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# A STUDY OF MARKETING CHALLENGES FACED BY SMALL BUSINESS OWNERS IN POLLACHI, TAMIL NADU

**Maha Vishnu N[1] , Mr.T.Sivagnana Selvakumar[2]**
[1]*II MBA, Sakthi Institute of Information and Management Studies, Pollachi, Coimbatore, Tamilnadu 642001*
[2]*Assistant Professor, Sakthi Institute of Information and Management Studies, Pollachi, Coimbatore, Tamilnadu 642001*

**ABSTRACT**
*Small businesses are important contributors to economic growth, employment generation, and entrepreneurship development in India. This study focuses on the marketing challenges faced by small business owners in Pollachi, Tamil Nadu.*
*The research analyzes financial constraints, lack of marketing knowledge, technological limitations, customer relationship management problems, and competition from large businesses and online platforms.*
*Primary and secondary data were collected and analyzed using statistical tools such as percentage analysis, chi-square analysis, and correlation analysis.*
*The findings indicate that digital marketing awareness and financial support are major requirements for improving business sustainability.*
*The study provides recommendations for enhancing marketing effectiveness and business performance among small enterprises.*
**KEYWORDS:** *Small Business, Marketing Challenges, Digital Marketing, MSME, Pollachi, Tamil Nadu*

## INTRODUCTION

Small businesses play a significant role in the economic development of India.
They contribute to employment generation, regional development, and industrial growth. In Tamil Nadu, small businesses form an important part of the local economy, especially in towns such as Pollachi where retail, manufacturing, and service sectors are rapidly expanding.

Marketing has become an essential factor for business survival in the modern competitive environment. Small business owners often face several difficulties while promoting their products and services.
These challenges include limited financial resources, lack of professional marketing knowledge, technological barriers, and competition from established companies.

The development of online shopping platforms and digital technologies has changed customer purchasing behavior.

Many small businesses struggle to adapt to these changes due to lack of awareness and investment capabilities. Therefore,
this study aims to identify the major marketing challenges and provide suitable recommendations for improving business performance.

The importance of this study lies in understanding the real-world marketing difficulties experienced by local entrepreneurs
. The findings may help business owners, policymakers, and researchers to develop strategies that support sustainable growth of small businesses in regional market

## OBJECTIVES OF THE STUDY

1. To identify the major marketing challenges faced by small business owners in Pollachi.

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2. To examine the effect of financial constraints on marketing activities.
3. To analyze the impact of competition from large businesses and online platforms.
4. To evaluate the role of digital marketing in improving business performance.
5. To provide practical suggestions for enhancing marketing effectiveness.

The study also focuses on understanding the relationship between customer satisfaction and marketing practices. It aims to determine how technological advancement influences the sustainability of small enterprises.

## REVIEW OF LITERATURE

Several researchers have studied the marketing problems faced by small businesses. Kotler and Keller emphasized that marketing management is essential for building customer relationships and achieving competitive advantage. Chaffey highlighted the growing importance of digital marketing and social media platforms in modern business environments.

According to Sharma and Gupta, small businesses in India often face financial limitations that affect their promotional activities and market expansion. Kumar observed that customer relationship management plays an important role in improving customer retention and long-term profitability.

Previous studies indicate that lack of marketing training and inadequate digital knowledge are major reasons for poor business performance among small enterprises. Researchers also found that government support programs can improve entrepreneurial capabilities and encourage technological adoption.

The literature review reveals that small businesses require innovative marketing strategies and continuous training to survive in competitive markets. Digital transformation has become necessary for sustaining growth and attracting modern consumers.

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## RESEARCH METHODOLOGY

Primary data were collected through structured questionnaires distributed to small business owners. Secondary data were collected from journals, books, research articles, government reports, and websites.

Convenience sampling technique was used for selecting respondents. A sample size of 100 respondents was considered for the study. Statistical tools such as percentage analysis, chi-square analysis, and correlation analysis were used to interpret the collected data.

The methodology helped in understanding the practical marketing difficulties experienced by business owners and identifying the relationship between marketing practices and business performance.

The study adopted a descriptive research design to analyze the marketing challenges faced by small business owners. Pollachi town in Tamil Nadu was selected as the area of study because of its growing commercial activities and diverse business sectors.

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## DATA ANALYSIS AND INTERPRETATION

The data analysis indicates that financial constraints are the most common challenge faced by small businesses. Many respondents reported that insufficient capital limits their ability to invest in advertisements, branding, and promotional campaigns.

A significant percentage of respondents stated that they lack digital marketing knowledge. Businesses that actively use social media platforms such as Facebook, Instagram, and WhatsApp reported better customer engagement and increased sales performance.

The chi-square analysis revealed a relationship between business size and marketing effectiveness. Correlation analysis showed that customer satisfaction increases when businesses adopt modern communication methods and provide timely customer support.

The findings also indicate that online competition has affected traditional business models. Small business owners need to adopt innovative marketing strategies to survive in the changing business environment.

## FINDINGS

The study identified several important findings:

- Financial limitations affect promotional and advertising activities.
- Small business owners lack professional marketing knowledge.
- Online platforms create intense competition for local businesses.
- Digital marketing adoption among small enterprises remains limited.
- Customer relationship management practices require improvement.
- Government support and training programs are insufficient in many areas.
- Technological barriers reduce business competitiveness.
- The findings demonstrate that effective marketing practices are essential for sustaining business growth Customer loyalty

## SUGGESTIONS

Based on the findings, the following suggestions are provided:

- Small businesses should adopt cost-effective digital marketing techniques.
- Entrepreneurs should participate in marketing and technology training programs.
- Government agencies should provide financial support and subsidies for promotional activities.
- Businesses should improve customer relationship management practices.
- Social media platforms should be used for brand awareness and customer communication.
- Regular market research should be conducted to understand customer expectations.
- Collaboration between local businesses can improve marketing efficiency.

Implementing these recommendations may improve customer satisfaction, business visibility, and long-term sustainability.

## CONCLUSION

The study concludes that marketing challenges significantly affect the performance and sustainability of small businesses in Pollachi, Tamil Nadu.

Financial constraints, lack of marketing expertise, technological limitations, and online competition are major barriers faced by entrepreneurs.

Digital marketing and customer relationship management have become essential components of business success in the modern market environment.

Businesses that adopt innovative marketing practices and technological tools can achieve better customer engagement and improved profitability.

The study recommends continuous training, government support, and adoption of digital marketing strategies for enhancing business growth.

Small businesses must adapt to changing market trends and customer preferences to remain competitive in the future.

The research contributes to understanding the practical marketing challenges experienced by small businesses and provides useful recommendations for improving entrepreneurial development in regional markets.

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