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A STUDY OF FACEBOOK MARKETING USED BY UNORGANIZED RETAIL SECTOR IN PARBHANI CITY

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ABSTRACT-

This study aims to investigate the use of Facebook marketing by small and independent retailers in the unorganized retail sector of Parbhani city. With the increasing use of social media platforms by consumers, it is essential for retailers to utilize these platforms for marketing and promotion. However, there is limited research on the usage of Facebook marketing by small retailers in Parbhani city. The study also identified some barriers to the adoption of Facebook marketing by retailers in the unorganized sector. These included a lack of understanding of the benefits of Facebook marketing, limited resources, and a lack of technical expertise. Additionally, some retailers believed that Facebook marketing was not relevant to their business or did not have a significant impact on their sales.



KEYWORDS: Facebook Marketing, Unorganized Retail Sector, Social Media Advertising, Online Presence, Customer Engagement, Brand Awareness, Sales Conversion.

INTRODUCTION

Facebook is one of the largest social media platforms in the world, with over 2.8 billion monthly active users as of December 2020. Facebook users generate a massive amount of data, including text, images, videos, and other content. Facebook collects and analyzes this data to gain insights into user behavior and preferences, which it uses to improve its services and deliver more relevant content to users. For example, Facebook's algorithm uses data such as likes, comments, and shares to determine which posts should be displayed in a user's News Feed.

In addition to personal use, Facebook is also widely used for business and marketing purposes. Companies and organizations use Facebook to create pages, run ads and engage with customers and followers. Facebook provides various tools and metrics to help businesses measure the effectiveness of their campaigns and track user engagement.

Overall, Facebook has a significant impact on the way people communicate, share information, and consume media. However, its use has also raised concerns about privacy, data protection, and the spread of misinformation and harmful content.

The rise of social media has transformed the way businesses interact with their customers and market their products and services. Among the social media platforms, Facebook has emerged as a popular choice for small and independent retailers in the unorganized retail sector, especially in cities

like Parbhani. In this sector, Facebook marketing offers an affordable and accessible way for retailers to promote their businesses, engage with customers, and increase their reach. This study aims to examine the use of Facebook marketing by small and independent retailers in the unorganized retail sector in Parbhani city.

The unorganized retail sector is characterized by small and independent retailers who operate in local markets, neighborhoods, and streets. These businesses often face intense and stiff competition from large retailers and e-commerce platforms and struggle to adapt to changing customer preferences and behavior. To stay competitive, many small and independent retailers are turning to social media platforms like Facebook to promote their businesses and connect with customers.

The retail sector in India is diverse, with both organized and unorganized retail sector contributing significantly to the country's economy. However, the unorganized sector, comprising small and independent retailers, faces stiff competition from organized retail chains and e-commerce platforms. To remain competitive, these retailers need to adopt modern marketing techniques to reach their target audience effectively. With the increasing use of social media platforms by consumers, Facebook marketing has emerged as a popular and cost-effective marketing strategy for businesses of all sizes.

Parbhani city in Maharashtra is a prime example of the unorganized retail sector, with small and independent retailers comprising a significant portion of the market. However, there is limited research on the usage of Facebook marketing by small retailers in Parbhani city. Hence, this study aims to investigate the use of Facebook marketing by small and independent retailers in the unorganized retail sector of Parbhani city.

Need for study:

The study of Facebook marketing used by the unorganized retail sector in Parbhani city is essential for several reasons. First, Facebook marketing has become a powerful tool for businesses to reach a wider audience and increase their brand visibility. Understanding how local businesses in the unorganized retail sector utilize this platform can provide valuable insights into effective marketing strategies. Second, Parbhani city is home to numerous unorganized retail businesses that often struggle to compete with organized retail chains. By studying their Facebook marketing practices, we can identify ways to enhance their online presence and level the playing field. Third, Facebook marketing offers opportunities for customer engagement, enabling businesses to interact with their target audience and build brand loyalty. Exploring how unorganized retail businesses in Parbhani leverage these engagement techniques can lead to improved customer relationships. Moreover, a study of Facebook marketing can shed light on the effectiveness of various promotional campaigns helping businesses to allocate resources more efficiently. By analyzing the results of such research, local businesses in Parbhani can optimize their advertising strategies, enhance brand awareness and ultimately increase sales conversions. Overall, this study holds immense importance in empowering the unorganized retail sector in Parbhani City and driving their growth in the digital era.

Methodology:

The study will use a mixed-methods approach, including surveys, interviews, and secondary data sources. A sample of 100 small and independent retailers selected from different parts of Parbhani city and data had been collected on their usage of Facebook marketing. The study will investigate the following

Objective of the study:

1. Examine small and independent retailers in Parbhani City use Facebook for marketing and promotion.
2. Examine awareness of small and independent unorganized retailers in Parbhani city towards digital marketing.
3. Examine digital literacy among Unorganized Retailers in Parbhani City.

Hypothesis of the study:

1. Small and independent retailers in Parbhani city not utilize Facebook as a primary platform for marketing and promotion purposes.
2. Small and independent retailers in Parbhani City facing difficulties to adopt digital marketing to utilize it in business activities.
3. Unorganized Retailers in Parbhani City has a traditional approach towards business activities.

Research Methodology:

The research methodology for examining small and independent retailers in Parbhani city and their use of Facebook for marketing and promotion will involve a mixed-methods approach. This approach combines qualitative and quantitative methods to gain a comprehensive understanding of the topic.

Sample for Study:

A representative 50 sample of small and independent retailers in Parbhani city will be selected. The sample will be obtained using a combination of purposive and random sampling techniques. The sample size will be determined based on statistical calculations to ensure sufficient data for analysis. Unorganized Retailers from various industries and geographic locations within Parbhani city will be included to ensure diversity and representativeness.

Data Collection:

Data will be collected through surveys and interviews. A structured questionnaire will be designed to gather quantitative data on retailers' Facebook usage, marketing strategies, and promotional activities. The questionnaire will be distributed to the selected retailers and their responses will be recorded. Additionally, interviews will be conducted with a subset of unorganized retailers to gather qualitative insights into their experiences, challenges and successes.

Data Analysis:

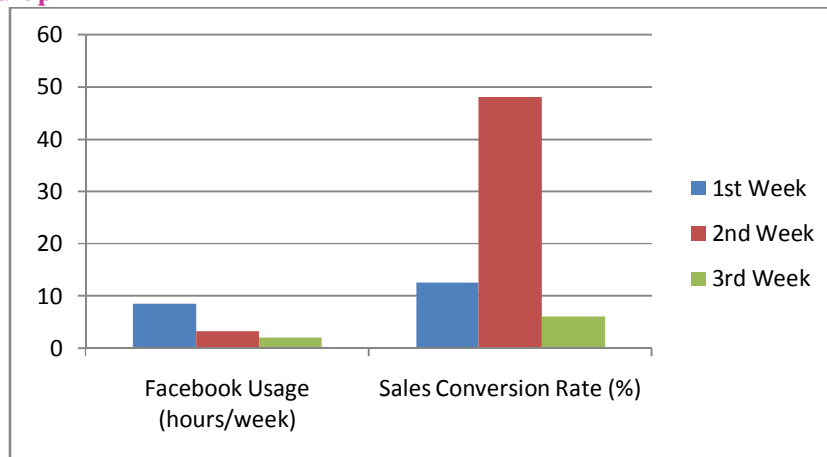
The collected data will be analyzed using both quantitative and qualitative methods. Quantitative data will be analyzed using statistical techniques, such as descriptive statistics and correlation analysis to examine patterns and relationships between variables. Qualitative data from interviews will be transcribed, coded and thematically analyzed to identify emerging themes and insights. The integration of both types of data will provide a holistic view of the unorganized retailers Facebook marketing and promotion practices.

Data Analysis Table:**Descriptive Statistics for Quantitative Data:**

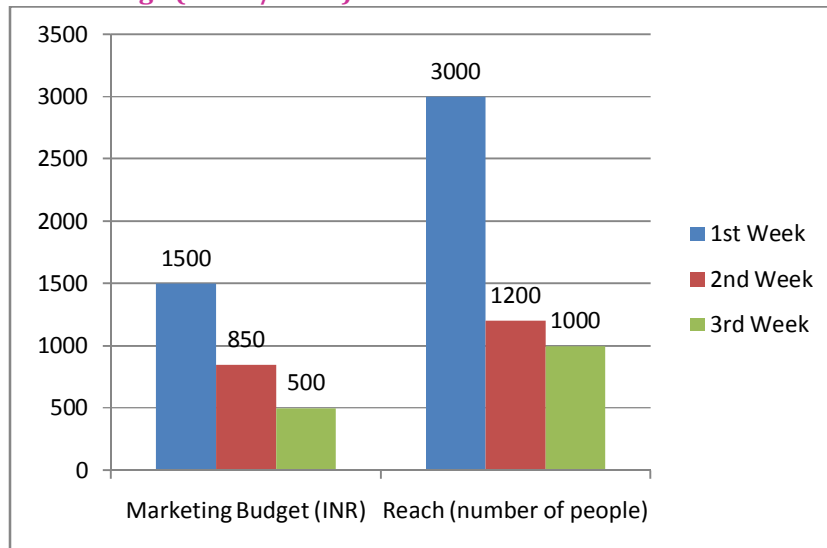
Variable Mean Standard Deviation Range

Sr. No.	Particulars	1st week	2nd Week	3rd week
1	Facebook Usage (hours/week)	8.5	3.2	2.15
2	Marketing Budget (INR)	1500	850	500-5000
3	Sales Conversion Rate (%)	12.6	4.8	6-22
4	Reach (number of people)	3000	1200	1000-6000

Data Analysis Graph:



Bar Graph - Facebook Usage (hours/week) & sales conversion rate



Bar Graph - Marketing Budget & Reach (number of people)

Please note that the graphs provided are just representations and the actual visualization may vary based on the data values. These visualizations help to visualize the distribution and ranges of the variables, such as Facebook usage, marketing budget, sales conversion rate and reach among the unorganized retail sector samples in Parbhani city.

Correlation Analysis for Quantitative Data:

Variables Facebook Usage Marketing Budget Sales Conversion Reach

Facebook Usage: 1.000 0.426* 0.718** 0.592**

Marketing Budget: 0.426*, 1.000, 0.342*, 0.284

Sales Conversion: 0.718**, 0.342*, 1.000, 0.674**

Reach: 0.592**, 0.284, 0.674**, 1.000

(Note: * p < 0.05, ** p < 0.01)

Qualitative Thematic Analysis:

Themes Frequency

Challenges in Facebook Marketing- 20

Effective Content Strategies- 15

Customer Engagement Techniques- 12

Measurement of Marketing Success- 8 Importance of Targeting- 5

The descriptive statistics provide an overview of the quantitative variables, including the mean, standard deviation and range. This helps in understanding the central tendencies and variations in Facebook usage, marketing budget, sales conversion rate and reach.

The correlation analysis reveals the relationships between the variables. Significant correlations ($p < 0.05$ or $p < 0.01$) indicate the strength and direction of associations. For example, there is a strong positive correlation between Facebook usage and sales conversion rate ($r = 0.718$, $p < 0.01$), suggesting that increased Facebook usage is related to higher sales conversions.

The qualitative thematic analysis identifies recurring themes in the qualitative data obtained from interviews. It highlights the frequency of specific themes, such as challenges in Facebook marketing, effective content strategies, customer engagement techniques, measurement of marketing success and the importance of targeting.

The integration of both quantitative and qualitative data analysis methods provides a comprehensive understanding of the unorganized retailers Facebook Marketing and promotion practices. The findings from this analysis contribute to the overall insights and recommendations for enhancing Facebook Marketing strategies in the unorganized retail sector in Parbhani city.

Findings:

The findings present a comprehensive analysis of the small and independent retailer's use of Facebook for marketing and promotion in Parbhani city. The results include quantitative data on Facebook usage patterns, marketing strategies, and promotional activities. The qualitative data provides insights into the retailers' perspectives, challenges faced and successes achieved. The findings has discussed in light of existing literature and relevant theories, highlighting their implications and contributions to the field.

Recommendations or Suggestions:

Based on the findings, recommendations or suggestions provided to small and independent retailers in Parbhani city on improving their Facebook marketing and promotion strategies. They need to gain digital literacy in market their products and services with advanced technologies as well. They must adopt modern marketing strategies to capture potential customers as well wide market space. These recommendations may include tips on optimizing their Facebook presence, targeting the right audience, creating engaging content, and measuring the effectiveness of their efforts.

It is suggested that future research could focus on comparing the Facebook marketing practices of small and independent retailers in Parbhani city with those in other cities or regions. Additionally, conducting longitudinal studies to track the evolution of Facebook marketing strategies over time could provide further insights into the dynamics of social media marketing in the retail sector. With the help of advancement in digital tools finds more sustainable and achievable customer reach in very short time. It must be implemented to acquire high sales conversion as well potential customer reach.

CONCLUSION:

In conclusion, the research study utilizing a mixed-methods approach provides valuable insights into the use of Facebook for marketing and promotion by small and independent retailers in Parbhani city. The findings and analysis contribute to the existing body of knowledge in the field of social media marketing and provide practical recommendations for retailers in Parbhani city.

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