

INTERACTIVE ANDROID APPLICATION FOR MARKETING AND PROMOTING SMALL BUSINESSES

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ABSTRACT

A marketing application can give businesses a way to advertise their goods. In the commercial sector, merchants who operate as corporate entities and sell goods and/or services sometimes struggle to attract and retain clients because they are unaware of market pricing and trends. Marketing can be very confusing for small businesses, and it varies greatly depending on the type of business you run. Small business marketing has changed over time and will likely continue to have unanticipated effects on the commercial environment. To attract and keep clients and stand out above the noise, you must constantly come up with new tactics and initiatives. The smart usage of mobile applications is a component of that approach. A business-to-business marketing application provides small-scale businesses with a platform to connect with other business owners and understand market trends.

Keywords: Android Application, Small Scale Business, Digital Marketing, Promotion.

Introduction

In this competitive environment of digital advertising and online businesses, a businessman needs a nice platform which will help him to showcase his vision of the idea. In simple words the platform where he can advertise his business efficiently with the help of online marketing strategies available under one roof rather than using multiple platforms. The platform where the owner can sell at his best and the buyer can purchase with his best.

Business Adda is a platform where all businesses will get to promote their business with other different businesses. This will help small-scale businesses to showcase their good ideas and products with others to increase their sales by great digital marketing. All owners or different business teams can reach out personally to other companies. Also, all the services, products, can be rated by consumers to enhance the quality and their skills.

Not only sellers but also it will be helpful for the buyers!! All the local business owners can buy the products or can access the services provided by the other sellers. One of the best parts of the Business Adda is, the application allows the direct contact between buyers and sellers by avoiding all the third-party resources, to maintain the fluent communication between both the parties.

Literature Review

Halassinos (2022), The aim of this study is to find a market opportunity for members of the IT services association to provide certain online marketing services to small and medium-sized businesses in Prague and the Central Bohemia region. The study examined the use of various online marketing techniques and tools by small and medium-sized businesses and self-employed individuals and classified them based on legal structure, gender of the owner/respondent, and field of business. The analysis revealed that there is a significant difference in how artisans and other businesses use online marketing, across all three surveys, at least at the 5% level of significance. Additionally, the results were consistent for the use of Google Analytics, social networks, and measuring effectiveness on social media.

Dilsad & Murat (2022), In this research, the technology acceptance model was used to investigate how social media marketing and innovation impact the performance of food and beverage companies. A survey was conducted on 163 businesses in Erzurum to collect information within the study's parameters. Structural equation analysis using the AMOS program was used to test hypotheses. The results of the study showed that

while cost did not affect social media marketing, other factors such as compatibility, perceived utility, and perceived ease of use did. The study also found that innovation and social media marketing positively impacted business performance.

Katrodia (2022), As social media becomes more popular for personal and business use, more organisations are using it for marketing. However, there are two issues to address: prioritising marketing budgets when social media's potential benefits are unproven and determining the effectiveness of alternative marketing methods. This study aims to identify the best marketing channel for organisations to prioritise by examining the effectiveness of rival marketing channels. The case study methodology was employed, with XYZ Private Limited Company in South Africa as the main subject. The study used closed questions in a questionnaire survey for quantitative investigation. The findings revealed that XYZ Private Limited still heavily relies on traditional marketing channels, including newspapers, periodicals, and direct mail, despite the growing popularity of social media marketing. Facebook and LinkedIn were the most frequently used social media channels for marketing. A multifaceted strategy is still essential in marketing, but social media channels have shown to be less expensive when trying to reach young clientele if resources are limited.

Angelova (2019), As mobile technologies and internet connectivity have advanced, an abundance of mobile applications related to various facets of life have been created. The days where phones were solely used for making calls are long gone. Nowadays, each individual carries a portable computer in their pocket, providing endless possibilities for learning, commerce, and leisure. The objective of this study is to showcase some of the most popular mobile applications used for business communication, financial transactions, employee and customer management. The mobile technologies, operating systems, and characteristics of mobile applications are elaborated upon. Moreover, the study highlights the outcomes of a survey on the utilization of mobile technologies and applications.

Jung-Kuei (2020), Although practitioners are using mobile devices to communicate with customers, little research has explored the factors that can encourage customer loyalty through mobile services. This research is focused on the check-in service, which is a location-based service that can be integrated into marketing promotions. Using disappointment theory and expectation confirmation theory, this study analyzes the relationships between four types of expectation confirmation, two affective attitudes, and customer loyalty. The data used to test the hypotheses came from an online survey with 485 valid responses, which were analyzed using partial least squares structural equation modelling. The results suggest that mobile services used in marketing promotions can cause customer satisfaction or disappointment, affecting word-of-mouth and patronage intention. Moreover, two moderators were discovered: message source, which moderates the relationship between expectation confirmation and affective attitudes, and awareness of persuasive intent, which moderates the relationship between affective attitudes and customer loyalty. These findings contribute to the development of expectation confirmation theory and disappointment theory and have implications for mobile service providers.

Dinsmore, Swani, Goodrich & Konus (2021), The JBR special edition comprises seven papers on mobile marketing applications that were chosen based on a blind review process. The papers cover a wide range of topics, including the consequences of pricing strategies on in-app purchases and the influence of sounds embedded in apps on user behavior. Other topics addressed include the reasons for using branded apps, the factors that affect consumer satisfaction with mobile "check-ins" to retail locations, and the determinants of app adoption. The studies employed various research methods, such as empirical modelling, experiments, natural field experiments, and surveys.

Lockett (2018), The objective of this research was to investigate how small retail business owners in California implement online marketing strategies to enhance their sales. The study utilized a qualitative approach with multiple case studies and collected data from four small retail businesses that had successfully utilized online marketing strategies. Rogers' diffusion of innovation theory was used as the basis for the study. Data was gathered using semi-structured and face-to-face interviews, along with a review of public business documents, company websites, social media websites, and analytical tools. The data was analyzed thematically, and four main themes emerged: social media platforms and strategies, online marketing strategies and challenges, online content strategies, and follow-up strategies.

Pinzaru & Zbucea (2017), The importance of mobile applications (apps) for businesses, especially in marketing, is increasing rapidly. As technology advances, businesses are continuously exploring how mobile apps can be used for market research, new service promotions, customer loyalty, and social engagement. Progressive businesses are either developing their own apps or collaborating with existing platforms to explore

new business opportunities. In this empirical exploratory paper, the authors conducted a literature review and interviews with experts, managers, and case studies to identify the main challenges businesses face when launching their own apps and their limitations. They also explore the combination of business and social innovation that can occur through the development and use of mobile apps. Overall, the authors provide valuable insights into the importance of mobile apps for modern businesses, the potential advantages, and the challenges associated with their development and implementation.

Goodwin, Babin & Cole (2014), According to the study, mobile apps can boost revenue for small businesses. However, the study also indicates that many small business owners have not yet taken advantage of mobile technology. This may represent an opportunity for businesses to incorporate new technology and gain an edge in the market. Furthermore, the study may encourage mobile app developers to create more accessible and reasonably priced solutions for small businesses.

Kearns (2012), Mobile marketing provides businesses with a unique opportunity to engage customers on their mobile devices, where they are most likely to interact. This can be achieved through personalized content delivered via mobile apps, social media, text messaging, and other mobile channels, which can improve customer engagement and brand loyalty. In addition, businesses can gather important customer data, including location, purchase history, and preferences, to develop more targeted marketing strategies and improve the overall customer experience. Mobile marketing can also help businesses gain a competitive advantage by offering innovative features such as mobile payments, augmented reality, and gamification. These features can differentiate businesses from competitors and create a distinct customer experience. In conclusion, mobile marketing is a powerful tool for enhancing customer loyalty and driving business performance in today's fiercely competitive market.

Objectives of the study

1. To examine the many marketing strategies that small-scale firms employ in order to promote their brands.
2. To learn what the owners of small businesses think about marketing applications.
3. To develop an interactive android application which provides a single platform for all the local small scale businesses.

Proposed Methodology

Existing system

There are many existing systems related to this topic but not all systems will provide all the features. Some systems provide some features and some are dedicated systems which mean they only provide one feature only. Existing systems are doing great as per the scope of their applications. The day by day growth in technology makes users look after the new technology or feature which helps them to make their lives simpler and faster.

The existing systems considered while developing Business Adda are:

1. Just-dial: Just-dial is a free software program and website. It offers local searches for various services in India via phone, website, and mobile app. It works for facilities and services in a variety of fields. The Just-Dial program serves a variety of needs, including those related to travel, banking, everyday necessities, autos, medical facilities, etc.
2. Instagram: Instagram is an open-source, free program. Users are able to post images and brief videos. Other users can be followed. Users may share submitted photographs to other social networking sites by using this program to link their Instagram accounts to those platforms. It offers "Explore," a feature within the app that shows trending photographs, photos shot in the area, and search.

Proposed system

There are many similar applications like Business Adda but those applications have different drawbacks. These drawbacks are taken into consideration while implementing Business Adda.

The few problems for which the Business Adda is a solution for:

1. There are many applications which have dedicated systems. Business Adda focuses on more than one domain. Everything related to the domain is available here.
2. There are many applications that are difficult to understand for the people who don't have any detailed technical knowledge.
3. Not everyone can afford the marketing and advertisement charges.
4. There can be the possibility that one can have more than one business which can be hectic to make track with all different sellers, and they require each and every business to be there under one proper platform.

5. One of the problems is people don't want to invest or to avoid any specific marketing company or application which will charge more than their income itself.

Survey

For understanding the problem of marketing and promotion, we have conducted a survey. This survey was conducted among local business owners from a varying age group and sex to get consumers feedback about their marketing and promotion strategies. We asked them the following questions and got the following answers (Figs. 1, 2 and 3). We also asked our peers whether they use an android or IOS platform and we figured out that 90% of them use android devices and only 10% prefer the IOS platform.

1. Which type of marketing/promotions do you prefer for your business?

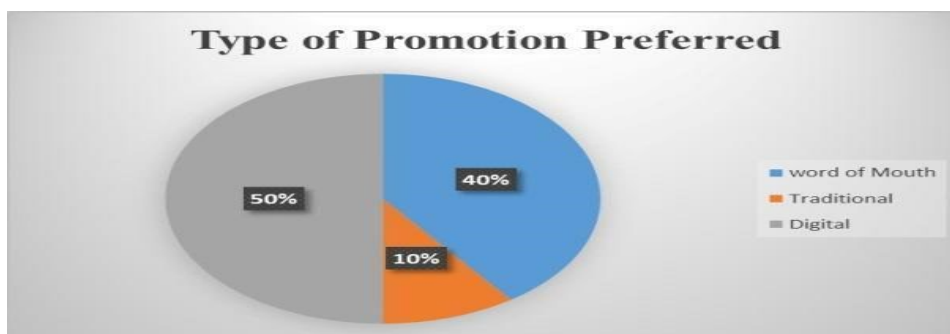


Fig. 1. Chart showing percentage of people using different types of promotion

2. Have you thought of any android application platform for your promotional activities? If yes then why android only?



Fig.2. Word cloud showing highest frequency words from responses (Source:https://www.android.com/intl/en_in/)

Many business owners prefer the Android platform because Android devices are less expensive than IOS devices. Also, it is user-friendly. Most of the business owners use social media platforms like Instagram and Facebook for promotion and marketing, but no one uses any dedicated applications.

4. What do you expect from any promotional media platform for your business promotions?



Fig. 3. word cloud showing highest frequency words from responses (Source-www.slider.com)

Most business owners want a dedicated, high-quality application to connect with other business owners. The application should have less pricing and best user experience.

5. What amount are you ready to pay for such services?

Ready to Pay	
Mean	3500
Median	2000
Mode	2000
Minimum	1000
Maximum	10000

Fig. 4. Table showing the minimum and maximum amount business owners are ready to pay for app services

Users are ready to pay a maximum of 10,000 rupees for the application services. The minimum amount is 1,000 rupees.

5. Will you use any promotional media application like business Adda for your business?

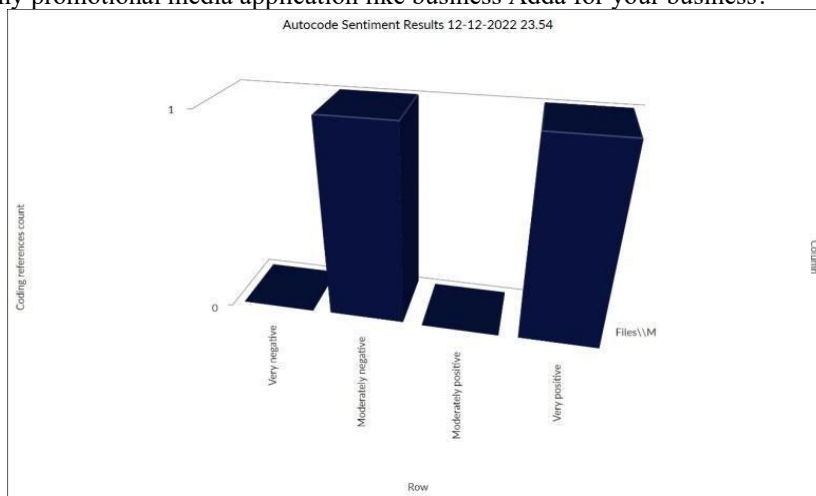


Fig. 5. Sentiment analysis

We got positive as well as some negative responses because the application is new in the market and has many competitors like social media platforms, e-commerce websites, etc. Hence, we have received mixed sentiments from the targeted audience.

Screenshots

Login and Register

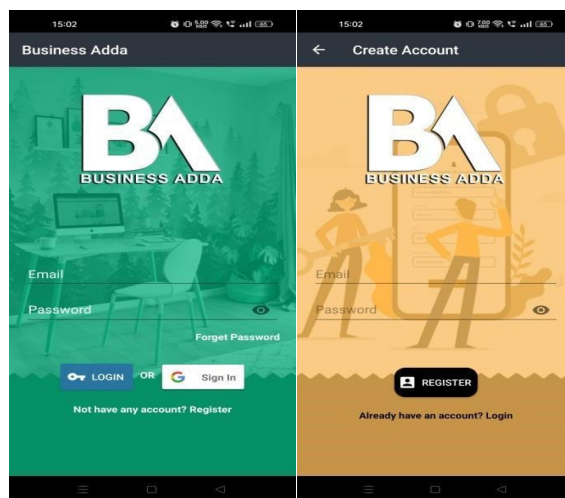


Fig. 6. Login and Register screen Home Tab and profile tab

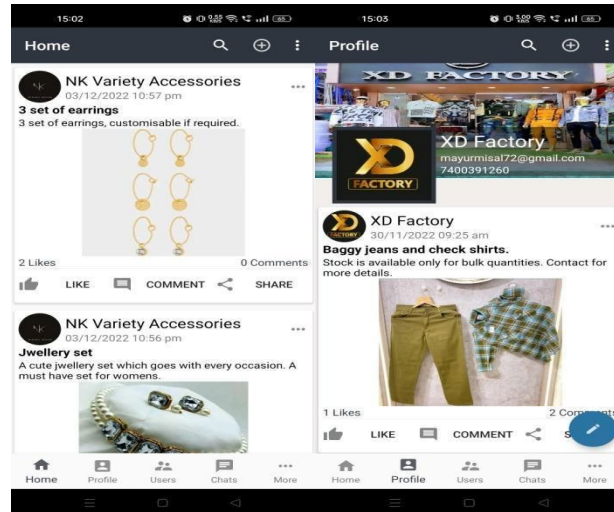


Fig. 7. Home View and Profile View

User's List and user chats screen

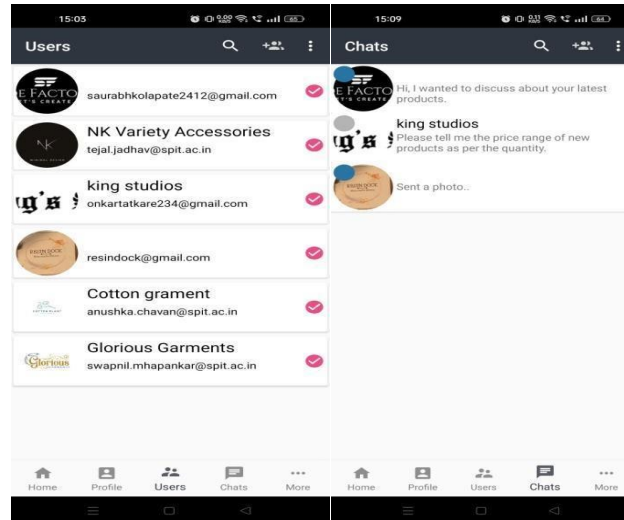


Fig. 8. Users List and user chat list

Chat screen and create group

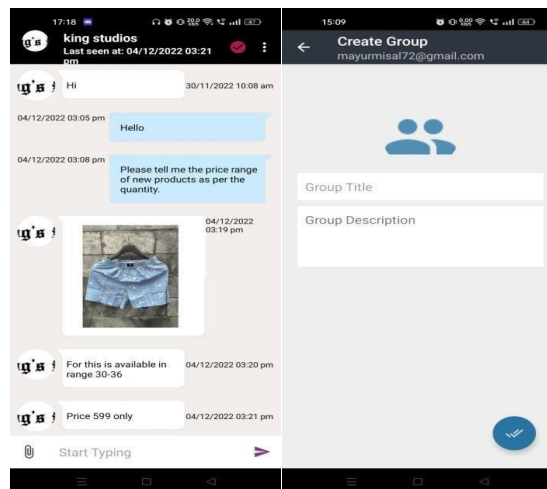


Fig. 9. Chat screen and create group

Group description and group chat screen

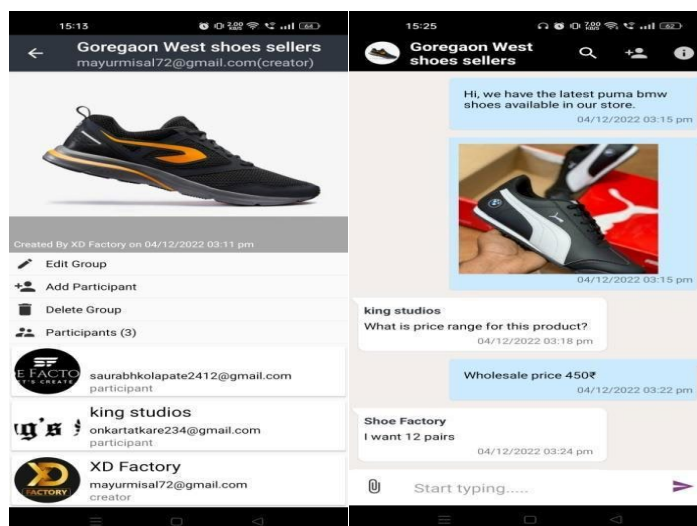


Fig. 10. Group description and group chat screen

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Future scope

1. The application is developed for the users who want to publish their business on an online platform.
2. The next and immediate step is to add multiple pictures in a single post at a time.
3. In future we can add the application will help users to attend meetings at the portal by using video calls.
4. We are aiming to add transaction processes that can be added in the future for efficient and trustworthy business.
5. Badges can be given to the most consistent and most growing businesses to add a little competition environment.

Conclusion

In this paper, we have discussed a solution for marketing platform to provide different business develop a great marketing platform and to grow their business sales to share new ideas and innovation in the business domain, with all other business to achieve new clients and to create transparency between buyer and the seller.it also provides user-friendly platform to the business that will help them to give a kick start to their newest ideas and efforts is the purpose of mankind this application. Also making all the facilities available under one roof so it will be helpful to users to avoid mistakes and that will help to enhance the growth of the firm.

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