

A study on the perception and effectiveness of digital marketing platforms adopted by women entrepreneurs in Jhansi city with a focus on the bakery business. (study the use of instagram, whatsapp, whatsapp business, facebook and e-commerce).

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Abstract

This Study is based on the women entrepreneurs who are running their home bakery in Jhansi city while using Digital marketing platforms like Instagram, Whatsapp, Facebook, E-Commerce platforms, utilizing their bakery skills and promoting business online, their perception or mindset towards digital tools, content creation, impact on sales and growth after using digital platforms. Main aim of this study to check the effectiveness of digital tools used by local women to promote their business, customer reach, target audience, growth and expansion. This Study includes both Qualitative and Quantitative approach, in this study data is collected through questionnaire, survey and interviews plays a key role. Descriptive statistics and chi – square test is applied in this study, graphical presentations through pie chart and bar graphs is being done. The results are indicating that instagram is a very effective tool in attracting customers. Findings of this Study are indicating that instagram plays a key role in promoting baking business as it is easy to use, increase customers, and order management. this study suggests the proper training is required as most of the women are married and not able to use digital platforms effectively, proper training and programs may enhances the digital participation of home bakers (women entrepreneurs) in Jhansi city.

Keywords: Women Entrepreneurs, Digital Marketing Tools, Bakery, Effectiveness, Content Creation, Digital Promotion, Customer Base, Jhansi city.

1. Introduction

Jhansi is the most popular city and district of Uttar Pradesh located in Northern India. it is grounded by 5024 sq.km, as per the census 2011, 9,41,167 females which is 890 females per 1000 males (https://en.wikipedia.org/wiki/Jhansi_district). Digital Marketing a term which is very trending

nowadays digital means online or use of technology operated with the help of mobile phones , laptops , computers. Marketing is a term used for promoting a product. In general if a firm has to produce they have to use marketing tools like advertisement on television etc,. Nowadays Digital Marketing is also a important tool in promoting business online to expand and grow globally. Digital Marketing sites like Instagram, Whatsapp Business, Facebook helps organizations to connect and build relationship with their Customers .Women entrepreneurs are those identities who are working or running their business from home or any place. Women entrepreneurs are those who are employed themselves in building a product and involved in economic activities. According to (<https://niti.gov.in/>) 13.76 % are women Entrepreneurs. Bakery: bakery is a place where cakes, cookies, pastry, muffins, cupcakes, breads etc are baked from the raw material like flour, sugar, cream etc and sold. mainly bakery are off 2 types Hot bakery and Cold bakery .Hot bakery is where items are made for long time like 2-10 days and they are packed items mainly example Pizza Base , Biscuits , Cookies , Buns , Breads , Paties , toasts , Puffs and Curosoe .Cold Bakery is where items are ready to serve or have self life 2-4 days for some items , it includes items which are ready to serve or consumed within a day like cakes , cupcakes, cheese , yeast ,cream ,ice cream , donuts , tarts , muffins , tea time cakes , pudding etc . Another Part of bakery is Confectionary, Confectionary is a subset of bakery that focuses on creating sweets, and confectionary is made using indigredients like sugar, chocolate, pulps and flavouring agents. They are rich in sugar and charbohydrates, example candies, chocolates , jellies, toffies etc.

Type of Bakery Sources

1. Bakery Cafe :-

It is a retail bakery shop where there is a space for sitting and having items like Pastry, Cupcakes, Puffs, Paties, French Fries, Nuggets, Coffee, cold coffee and many more. Bakery Cafes are complicated to run, need a huge capital for, ambience and also required labour and other services.

2. Counter Service Bakery :-

It is bakery where cakes and other confectionary items are sold here customer can't sit and had food they had packing system. Where cakes are sold they are normal cake shops, in comparision to bakery café, it require less capital and no labour.

3. Home Bakery :-

It is a bakery run by women's from home, in this woman's bake cakes, pastries, etc on order and sell them from home, home bakery need no capital except cost of raw material used in baking. (Kar, 2021)

Now a day's home bakeries are getting popularity and these bakeries are run by women's who are using digital platforms and attracting customers. There are many digital platforms like whatsapp and whatsapp business , facebook and facebook page and both are not same they are used differently .

Main aim of this study is to (i) check the effectiveness of digital platforms like instagram , whatsapp , whatsapp business and facebook in attracting customers used by women home bakers in Jhansi city , (ii) content these home bakers are posting is their own or taken from internet , (iii) is these platforms helped home bakers in creating customer base , (iv) after using these tools their sales increases , growth they have seen , (v) challenges they are facing in using these platforms .

Research Objectives :

1. To understand which platform is very **effective** in attaining customers.
2. To know the **challenges** faced by women entrepreneurs in using digital platforms.
3. To **analyze, growth** after using digital platforms by women entrepreneur engaged in bakery business in Jhansi city.

Research Questions:

- Q1. How effective digital platforms like Whatsapp business, Instagram, Facebook etc are in attracting customers?
- Q2. How much change does women home bakers have seen in terms of growth in Jhansi city?
- Q3. What are the major challenges what they are facing in using digital platforms?

Review of Literature

According to author, a study is done in Guwahati District where author defined bakery, home bakery, specially running by women's digitally main focus of this study is to know the challenges and impact of digital marketing adopted by women entrepreneurs running their home bakery, with the help of questionnaire. Survey is done and it is found majority of women choose home bakery because of flexible working hours, it is also found that bakery business does not need a huge capital investment. Due to age issues and lack of knowledge about the use of social media they still prefer mouth conversation and use traditional method. It is also found that home bakers spend less than 500 Rs per day on average to promote their business. **(Kar, 2021)**

Studies the motivational factors of women to start their venture in Pollachi Taluk village (Rural Area). They found 32% of women are 31- 35 year age, 27% women are 10th Passed, women's monthly Income is between 5,000 -10,000, 87% women are married, In Pollachi Taluk Village, It is found most of the women's are engaged in Taloring business and 90% women's get help from their family members to run a business , main motivational factors of running a business is to support their family . **(Dr.M.JEEVA, 2023)**

In his study researcher talked about the usage of social media marketing SMM platforms in business among women entrepreneurs. Their main focus is on the understanding of different types of SMM platforms by using Garrett's ranking technique, they have shown that facebook, whatsapp, instagram and youtube are the platforms used for promoting their products worldwide. **(Dr.B.Bharathi, 2023)**

MSE is very popular women's are more enthusiastic towards work and in business field they are becoming more expert this paper is all about the investigation of women entrepreneurs of micro small enterprise , how they are utilizing digital platforms or digital resources , what are their views on digital marketing concept and the most important they are able to adopt digital marketing or not, main focus is on the knowledge women entrepreneurs have , awareness of SEO, SMO , SMM techniques and how these platforms are affecting business (sales , growth , Customer Relation Management , etc) in this paper 138 women are surveyed through structured questionnaire in Karnataka state . Inferential Data Analysis technique is used to find results . main findings are suggesting that majority of women have low level of knowledge , some women are at early stage of adoption . **(Bhagat, 2021)**

It is 21st century whole world is in online from a children to old age people all the users of digital platforms , According to author there are so many challenges India is facing while operating digital marketing , knowing your customer is not enough now but re bonding with customers , connectivity is

more important, this paper suggests ways to overcome with the challenges digital marketers are facing in promoting their business. main objective of this study is to analyse the problems of digital marketing in India. Author is trying to shift focus on the issues of trust when purchasing, digital marketing is a new concept, potential of fraud, cost – effective, intangible goods and competition (**A.Senthilraja, 2024**).

A study of the impact of technology advancement of women entrepreneurship, According to the author entrepreneurs are the one's who has ability to use technology and self motivation, Author is talking about women entrepreneurs who are starting their small business and with the help of social media they are connecting with ideal women who are starting their small business. main focus of this study is to investigate the use of social media and the effectiveness of utilizing technology for the growth of business by these women entrepreneurs. observation and small survey is done on the group of women entrepreneurs engaged in tailoring, parlor, gym, boutique, candle making, etc and it is found that using facebook, whatsapp, instagram they are approaching customers. it is suggested that government should focus on providing financial assistance, training programme and schemes for women entrepreneurs. (**Tiwari, 2022**)

The Face book usage among women: A User and Gratification Perspective: – In this study freedom of express, under human rights article 19 is reflected. According to Author Facebook acts as a powerful tool in empowering women, their participation in social, legal, political and economic fields is increasing. They are using facebook as a voice of their own. they are expressing freely in the form of posts, stories, short videos etc, communication, connectivity, courage and creativity all are getting stronger day by day. in this study both Qualitative and Quantitative Research method is used. Questionnaire is developed and interview is conducted in 3 colleges in Pohani in Malappuram district. Purposive Sampling Method is used and 200 Samples were taken. Case Studies are examined with women to understand the usage and Impact. (**Ragini, 2019**)

Social Media and Women Empowerment: An overview : This paper is written by 3 authors. In this study Author is trying to reflect the role of women in our society. here main motive of this paper is to analyse the opinion of women towards the usage of social media in empowering, in this semi – structured interview is conducted and it is found that social media is used for expressing opinions, views, issues, and many more. (**Dr. R. Jayaseelan, 2019**)

Research Gap : Many studies are already done on digital marketing platforms used by women's entrepreneurs but Jhansi is a small city and women are not so fully skilled in using digital platforms features for the reach of more customer's. , platforms are not very much effective due to age restriction and lack of digital knowledge.

Research Methodology

1. **Research Plan** : It is basically an outline of the study where relevant information is collected and analysis of data is to be done, here a detail study on women entrepreneur is done who are engaged in bakery business and running digitally using social media applications like Instagram, whatsapp business, Facebook page etc specific in Jhansi city. Research plan has been designed keeping in mind both qualitative and quantitative data.

2. **Area of Study:** This study is conducted in Jhansi city to know the strategy adopted by women entrepreneur running their home bakery digitally also know the impact of digital marketing .
3. **Research Design :** This study adopts Descriptive and Exploratory both here descriptive research includes a detailed study on the various factors affecting digital marketing , its uses , its tools and how digital marketing is done efficiently using various techniques like use of hastags , appropriate title etc . this study is exploratory in nature where investigation is done to find out the problems faced by women entrepreneur while using digital marketing to run their business .
4. **Data Collection Methods : This Research method consist of 2 phases :** A Semi Structured Interviews with bakers (qualitative) and survey with home bakers (quantitative). **Interview with Women Engaged in Bakery Business :** A semi – structured interview is conducted to know their baking journey , their knowledge on digital marketing platforms usage and how these platform usage and how these platform helping them in growing their business also what the major challenges they are facing . Some home bakers are interviewed where several question were asked and their instagram content and other social media pages are checked. **Surveys :** Printed Questionnaire and google forms are created for the home bakers in Jhansi city. In this study data is collected through structured questionnaire (with open and closed ended questions) , main aim of this survey is to check the knowledge of women's engaged in bakery business , its usage and most important challenges faced by them .
5. **Sample Size :-** In this study Target Population – women entrepreneur running home bakery in Jhansi city . **Sample Size** –77 women are taken and 10 are non respondents .
6. **Data Analysis Technique / Data Representation :-** For descriptive analysis , I have used Microsoft Excel for data presentation graphically , and SPSS Software is also used for applying statistics on variables .

Quantitative Analysis: Used statistical software to analyse survey data, employing descriptive statistics, chi –square test , and other relevant statistical methods.

Qualitative Analysis: Employ thematic analysis for qualitative data gathered from interviews .

Limitations of the Study :

1. This study is limited to Jhansi city only , which creates a problem in finding women's engaged in bakery business .
2. Due to time and resources limitations , only limited number of women bakers are surveyed .
3. Age and language is also a limitation as women bakers are of all ages and they are not too good in understanding the questions asked during survey also not able to fill the google forms.
- 4 All the response are filled by women's which may influenced by personal bias or incomplete information.

Research Hypothesis

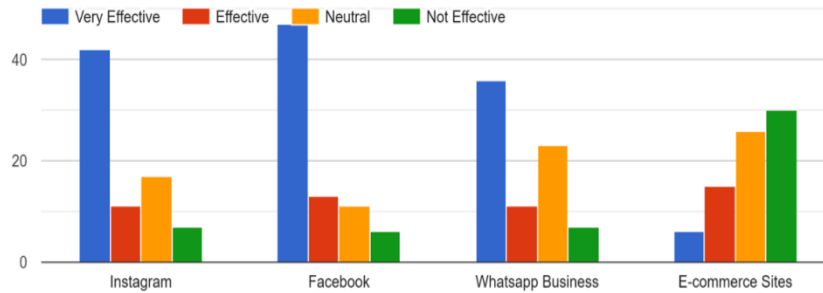
H₀ = Women in Jhansi city engaged in bakery business are not influencing customers and seeing much growth after using digital platforms .

H₁ = Women in Jhansi city engaged in bakery business are significantly influencing customers and seeing much growth after using digital platforms .

Data Analysis and Interpretation :

In this we applied chi square test to check the association between variables .

Graph 1 is showing the effectiveness of various platforms used by women's in influencing customers



Source: Self created bar graphs with the help of ms excel

Interpretation: According to this bar graph

Instagram: Women entrepreneurs in bakery industry considered instagram as highly effective , followed by effective with less rating and neutral with a small change in rating compared to effective . so we can say instagram is very effective platform to attract customer .

Facebook : Similar to Instagram , women's in bakery industry considered facebook as highly effective, for some women's it is effective and for come it is neutral . so facebook is also a very effective platform to attract customer

Whatsapp business: if we compare instagram and facebook with whatasapp business , we can see a moderate rating towards effectiveness there is a slight difference in each of them , but yes again whatsapp business got the highest rating for very effective .

E- Commerce Sites : It is shown that E - commerce sites are not at all effective or very effective in attracting customers as they got the lowest rating .

Chi-Square Test

Table 1 is showing how **effective** instagram is in influencing customers

	Observed N	Expected N	Residual
very effective	42	19.2	22.8
effective	11	19.2	-8.2
neutral	17	19.2	-2.2
not effective	7	19.2	-12.2
Total	77		

Source: SPSS Software

Table 2 is showing how effective whatsapp is in influencing customer ?

	Observed N	Expected N	Residual
very effective	47	19.0	28.0
effective	12	19.0	-7.0
neutral	11	19.0	-8.0
not effective	6	19.0	-13.0
Total	76		

Source : Authors own Calculation by using SPSS Software

Table 3 is showing how effective whatsapp business is in influencing customers ?

	Observed N	Expected N	Residual
very effective	36	19.2	16.8
effective	11	19.2	-8.2
nutral	23	19.2	3.8
not effective	7	19.2	-12.2
Total	77		

Source : Authors own Calculation by using SPSS Software

Table 4 is showing how effective facebook is in influencing customers?

	Observed N	Expected N	Residual
very effective	6	19.2	-13.2
effective	15	19.2	-4.2
neutral	26	19.2	6.8
not effective	30	19.2	10.8
Total	77		

Source : Authors own Calculation by using SPSS Software

Table 5 is showing Chi – Square Results of the effectiveness of various platforms used by women entrepreneurs in influencing customer .

Test Statistics

	how effective instagram is in attracting customers	how effective whatsapp is in attracting customer ?	how effective whatsapp business is in attracting customers ?	how effective facebook is in attracting customers?
Chi-Square	38.481 ^a	56.105 ^b	26.636 ^a	18.429 ^a
df	3	3	3	3
Asymp. Sig.	.000	.000	.000	.000

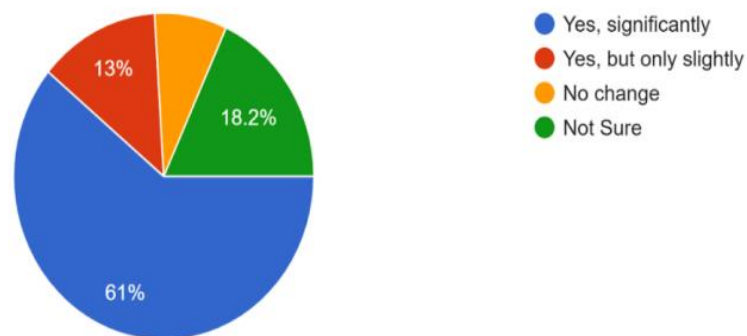
Source : Authors own Calculation by using SPSS Software

Results : from the above table it is clear that calculated value 38.481 is much higher than all the critical values , the result is highly significant ($p < 0.001$)

Interpretation; this means that there is a strong relationship between the variables tested .

Graph 2 is showing how digital marketing is helping women entrepreneur in increasing customer base .

Do you feel digital marketing has helped in increasing your customer base?
77 responses



Source : Self created pie chart with the help of ms excel

Table 6 is showing do you feel digital marketing has helped in increasing your customer base ?

	Observed N	Expected N	Residual
yes, significantly	47	19.0	28.0
yes, but only slightly	10	19.0	-9.0
no change	5	19.0	-14.0
not sure	14	19.0	-5.0
Total	76		

Source : Authors own Calculation by using SPSS Software

Table 7 is showing the results of chi square in digital marketing has helped in increasing your customer base

	do you feel digital marketing has helped in increasing your customer base ?
Chi-Square	57.158 ^a
df	3
Asymp. Sig.	.000

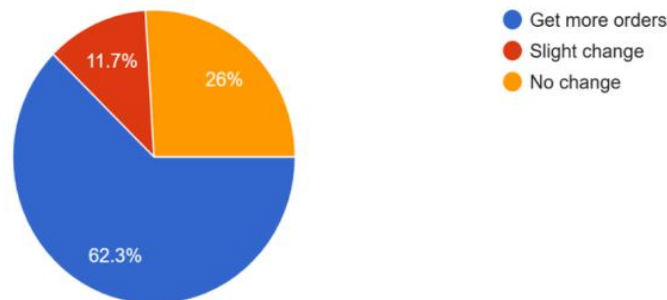
Source : Authors own Calculation by using SPSS Software

Results : from the above table it is clear that calculated value 57.158 is much higher than all the critical values , the result is highly significant ($p < 0.001$)

Interpretation ; this means that there is a strong relationship between the variables tested .

Graph 3 is showing the growth has been seen by women entrepreneur in digital marketing apps .

How much Growth you have seen after using digital marketing apps ?
77 responses



Source : Self created pie chart with the help of ms excel

Table 8 is showing how much **growth** you have seen after using digital marketing apps ?

	Observed N	Expected N	Residual
get more order	48	25.7	22.3
slight change	9	25.7	-16.7
no change	20	25.7	-5.7
Total	77		

Source : Authors own Calculation by using SPSS Software

Table 9 is showing the results of chi – square value of growth you have seen after using digital marketing apps .

	how much growth you have seen after using digital marketing apps ?
Chi-Square	31.506 ^a
df	2
Asymp. Sig.	.000

Source : Authors own Calculation by using SPSS Software

Results : Since $p < 0.001$ and X^2 far exceeds critical value : 31.506 , results are highly significant , **null hypothesis is rejected** .

Interpretation: : there is a statistically significant association between the variables , therefore the alternative hypothesis is accepted,

Research Hypothesis :

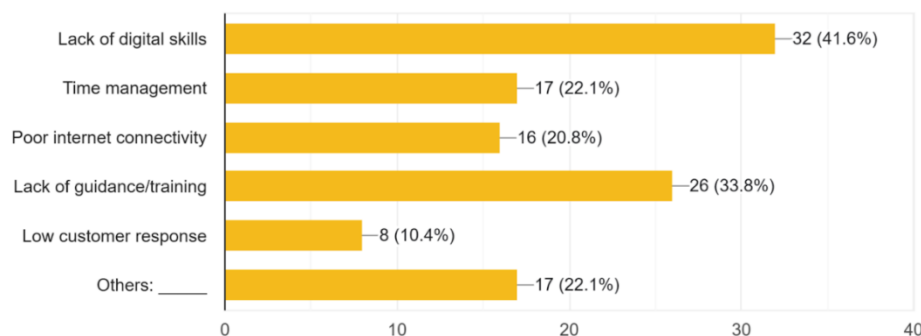
H₀ = Women Entrepreneurs engaged in bakery business are not facing any challenges in using digital platforms .

H₁ = Women Entrepreneurs engaged in bakery business are facing significant challenges in using digital platforms .

Graph 4 is showing the challenges faced by women entrepreneurs in using digital platform .

What are the major challenges you face in using digital platforms? (Tick all that apply)

77 responses



Source : Self created bar graphs with the help of ms excel

Table 10 is showing the challenges faced by women entrepreneurs in using digital platform .

	Observed N	Expected N	Residual
lack of digital skills	33	13.0	20.0
time management	11	13.0	-2.0
poor internet connectivity	7	13.0	-6.0
lack of guidance / training	8	13.0	-5.0
low customer response	2	13.0	-11.0
Others	17	13.0	4.0
Total	78		

Source : Authors own Calculation by using SPSS Software

Table 11 is showing chi – square results of the challenges faced by women entrepreneurs in using digital platform .

	what are the major challenges you face in using digital platforms ?
Chi-Square	46.308 ^a
df	5
Asymp. Sig.	.000

Source : Authors own Calculation by using SPSS Software

Results : Pearson’s chi-square value ($X^2 = 46.308$, $df = 5$, $p < 0.001$) is greater than the critical value at the 5 % significant level . Since the p-value is far below 0.05 , **the null hypothesis is rejected** .

Interpretation: there is a statistically significant association between the variables , therefore the alternative hypothesis is accepted,

Findings:

1. **From demographics :** From the above study it is find that the majority of Women in bakery business are above 40 , 36.4 % , 33.8 % women are between 15-25 years and 26% are between 26-40 years . To Conclude we can say most of the women running home bakery are above 40 years . it is clear that 37.7 % women’s are graduated , 27.3 % women’s were post graduated and also 12th passed and only 7.8 % women’s are 10th passes . To conclude we can say this educational level amongst home bakers are quite good .
2. From the above chi square test results it is clear that factors like use of digital platform and outcomes like growth , challenges etc are closely related ,
3. It is also find that 41.8 % women home bakers are facing major challenge that is lack of digital knowledge , and 33.8 % women are facing challenge due to lack of guidance and training .
4. This study says that whatsapp is very effective in attracting customers but reach of whatsapp is limited to contacts and it is not visible to public .
5. While taking interviews of home bakers who are running their business from home it is found that they are making cakes , cupcakes , jar cakes and many more and simply putting photos on their personal whatsapp and facebook , they are not aware with the differences of whatsapp and whatsapp business , facebook profile and facebook page .
6. We asked some of the women entrepreneurs about their perception in attracting customers by using digital platforms like intagram , facebook , whatsapp business , whatsapp etc and it is found that they don’t have deep knowledge of these platforms , like using hastags , creating post , boosting post , at what time they target more customers , target audience etc , their perception is they are putting status / stories / posts and people are ordering , also traditional method that is mouth publicity or recommendation is working more than these platforms .
7. We questioned our home bakers that how much change in terms of growth they have seen after the use of digital platforms and we found that they feel a slight change , they are getting more orders but not wholly , they are getting orders from friends , families , friends of friends , kitty

parties , locality etc as Jhansi is not so big and bakery items are only for local , as they are perishable in nature and can't stored for a long time .

Suggestion / Recommendation:

1. It is suggested that there is a need of some kind of training programs , workshops , and guidance to create more awareness among women entrepreneurs in Jhansi city .
2. Jhansi is not so big so it is suggested that government should provide institution for the women who are running their business.
3. Digital marketing covers wide area and can not be learnt from youtube, or books, it needs a physical hands on training .
4. Most of the women's are 40 + age group and they are running bakery so it is suggested that they should get a new aged candidate for the maintaining their digital platforms .
5. In Jhansi , we have RISE Incubation Centre where startups are promoted , here there should be a training programme for women entrepreneurs and proper training should be given how to make business profile , how to run ads , which type of audience should be targeted etc

Conclusion:

This study highlights that digital marketing is playing an important role nowadays and specially for small businesses like bakery , most of the women's are using this platform and earning or running their bakery business , from the above study it can also be said that women 's perception towards digital platform is positive . women are using facebook , whatsapp , whatsapp business , instagram etc for promoting their home bakery , attract more customers , getting more orders , enhance customer engagement etc but most of the women in Jhansi engaged in bakery business are not utilizing these platforms as well as features like hastags , boosting post , paid advertisement etc.

Findings indicate that in Jhansi most of the women are more that 40 age group running home bakery and managing home . these women's are facing major challenge that is lack of digital knowledge and skills , and due to which they are not able to grow more than they want , while interviewing some of the women entrepreneurs running their bakery business in Jhansi , we asked many questions to them and we find that women are using these platforms but they are not aware how these platforms works , which platform is very effective in real not according to them , which feature is used to get more likes , get more customer interaction , connect with target audience etc .

Overall , to conclude it can be said women engaged in bakery business in jhansi city are just posting whatever they have without any scripting , without proper planning , they are posting content on social media platforms and getting orders , it is also found that instagram and whatsapp are very popular amongst them .

Future Scope of Research

There is a vast scope in this field , everything we see is online , usage of internet is increased worldwide digital marketing is a big concept which include SEO , SMO , SMM , E-mail marketing , website designing , logo designing and many more . future study can focus on individuals analysis of women

engaged in business running through digitally, its effectiveness on different platforms can be seen , usage of different platforms can also be seen and most important knowledge of different digital tools .

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