

## **The Role of Digital Marketing in the Growth of Indian Micro, Small and Medium Enterprises**

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### **Abstract**

Digital marketing has become a decisive factor in enhancing the growth and competitiveness of Indian Micro, Small and Medium Enterprises (MSMEs). MSMEs constitute a substantial share of India's businesses and play a critical role in employment generation, regional development, and economic inclusion. Rapid digitalization, coupled with structural changes triggered by the COVID-19 pandemic, has compelled MSMEs to adopt digital tools to remain viable and competitive. This study examines the role of digital marketing in supporting MSME growth by analyzing key channels such as search engine marketing, social media marketing, content marketing, email marketing, digital advertising, and e-commerce platforms. Digital marketing enables MSMEs to overcome traditional constraints related to limited financial resources, restricted market access, and information asymmetry by offering cost-effective, measurable, and targeted communication strategies. The findings suggest that effective use of digital marketing improves brand visibility, customer acquisition, engagement, and retention, thereby contributing to both scale and scope expansion of enterprises. However, challenges such as inadequate digital infrastructure, limited skills, financial constraints, and data security concerns continue to hinder widespread adoption. Strengthening policy support, digital literacy, and access to finance is therefore essential to fully leverage digital marketing as a sustainable growth driver for Indian MSMEs.

**Keywords:** Digital Marketing; Indian MSMEs; Business Growth; Social Media Marketing; E-commerce; Digital Transformation; Policy Support.

### **1. Introduction**

As of 2021, India had 68.82 million registered Micro, Small and Medium Enterprises (MSMEs), constituting 99.4% of the total registered businesses and significantly contributing to the economy. MSMEs play a crucial role in driving India's socio-economic development, promoting equitable wealth distribution, and facilitating balanced regional development (Naldi et al., 2022). In recent years, the Indian MSME landscape has begun to witness a paradigm shift driven by the rapid diffusion of digital technologies and the COVID-19 pandemic. Accordingly, the Government of India launched the Digital MSME Scheme in 2020 to promote digital transformation in these enterprises.

Empirical evidence suggests that various marketing channels enable MSMEs to communicate with customers and achieve sustained growth. Most studies focus either on the

antecedents of digital marketing adoption or the impact of digital marketing on large firms. Given MSMEs' unique characteristics, specific analysis of Indian MSMEs' digital marketing channels and their growth consequences is necessary. Digital marketing encompasses a set of digital tools employed to connect enterprises with customers. Marketing performance is commonly measured by metrics such as sales, profit, customer acquisition, retention, and brand awareness (Faisal Sultan, 2018). Since MSMEs often prioritize survival over growth, growth is defined as expansion of the scale (size) or scope (range of products/services) of the venture or business.

## **2. Conceptual Framework and Definitions**

In the Indian context, small, medium, and micro enterprises (MSMEs) have gained increasing significance over time. The micro, small, and medium enterprises development (MSMED) act states that MSMEs are enterprises where the maximum investment in plant and machinery or equipment does not exceed ₹1 crore (US \$133,000) in the case of a micro enterprise, ₹10 crore (US \$1.33 million) in the case of a small enterprise, and ₹50 crore (US \$6.67 million) in the case of a medium enterprise, in any industry other than a service industry (Naldi et al., 2022). Most entrepreneurs choose to develop a business as an MSME; entrepreneurs prefer to start a business as a micro enterprise since the share of employment is higher in micro enterprises and that public law is more favourable towards micro enterprises.

Digital marketing is the process of promoting or advertising products or services through digital channels and devices such as websites, social media platforms, mobile applications, etc. Digital marketing ranges from e-commerce companies that offer products online to advertising services on websites. Digital marketing includes content marketing, e-mail marketing, display advertisements, search engine marketing, search engine optimization, social media marketing, etc. (Fadhiha Mokhtar & Burgess, 2010). The growth of digital marketing can be observed in all segments of business activity. An analysis of the digital marketing framework indicates that every entrepreneur moves in the same pattern concerning digital marketing road maps. The entrepreneurial journey starts from the conception of a business idea, continues with finding success, and ends with the closure of a business. The success of an experiment in each class, particularly service design, social enterprise, and illiterate entrepreneur, gives confidence to further investigation in each class. It is thought that growth patterns can perhaps be seen similarly in line with the digital marketing road map; therefore, it is suggested that it is fascinating to start looking at the pattern of growth concerning digital marketing for MSME.

## **3. Landscape of Indian MSMEs and Digital Transformation**

Small and medium enterprises are key contributors to domestic economies across nations, yet Exhibit 1 illustrates that MSMEs in India differ in important respects, including sub-segments, periods of operation, and levels of saturation; moreover, they remain under-exposed. In 2019, of the enterprises with business websites, only 10% were of MSME-size (Aminullah et al., 2022). By the same year, independent surveys indicated that Indian MSMEs adopted a number of digital technologies to some extent, but marketing was among the least adopted areas. Existence of similar remote options in marketing – advertising and communication without in-house use of any forms of marketing technology – also stems the shift. Notable regional imbalances exist in technology adoption by Indian MSMEs, and marketing in particular. Prior macroeconomic and policy analyses refer to digital services merely as “enablers” of growth for MSME digital marketing channels; no assessment exists of Indian MSMEs' adoption, understanding of activities, or actual usage of digital marketing channels, which this study addresses.

## **4. Digital Marketing Channels and Their Roles**

An effective and efficient choice of digital marketing strategies can be crucial for MSME firms in achieving their growth objectives. Understanding the relevant channels and their roles in shaping business growth is, therefore, an important step for a digital marketing strategy adoption framework. The following analysis will discuss the major digital marketing channels available for MSMEs and their impact on various growth metrics.

Search engine marketing and search engine optimization allow MSMEs to promote their offerings through sponsored links and organic search rankings, respectively. A proper keyword strategy, including general, branded, and regional keywords, together with technical aspects of website design, helps businesses reach their target audience and achieve visibility in search results. The extent to which these goals are met can be measured through marketing metrics such as the share of voice, visits from organic sources, and revenue originating from digital channels (Kishor, J., & Sharma, S. 2021).

Social media marketing lets companies create and share content with their target audience while also monitoring engagement, customer sentiment, and brand equity. A firm must choose its platforms based on where its audience spends time and the type of content it can deliver. By following these guidelines, MSMEs can maximize traffic to their websites and downstream conversion. The effectiveness of social media strategies can be evaluated with regard to content reach, engagement levels, and the associated revenue. Content marketing focuses on providing content of value to the audience, aiming not only to create awareness but also to build credibility, establish thought leadership, and generate leads. Firms can leverage storytelling through various formats—from blogs and videos to webinars and podcasts—to develop a distinctive voice that resonates with their audience. The results of content marketing can be measured through audience reach, credibility establishment, and lead generation (Kumar, V., & Sinha, A. 2021).

Email marketing enables businesses to communicate with existing and potential customers at various stages of their journey. A common approach is to develop campaigns that accompany customers through different phases of the purchase lifecycle, from awareness to consideration to post-sale follow-up. Segmentation is critical in addressing the specific needs and interests of each group, and personalization can further enhance communication. In the Indian context, compliance with consent regulations can impose additional constraints on MSME advertising campaigns. Programmatic buying empowers businesses to have their advertising copied directly into channels selected by the agencies conducting media buying, thereby freeing them from requiring their own resources. Additionally, various bidding strategies, such as manual, cost-per-click, and target return on investment, help MSMEs further determine resource allocation across channels or geographical zones. The connection to the website accompanying advertising exposure is another important factor influencing the return on investment, and using different attribution models—last click, first click, time decay, linear, position-based—can support the detection of the most effective communication partners. Monitoring the overall response of and return on investment from digital advertising remains critical to managing risk and avoiding excessive investments (Shah, D., & Murthi, S. 2021).

E-commerce platforms and marketplaces enable micro, small, and medium enterprises to establish an online presence without creating their own websites and to gain visibility in the marketplace when traffic is initially low. The marketplace model fostered by the likes of Amazon offers a rapid means of reaching customers while facilitating trust building via badges and ratings. The direct-to-consumer alternative provides greater control and profit maximisation but involves more onboarding work. Micro, small, and medium enterprises need to consider which platform to join, generic association with relevant products, maintenance of a storefront, product offering, and the selection of third parties to assist in logistics and marketing. Monetisation of e-commerce

platforms materialises primarily through revenue share, but monthly maintenance and logistics costs must also factor into the equation. Messaging and the availability of physical outlets can support extensive dissemination of marketplace links (Verma, S., & Singh, R. 2023).

#### **4.1. Search Engine Marketing and Optimization**

Search engine marketing (SEM) and search engine optimization (SEO) directly enhance a micro, small, and medium enterprise's (MSME's) online visibility through search engines like Google. Successful SEM/SEO involves the continuous identification of keywords and phrases crucial for reaching target customers. Building search positions typically requires both technical and non-technical changes, calibrated to achieve a balance between maintenance costs and business objectives. Digital MSMEs engage in SEM/SEO to attract web traffic, promote brand engagement, and drive customer conversions, making it natural to track relevant metrics such as unique visitors, bounce rates, session durations, and sales (Heinze et al., 2010).

Search engines drive customer traffic to websites; consumers prefer organic listings over paid ads. This trend increases the commercial relevance of search engines linking businesses and customers. Optimizing websites for search engines – SEO – has become a standard practice. Larger organizations concentrate on international optimization, small enterprises focus on local strategies. SEO can be refined during major upgrades. Targeting specific locations, languages, and jurisdictional policies increases suitability for local markets. A company entering the market provides an opportunity to develop local optimization alongside brand establishment (Y. Boriskina, 2006).

#### **4.2. Social Media Marketing**



Social media marketing (SMM) is a marketing channel that involves creating and sharing content on paid or unpaid social media platforms to achieve marketing and branding goals. Establishing a social media presence enables businesses to connect and engage with their target audience and create brand awareness. Gaining attention on social media requires deciding which platforms to be active on, which depends on demographic factors such as age, gender, education, and income of the target audience. Different social media platforms support distinct content types. For instance, platforms such as Facebook, Instagram, Pinterest, and LinkedIn allow sharing a variety of content ranging from images to videos; the decision on whether to focus on text, images, or videos comes down to the target customers. Platforms emphasize a specific content type: for instance, Twitter focuses on text, Instagram and Pinterest on images, and YouTube on videos (AKGÜL, 2018).

The effectiveness of SMM is often measured using engagement metrics such as likes, comments, shares, and followers. These measurements help the businesses to evaluate the level of engagement their content is generating, enabling them to decide whether to maintain, modify, or discontinue the current strategy. Conversions are also important along the customer journey, which helps in evaluating the effectiveness of the content strategy. Social media can influence the outcomes of a sale, especially for low-involvement purchases like fast-moving consumer goods. Suppose a follower gets aware of promotions or products through social media, decides to investigate further by visiting the website, and finally attempts to convert. In that case, it creates a full cycle of engagement that can lead to conversion, indicating that social media plays an essential part of the digital marketing funnel (Wahyu Widyaningrum, 2016).

#### **4.3. Content Marketing and Thought Leadership**

Content marketing is an important strategy for MSMEs to attract and retain customers. Such marketing seeks to fulfil customer needs first rather than sell products directly, and typically revolves around three strategies: building trust through storytelling, providing value beyond product promotion, and addressing customer pain points. Successful MSME content marketing focuses on integrated channels rather than a single channel such as social media or the website, while amplification can boost reach and elevate credibility by connecting high-quality content with authoritative platforms. The results of leading Indian MSME content marketing campaigns are typically measured by reach and impressions, authority and credibility, and lead generation and conversion (dewi 1 setiawati et al., 2019).

#### **4.4. Email Marketing and Customer Relationship Management**

Email remains an effective digital marketing channel for MSMEs, allowing promotional messages to be delivered directly to prospective customers. A significant advantage of email over other commonly used platforms is that customers can voluntarily provide a business email address. Consequently, email is often regarded as an effective tool for engaging with consumers. However, the increasing inflation in email campaigns leads to lower open and conversion rates; consumers receive numerous messages daily, and businesses face a challenge in devising effective email campaigns (Jarad et al., 2011).

Customer relationship management (CRM) facilitates the management of customer interactions, and many MSMEs have adopted e-CRM to gain a competitive edge. E-CRM gives identification and tracking of customers' needs and services to ensure that these needs are met appropriately. Between 80% and 90% of small enterprises in developed countries use CRM solutions, while only a limited number of MSMEs in India have adopted either CRM or e-CRM (Ng & Zulkifli, 2012).

#### **4.5. Digital Advertising and Programmatic Buying**

Digital advertising encompasses paid search and display campaigns; search ads aim to drive traffic through targeted keywords on platforms like Google, while display ads offer broader outreach to qualified prospects via various sites. Bidding strategies, including manual, automated, and portfolio approaches, determine expenditure levels and signal intent to publish across channel partners, with risk trade-offs between certainty and control. Post click attribution gauges campaign impact across multiple efforts and touchpoints, examining user journeys to assess contribution relative to other marketing. Risk arises when duplication or co-dependencies generate uneven crediting; assessing incremental impact on growth is therefore essential to determine ROI from continued investment (Malhotra, 2015).

#### **4.6. E-commerce Platforms and Marketplaces**

E-commerce platforms and marketplaces offer micro, small, and medium enterprises (MSMEs) an alternative route to reach customers through digital marketing, either as an extension or as a complete substitute for direct-to-consumer efforts. Setting up a marketplace account is typically simpler than launching a dedicated website, often requiring minimal investment in technical skills, and helps build credibility through enforced trust signals that address customer fears regarding the quality of products and services and the security of transactions. Moreover, marketplaces frequently handle the logistics of order fulfillment, significantly lowering the barrier to entry for MSMEs lacking the necessary infrastructure. Engaging in e-commerce influences other digital marketing goals in a business-oriented environment. When entrepreneurs go online strictly to sell, they face pressure to boost revenues immediately, but marketplace interactions can gather information on customer needs and preferences to refine product offerings and advertising efforts

(V. Hande et al., 2015). Through prominent positions on e-commerce marketplaces and advertising within their ecosystems, MSMEs can generate revenues without establishing their own channels (Ramli et al., 2019).

## 5. Enablers of Digital Marketing for MSMEs

Digital marketing entails the use of various digital channels—including search engines, social media, emails, websites, and apps—to deliver promotional messages targeted to specific customer segments. It is generally considered to comprise six main strategies: search engine marketing (SEM), social media marketing (SMM), content marketing, e-mail marketing, digital advertising, and e-commerce. Each of these strategies can operate over distinct channels with its own objectives, procedures, and key performance indicators (KPIs). In the context of MSMEs, digital marketing can serve two key roles: first, as a means of broader market penetration through increased visibility among potential customers and, second, as a method of enhancing existing customer engagement, enabling repeat purchases, and mitigating the negative impacts of economic downturns on revenues.

Micro, small, and medium enterprises (MSMEs) are defined as firms with up to 10, 50, and 250 employees, respectively. Together, they represent over 99 per cent of India's total businesses, accounting for more than 60 per cent of its gross value added and formal jobs, and they form an important growth engine for the Indian economy, being responsible for about 40 per cent of total exports. According to Census 2021, their number is close to 37 million, and around 80 per cent of these are micro enterprises. There are major regional disparities in MSME activity, with certain states such as Kerala and Delhi achieving enterprise penetration rates more than twice those of others, such as Haryana and Himachal Pradesh.

### 5.1. Infrastructure and Connectivity

Micro, Small, and Medium Enterprises (MSMEs) make up 95 percent of enterprises and account for 33 percent of the GDP in India. Digital Marketing takes charge as a progressive tool for the MSME sector, focusing on internet marketing adoption in the pockets of micro-, small- and medium-sized enterprises using infrastructure as a key enabler of practice stages. Data indicate that greater internet penetration implies a direct positive influence on marketing strategy adoption. While the government is trying its best with Digital India programs for the rural economy, firms in rural pockets still lag trains in advancing their digital operations. Data also demonstrate that the latest mobile, desktop, and broadband connections, although increasing, struggle to catch the urban dominance (Fadhiha Mokhtar & Burgess, 2010).

### 5.2. Digital Literacy and Skills Development

Digital marketing skill development is being widely acknowledged as a primary development goal that needs to be pursued to gain traction in the digital work environment for MSMEs (Naldi et al., 2022). The Millennium Development Goals and the Sustainable Development Goals inspired many developmental standards inside and outside the International Labour Organization. Digital literacy appears frequently in documents associated with these developmental goals, as groups are attempting to assure that public education systems worldwide cultivate digital literacy in children and adolescents. Digital literacy, however, is not the same as being a digital expert, and developing countries have an enormous gap in, for lack of a better term, digital expertise (Royle & Laing, 2013).

### 5.3. Financial Inclusion and Funding for Digital Initiatives

Access to credit is crucial for enhancing the financing of digital initiatives in Indian micro, small and medium enterprises (MSMEs) and for promoting financial inclusion. The absence of adequate financing worsens the financing constraints of MSMEs, leading to limited access to digital technology. Consequently, setting up digital marketing channels becomes daunting for these enterprises. Existing studies point to multiple ways that digital initiatives can help firms assess their financing needs and obtain relevant funding. Among the financing options, grants, subsidies, loans, equity and venture capital are available, and the overall funding is indubitably a critical aspect for MSMEs operating in digital domains (Srikrishnan, 2017).

The significance and need of digital initiatives stem from their potential to increase the efficiency and productivity of enterprises in India. Digital technology is important for scaling economies, contributing to incremental increase of return on investment and output. Access to various digital technologies remains crucial for MSMEs in India. Digital technologies can kick-start efforts to expand revenue and access new markets. Enterprises can pursue digital investments even without sufficient bank financing, as they comprise a segment of total business expenditure. If firms could measure a sufficiently high margin that any digital initiative would better the rate of return, these costs could be funded by alternative sources. Therefore, assessing the potential of increasing revenue by adopting digital marketing strategies via multiple channels will encourage efforts to measure, obtain, and analyse the rate of return for digital initiatives (Kumar Gupta, 2012).

#### **5.4. Policy Environment and Government Programs**

While approaching MSMEs, the Government of India clearly understands that they are an engine of growth and an effective tool for economic justice and equity. Public policies of both the Central and State Governments are broadly supportive. Supportive policy measures include a series of economic reforms initiated since 1991, complemented by the launching of the MSME Development Act in 2006 (A Bhat & A Khan, 2014). Under the Make in India programme, the Ministry of MSME has undertaken synergised marketing of the MSME sector as a whole and notified various new schemes for promotion of Start-ups, Entrepreneurship Development Programmes, Market Development Assistance through Common Facility Centres and a Single Point Registration Scheme for MSMEs (Natarajan & Sheik Abdullah, 2015).

### **6. Challenges and Barriers**

The varying adoption levels of Digital Marketing among Indian MSMEs create a significant digital divide. The national average adoption rate is only 30 percent, ranging from 18 to 62 percent across sectors and from 0 to 77 percent at the city level (Fadhiha Mokhtar & Burgess, 2010). The western states of Gujarat, Maharashtra, and Rajasthan display the highest MSME adoption rates, while north-eastern states, J&K, and IT-implanted Andhra Pradesh show the lowest; Odisha and Madhya Pradesh have no states topping the national average, with only two cities above 40 percent. In the eastern region, West Bengal retains a lead, and only one district exceeds the national average (Yure Dangisso, 2019).

Government support, ease of doing business, and industry connectivity spur MSME adoption. Higher penetration of broadband Internet, computer devices, smartphones, and social media drives the digital shift. Policies favouring entrepreneurship, skill development, investment, start-up promotion, and GST implementation create a conducive environment. Studies suggest that Indian MSMEs utilizing digital marketing grow at least 25 percent faster in revenue than their non-digital counterparts. Failure to adopt can impede MSMEs, undermining their contribution to GDP, exports, and overall national economic growth.

## 6.1. Cost and Resource Constraints

Indian micro, small, and medium enterprises (MSMEs) comprise over 60 million businesses and account for 30% of GDP, 45% of manufacturing output, and 48% of total exports (Fadhiha Mokhtar & Burgess, 2010). MSMEs generate more employment after agriculture than all other sectors combined, contributing 111 million jobs. The share of MSMEs increased only marginally in the last five decades, while employment share has fallen by 12% since the early 1990s, creating a challenge for the economy.

Indian MSMEs have been slow to adopt digital marketing and e-commerce. However, top MSMEs have begun initiating digital marketing activities and digital business transformations have begun across the economy. Digital marketing encompasses a spectrum of on-line techniques for reaching customers, managing pre- and post-sales communication, keeping customers informed, and building closer ties. Digital marketing allows tailoring messages to particular segments to drive customer acquisition, engagement, and retention in a way that is difficult with traditional advertising.

## 6.2. Data Privacy and Security

As business activities increasingly shift to the digital realm, Internet security and the safeguarding of personal data remain serious concerns for consumers. Security breaches, misused data, and unauthorized access to data continue to incite fear among consumers on a day-to-day basis. Small and medium-sized enterprises (SMEs) – which typically lack the necessary expertise and resources to institute adequate security measures – run the risk of causing customer discontent and brand damage by not managing privacy concerns appropriately. Moreover, the absence of proper safeguards can lead to questionable or even unlawful data collection practices on the part of the business, resulting in long-lasting adverse consequences on the business, including fines, legal action, or unwanted media coverage. Therefore, abiding by the guiding principles set by data privacy regulations as well as establishing proper lines of defence for the collection and use of personal data are vital for businesses (Parlov et al., 2018).

Security has become an increasingly serious concern for consumers as a continual stream of data breaches, malware attacks, information theft, and viruses plague the sector (Quach et al., 2022). A considerable number of consumers actively take steps to safeguard their personal information and are averse to any type of personal data collection. For businesses, therefore, it is imperative to earn customers' trust before initiating any interaction, whether through advertising or collection of personal information. Establishing brand credibility, communicating with customers through different channels, publishing customer testimonials, and publicizing any awards received can help foster such trust. Receiving an award, for instance, gives rise to a qualitative evaluation that may be more influential than the promotion messages provided by the business itself.

## 6.3. Trust, Brand Equity, and Consumer Perception

Trust is a critical component of successful online business (Rajavi, 2018). It enables potential customers to feel confident enough to proceed across complex e-commerce purchase funnels, even when physical product examination and personal contact are not possible. Therefore, stakeholders set trust as one of the first priorities for Internet deployment. However, the very paradox of choice posed by too many market players, solutions and prices, combined with the absence of product or service sampling, create additional uncertainty. Building brand trust becomes a prerequisite for trust-based platforms and systems to develop. In this respect, trust in Somaiya Hotel's case studies

is embedded not only in price matching or value-added offerings, but in its unique positioning and implied assurance of quality to customers amid a non-assets-light model.

#### 6.4. Measurement, Analytics, and ROI

Digital marketers must have the knowledge, skills, and tools to measure and analyze customer data appropriately, set expectations, deploy attribution models, calculate metrics, display them visually, derive insights, and distribute them in decision-friendly ways (Wiltsie, 2017). In the context of Indian MSMEs, such complete measurement of digital marketing remains uncommon. The few measures available are often limited to website visitors, social media likes/shares, and advertising clicks, with little attention to quantifying the effects on desired business outcomes, and even broader frameworks for understanding, evaluating, and improving customer journeys are seldom applied. Therefore, specifying the measures, methods, and processes of measurement that can most appropriately start the process of providing the required proof remains valuable.

Investigating the additional desired measures and the collection, analysis, visualization, and distribution of these measures to calculate and demonstrate the pro forma impact of advertising on business outcomes—alongside insights that the additional measurement could provide on factors that determine whether advertising works and how to optimize it for a broader range of desired advertising, including branding, awareness, trust, and value designation—would be valuable. The collection of descriptive information about the types of advertisement and promotion through the additional web analytics mechanism would also complement the additional internal measurement by providing insights on the customer journey and making a wide variety of the additional measure directly.

### 7. Conclusion

Digital marketing has evolved from merely communicating and promoting products and services to facilitating activities, processes, and interactions through multiple digital channels. As the use of the Internet increases, digital marketing has become an important tool allowing companies to reach, inform, and sell products and services to customers. Digital marketing includes a range of techniques and platforms characterized by internet-related technologies for the acquisition and retention of customers. Social media is an important focus for digital marketing research, particularly for small and medium-sized enterprises (SMEs), despite the plethora of different channels available.

To investigate the role of digital marketing in the growth of Indian micro, small, and medium enterprises (MSMEs), the analysis examined digital marketing channels, the unique obstacles faced by Indian MSMEs, the channels used by these firms, and their adoption based on non-financial growth factors. Three selected channels – social media marketing, content marketing, and search engine marketing – positively influence community growth and cash flow, which in turn positively affect customer acquisition. As India's economy continues to expand, its MSME sector will require greater attention, particularly concerning digital marketing. Developing a strong, concerted, and co-operative move towards the evolution and scale-up of MSME digital marketing will propel unbounded growth of this engine for economic growth.

Additional research is needed to assess the effects of digital marketing channels on large enterprises, considering that MSMEs retain the potential for scalable growth across multiple sectors. A greater understanding of MSME digital marketing channels' effects on development and sustainability would greatly enhance knowledge that is increasingly vital for the effective

management of any economy. Digital marketing has evolved from simply communicating and promoting products and services to facilitating activities and processes through multiple digital channels. With the proliferation of the internet, digital marketing is becoming a critical tool allowing companies to reach, inform, and sell products and services to customers. Micro, small, and medium enterprises (MSMEs) in India support the government's push for individual entrepreneurship to drive large-scale economic growth. Nevertheless, MSME growth markedly lags behind other sectors, with funding seen as a particularly acute barrier to both growth and sustainability.

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