

## **A STUDY ON ROLE OF WHATSAPP MARKETINH IN SMALL BUSINESS SPECIAL PREFERENCE TO COIMBATORE SOUTH TALUK**

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### **ABSTRACT**

WhatsApp has emerged as an important digital communication tool that supports marketing activities for small businesses. This study examines the role of WhatsApp marketing in the growth and development of small businesses with special reference to Coimbatore South. The main objective of the study is to understand how small business owners use WhatsApp to promote products, interact with customers, and improve sales performance. The research is based on primary data collected from 100 small business owners through a structured questionnaire. The study analyses usage patterns, purpose of communication, customer engagement, and the overall impact of WhatsApp marketing on business operations. The findings reveal that a majority of the respondents actively use WhatsApp as a marketing platform due to its low cost, ease of use, and direct communication features. Most business owners use it for product promotion, receiving orders, and providing customer support. A significant number of respondents reported an increase in sales and improved customer relationships after adopting WhatsApp marketing. However, certain challenges such as message overload, customer message ignorance, and increasing competition were also identified. Overall, the study concludes that WhatsApp marketing plays a vital role in enhancing business visibility and customer reach among small businesses. The research highlights the growing importance of digital marketing tools in supporting small-scale enterprises and suggests that effective usage strategies can further improve business performance.

### **Keywords:**

Marketing, Whatsapp Marketing, Small Business, Coimbatore City, Customers

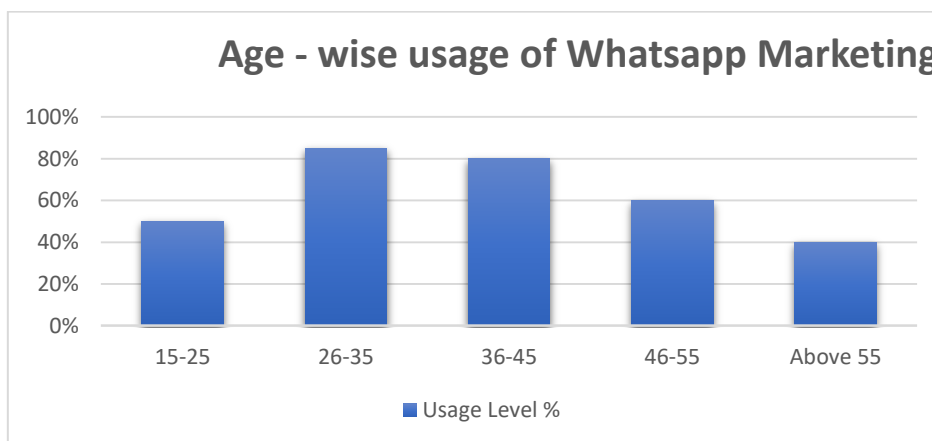
### **INTRODUCTION:**

#### **Marketing:-**

Marketing is the process of identifying customer needs and fulfilling them through suitable products and services. It helps businesses understand what customers want and how to deliver value to them. Marketing includes activities like product planning, pricing, promotion, and distribution. It plays an important role in creating awareness about a brand in the market. Through marketing, companies communicate with customers and build trust. It also helps in attracting new customers and retaining existing ones. Marketing studies customer behavior, preferences, and buying patterns. Effective marketing increases sales and profitability of a

business. It supports business growth and competitive advantage. Overall, marketing is essential for the success of any organization.

WhatsApp marketing is a digital marketing method where businesses use WhatsApp to promote their products and services directly to customers. It helps in quick and personal communication with customers. Through WhatsApp, companies can send messages, images, videos, catalog links, and offers. It is a low-cost and effective marketing tool for small and large businesses. WhatsApp marketing improves customer engagement and trust. It also helps in providing instant customer support and order updates. Businesses can create broadcast lists and groups to reach many customers at the same time. This marketing method increases brand awareness and sales. WhatsApp marketing is easy to use and highly popular among customers. Hence, it has become an important part of modern digital marketing.



A small business is a business that is owned and managed by an individual or a small group of people. It usually operates with limited capital and fewer employees. Small businesses include shops, boutiques, salons, bakeries, repair services, and online sellers. They play an important role in providing employment opportunities. Small businesses help in the economic development of a country. They focus more on customer satisfaction and personal service. These businesses are flexible and can easily adapt to market changes. Small businesses encourage innovation and creativity. They support local communities and improve living standards. Overall, small businesses are the backbone of the economy.

Small business through WhatsApp refers to using WhatsApp as a main platform to run and promote a small business. It helps business owners connect directly with customers in a simple and personal way. Through WhatsApp, small businesses can share product photos, price details, offers, and order information. It reduces marketing cost and saves time. Customers can easily ask questions and place orders through chat. WhatsApp also helps in building trust and long-term customer relationships. Small businesses can use WhatsApp Status and Broadcast to reach many customers at once. It supports fast communication and quick feedback. This method increases sales and customer satisfaction. Therefore, WhatsApp has become a powerful tool for small businesses.

## **COIMBATORE WHATSAPP SMALL BUSINESS IDEA, HISTORY AND CURRENT SITUATION:**

### **Small Business through WhatsApp Business Idea (Coimbatore)**

In Coimbatore a major industrial and commercial city in Tamil Nadu known for textiles, jewels, engineering and a growing tech sector many small business owners use WhatsApp and WhatsApp Business App to connect with customers and sell products or services directly.

- Sharing product catalogs (clothing, jewels, handicrafts) with customers through WhatsApp.
- Sending order updates, prices, offers, and customer support directly via chats.
- Taking orders and payments through messages, especially for local deliveries.
- Forming Whatsapp groups or broadcast lists to reach families, local communities, or targeted buyers efficiently.
- This approach keeps costs low, is easy to manage without a website, and builds a personal connection with buyers.

### **How WhatsApp Became a Tool for Small Business in India**

WhatsApp started in India as a simple messaging app, and over time local shopkeepers and vendors began using it informally to:

- share product photos and prices,
- take orders by chat,
- confirm deliveries, and
- build customer lists.

Seeing this trend, Meta developed the WhatsApp Business App specifically for small and medium enterprises (SMBs) so they could set up business profiles, list catalogs, and automate messages — especially important in India, where millions of SMBs rely on mobile and simple digital tools.

### **CURRENT SITUATION IN COIMBATORE:**

**1. Growing digital adoption:** Many small firms and home-based sellers in Coimbatore now rely on WhatsApp because it's familiar and helps them communicate directly with buyers. Businesses from textiles, jewellery, food, to services use WhatsApp groups or catalogs to share offerings and receive orders.

**2. Community groups and connections:** Some locals use WhatsApp groups for buy-sell communities (e.g., livestock, farm products), which are examples of social commerce happening over WhatsApp.

**3. Tech and automation trends emerging:** A few companies and sellers are experimenting with WhatsApp API and chatbots to automate replies and provide quicker customer support improving order handling without extra staff.

**4. Risks to watch:** Alongside legitimate business use, cyber scams and fraudulent schemes occasionally spread through WhatsApp groups or messages, sometimes affecting local traders in Coimbatore.

### **OBJECTIVES OF THE STUDY:**

- To study the usage of WhatsApp marketing among small businesses
- To identify benefits of WhatsApp marketing
- To analyze customer response in Whatsapp Marketing.

## **REVIEW OF LITERATURE:**

**1) Terpstra (2013):** made “A study on “WhatsApp& privacy.” This study investigates the privacy security features of WhatsApp. How people can secure and maintain their privacy on WhatsApp.

**2) Dr. Abdullah and F. Al-Daboubi (2014):** made study on “The Impact of Social Networking Sites on Applied Science University Students”. The intensive use of S.N.S. by great number of people, especially youths and university students, and its impacts on those users motivated the researcher to conduct this study.

**3) Ms. Jisha K and Dr. Jebakumar (2014):** in their study on “WhatsApp: A Trend Setter in Mobile Communication among Chennai Youth”. The main objectives of the study are to examines the usage of WhatsApp mobile application among the youth in Chennai region. The study uses online survey method and is restricted to youngsters in Chennai region.

**4) Ghulam Shabir et all (2014):** in their study on “The Impact of Social Media on Youth: A Case Study of Bahawalpur City”. The main objectives of the study are to evaluate the attitude of youth towards social media and measure the spending time on social media. A simple of 300 youngsters was selected and non e random sampling method was used to select the sample from all over population among youth including male and female in Bahawalpur City.

## **STATEMENT OF THE PROBLEM:**

Small businesses in Coimbatore South are increasingly using WhatsApp as a marketing tool, but many of them lack proper knowledge about how to use it effectively for business growth. Even though WhatsApp is easy and low-cost, not all businesses are able to reach more customers or improve sales through it. There is also confusion about customer engagement, content sharing methods, and maintaining professional communication. Some businesses use it only for messaging, without understanding its full marketing potential.

## **SCOPE OF THE STUDY:**

The study focuses on understanding the role of WhatsApp marketing in small businesses located in Coimbatore South. It examines how business owners use WhatsApp to promote their products and services, communicate with customers, and build relationships. The study covers aspects like customer engagement, promotional strategies, and the effectiveness of WhatsApp as a low-cost marketing tool. It also looks into the benefits and challenges faced by small business owners while using WhatsApp for marketing purposes. However, the study is limited only to selected small businesses in Coimbatore South and does not include large-scale companies or other regions.

## **RESEARCH METHODOLOGY:**

### **1. Research Design:**

This study follows a descriptive research design to understand the role of WhatsApp marketing in small businesses. The design helps in collecting factual and detailed information from respondents. It focuses on analyzing customer opinions and business usage patterns. This method is suitable for identifying trends and practical business impacts.

### **2. Area of the study:**

The area of study is Coimbatore South Taluk. This area has many small business owners. WhatsApp marketing is commonly used in this region. Hence, this area is selected for the study.

### 3. Sample Size:

The sample size consists of 100 respondents. These respondents are selected from small businesses. The size is suitable for basic analysis. It helps in easy data interpretation.

### 4. Source of the Data:

Both primary and secondary data are used. Primary data is collected through questionnaire. Secondary data is collected from books and websites. This supports better understanding

#### ➤ Primary Data

Primary data is collected directly from respondents. It is gathered through questionnaires and interviews. This data is original and first-hand information. It is very useful for accurate research results.

#### ➤ Secondary Data

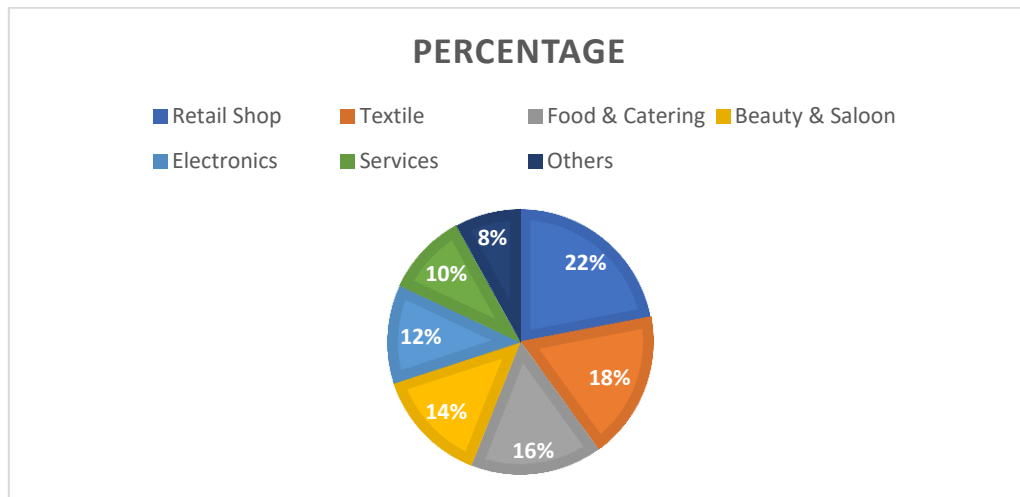
Secondary data is collected from already available sources. It includes books, journals, websites, and articles. This data supports the primary data. It helps in understanding the topic clearly.

## DATA ANALYSIS AND INTERPRETATION:

### Usage of WhatsApp for Marketing :

USAGE	RESPONDENTS	PERCENTAGE
Yes	82	82%
No	18	18%
Total	100	100%

### Types of business respondents :



## FINDINGS:

- Retail shops constitute the highest percentage (22%) among the respondents.
- Textile businesses represent 18% of the total respondents.
- Food and catering businesses account for 16% of the respondents.
- Beauty and salon businesses make up 14% of the total sample.

- Electronics businesses comprise 12% of the respondents.
- Service providers represent 10% of the total respondents.
- Other types of businesses account for the smallest share (8%).
- Retail and textile businesses together form 40% of the total respondents.
- Product-based businesses (Retail, Textile, Food, Electronics) dominate the respondent group.
- The distribution indicates that WhatsApp marketing is used across various sectors of small businesses.

### **SUGGESTION:**

Small business owners should make better use of WhatsApp Business features such as catalog, automated replies, and business profile to improve their marketing activities. They should send clear and attractive product images with proper price details to gain customer trust. Messages should be sent at proper time intervals to avoid disturbing customers. Regular updates, offers, and customer feedback collection will help in improving service quality. Businesses should also focus on polite and professional communication to build a good brand image. Further, small businesses should give importance to customer privacy and avoid sending unnecessary promotional messages. They can create separate broadcast lists based on customer interest for better response. Training programs on digital marketing can help business owners use WhatsApp more effectively. Using WhatsApp Status creatively can attract more customers. Overall, proper planning and responsible usage of WhatsApp marketing will help small businesses achieve better growth and customer satisfaction.

### **CONCLUSION:**

This study concludes that WhatsApp marketing plays an important role in the growth of small businesses. It helps in easy communication, low-cost promotion, and better customer relationships. Most small business owners prefer WhatsApp because it is simple to use and highly effective. WhatsApp marketing increases customer engagement and sales opportunities. However, proper and responsible usage is necessary to avoid customer disturbance. Overall, WhatsApp marketing is a powerful digital tool that supports the development and success of small businesses in Coimbatore South Taluk.

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