 is high, which means DMA significantly affects the BG. The significance value is 0.000, which is less than 0.05. In this case, the null hypothesis is rejected, and the digital marketing adoption has a significant impact on the business growth.

IX. OBJECTIVE ACHIEVE

Descriptive Statistics (Table 9)

	N	Minimum	Maximum	Mean	Std. Deviation
DIGITAL MARKETING ADOPTION	150	2.00	4.00	3.2360	0.44756
BUSINESS GROWTH	150	2.00	4.00	3.1547	0.44580
AWARENESS OF DIGITAL MARKETING STRATEGIES	150	2.00	4.00	3.0987	0.41174
CHALLENGES IN ADOPTING DIGITAL MARKETING	150	2.00	4.00	3.1213	0.46163
Valid N (listwise)	150				

(Source: computed by SPSS software by the researcher)

The collected data of respondents supports the objectives of digital marketing adoption and business growth by creating awareness among the small business owners. A valid response of 150 is analysed by the software to relate the variables of study and their positive relationship. Mean value of digital marketing adoption is 3.2360, and the standard deviation is 0.44756, which is the highest score from all of them, indicating positive adoption of this. Mean value of business growth is 3.157, and their standard deviation is 0.44580, i.e. adoption of digital marketing has a positive impact on business growth. Awareness of digital marketing strategies has a 3.0987 mean and a 0.41174 standard deviation value, which shows a moderate to high level. Mean of challenges in adopting digital marketing is 3.1213 and std. deviation is 0.46163, indicating that adopting and implementing digital marketing is challenging, but responses are consistent. Overall, all the variables and dimensions help in contributing to the adoption of digital marketing strategies and the business growth of the small businesses in Ranchi. They also have enough awareness, but are also facing challenges in adoption and implementation. The findings of the objective say that all variable mean scores are above 3.0, which shows the positive impact on awareness and business growth in the adoption of digital marketing in the small businesses of the Ranchi district.

X. FINDINGS

The findings of the study state that a moderate and positive relationship exists between the digital marketing adoption and business growth in the Ranchi district. The value of $R = 0.319$ represents this. The $R^2 = 0.102$ means 10.2% of the variation explains by digital marketing adoption in business growth. It means they influence each other, and other factors also. The regression model value of $F 16.772$ and the significance value $< .001$, indicates that the overall model validity. The coefficient table beta value is 0.319, and the value of $B = 0.318$ shows a positive impact on digital marketing adoption and business growth. The strategies and adoption of digital marketing improve business growth and build customer relationships. Social media marketing and influencer marketing are the most commonly used tools and platforms by the respondents. They are aware of the facilities and strategies of digital marketing. They also face the challenges of less skilled manpower, technology adoption and financial resources in their small businesses of the Ranchi district. The descriptive statistics show the achievement of the objectives and the positive impact on the effectiveness of the strategies of digital marketing.

CONCLUSION

The study concludes that digital marketing strategies play a crucial role in the business growth of small businesses in the Ranchi district. The findings of the study show that most of the small businesses adopt the strategies and use them to interact with customers and the development of the business growth. The regression analysis shows a positive relationship between digital marketing adoption and business growth. Small businesses also face challenges such as poor internet connection, less skilled employees and the lack of technology experts. The result of the hypothesis accept the alternative hypothesis and support them. The study successfully achieved the objective and provides different evidence among the strategies and their adoption for improving them.

SUGGESTIONS

To improve the business growth of small businesses, they have to increase the use of digital platforms and improve the customer interaction, sales and brand loyalty of their products and services. Government awareness programs and campaigns provide them with adequate knowledge and provide skills among them. They strengthen the young owners and entrepreneurs with the workshops and training. Small businesses have to adapt to new market trends and regular feedback and reviews from their customers to improve the sales of their products and services. Building a safe digital payment option and protecting them with fraud is necessary for the overall growth of the business and to build trust and confidence among customers. Small businesses need to monitor their online order and deliveries of products without delaying them. Future studies may be conducted with a larger sample size and different regions and districts.

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