



18. Hydroponic Digital Marketing and Sales Support Designing Mobile-Based E-Commerce to Support MSME Growth

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ABSTRACT

The development of mobile e-commerce to aid in the expansion of micro, small, and medium-sized enterprises (MSMEs) in the hydroponics sector is the main focus of this study. Creating a Smartphone application that is both responsive and easy to use was the main objective in order to help hydroponic firms boost customer interaction through digital marketing.

The research approach consisted of data analysis and observation. The user requirements and preferences for a hydroponic industry-appropriate e-commerce system were identified with the aid of the literature review.

Based on data analysis, the e-commerce mobile application combines product specifications, eye-catching images and videos, business information, and product information.

Through the use of creative and efficient e-commerce platforms, this study highlights the importance of digital technology in increasing market share and improving the competitiveness of hydroponic micro, small, and medium-sized companies (MSMEs). This study emphasizes the value of digital technology in increasing market share and enhancing the competitiveness of hydroponic micro, small, and medium-sized enterprises (MSMEs) through the implementation of innovative and useful e-commerce platforms.

KEYWORDS

Sale supports design, E-Commerce, support MSME(s).

Introduction:

The evolution of information and communication technologies has significantly changed how people interact and do business. The rise of electronic commerce, or e-commerce, has altered the global commercial landscape and is considered one of the most significant consequences of the technology revolution. In the current business climate, e-commerce has emerged as a significant player in product sales and digital marketing, particularly for MSMEs (Micro, Small, and Medium-sized Enterprises).

One of the MSME sectors with tremendous promise and room for growth is hydroponics. Plant nutrition in hydroponic farming, a soilless farming method, is derived from a nutrient solution. This technique has several advantages, such as increased environmental control, quicker agricultural output, and more efficient use of land. Participants in the hydroponic industry, like other businesses, face a variety of challenges, especially when trying to increase market share and sales of digital goods. In order to create a distinctive e-commerce platform for the hydroponic sector and the MSME (Micro, Small, and Medium Enterprises) that operate within it, research is desperately needed. Hydroponic businesses will be able to connect with more potential clients on a regional, national, and even international scale with the aid of this platform. Hydroponic items may now be marketed to geographically scattered customers thanks to e-commerce, which gives MSME agents more opportunities for company expansion and profitability.

Reviews of Literature:

In order to efficiently promote goods, services, or brands to specific consumers, digital marketing makes use of digital technologies and online channels. Digital marketing has become a crucial marketing tactic for firms across multiple industries in this rapidly evolving digital landscape. The evolution of consumer behavior, which is becoming more and more reliant on the internet and social media, highlights the significance of digital marketing.

There are now plenty of chances for marketers to engage audiences in a more personalized and engaging way because of the growing popularity of mobile devices and the internet. Digital marketing allows advertisers to create campaigns that are both relevant and successful by utilizing user data and online behavior. M. Amalia, F. Napu, K. Kraugusteeliana, N. K. Harahap, and M. Nordiansyah.

Secure and convenient electronic payment processing is another benefit of e-commerce. Online shoppers find it easier to pay for their purchases when they use payment options including digital wallets, bank transfers, debit cards, and credit cards. Furthermore, the presence of advanced payment integration guarantees the protection of buyer information during transactions. E-commerce not only benefits customers but also offers business owners options, particularly for MSMEs (micro, small, and medium enterprises). MSMEs can launch online stores for less money thanks to e-commerce than they can pay to launch physical storefronts. This gives small firms the chance to compete internationally and expand their market reach. K. S. Kartini, I. N. T. A. Putra, K. J. Atmaja, and N. P. S. Widiani

Methods:

Observational data gathering is utilized in research to analyze the functional needs' context. Direct observation of the procedures, interactions, and needs coming from hydroponic MSMEs players, potential customers, and other associated stakeholders is necessary for systems connected to the construction of e-commerce for digital marketing and sales assistance for the growth of hydroponic MSMEs. Monheponik MSMEs, forerunners in the hydroponic plant sales sector, are the subject of this examination. Directly observing the desired functioning of the e-commerce system, user-system interaction, requirements, and difficulties that users encounter when using the system are the main goals of the observation approach. The phases of research begin with determining the needs of the user, gathering and evaluating data, observing [36, 37] the process of sales and marketing, and analyzing the functional requirements required to facilitate the processing of transactions in MSMEs.

Result and Discussion:

The benefits of e-commerce in bolstering sales support and digital marketing E-commerce supports digital marketing and sales support in a variety of ways that are very advantageous.

Businesses can reach worldwide markets through e-commerce, regardless of geographical limitations. By doing this, the business may reach clients anywhere in the world without needing to have physical branches in each nation. Digital marketing may target customers worldwide, raise brand awareness, and boost product awareness by using this global access. The establishment of a specialized e-commerce platform to facilitate digital marketing and sales for the expansion of hydroponic MSME has been a noteworthy advancement in tackling the obstacles inside this sector. Hydroponic MSME enterprises can expand their market reach and enhance their competitiveness in the digital age by utilizing e-commerce platforms.

A. Simplicity of Market Entry:

Potential customers from different regions can access hydroponic items through the e-commerce platform, without being restricted by physical distance. For hydroponic MSME operators, this boosts business prospects and potential market share.

B. Sales and Marketing Effectiveness:

The e-commerce platform makes it possible to automate the promotion and sales of hydroponic goods. Real-time product pricing setting and inventory management are simple tasks for sellers. Customers can also make quick transactions.

E-commerce Development for Hydroponic MSMEs:

During the system implementation stage, testing the system to see if it produces the desired results and discussing the system that has been constructed in accordance with the design are covered. In order to comprehend the most recent e-commerce trends and acquire insight into the features and functionality needed to assist the hydroponic sector, a literature review

was conducted early in the research project. To draw in potential customers, the e-commerce platform's beautiful appearance and user-friendly design were key design considerations. Additionally, a comprehensive search function is included to make it simple for consumers to locate the hydroponic product they're looking for.

User Dashboard for E-Commerce Applications:

In order to encourage people to launch a business in the agricultural industry, the application includes information about the history of hydroponics, a summary of the hydroponics industry, items offered, and how-to guides for growing hydroponic plants.

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a. Information About Business:

Details about the organization itself need to be supplied by the e-commerce application. With this feature, business owners can showcase their company's history, vision, and mission along with contact information. Two advantages of providing knowledge include building consumer confidence and improving brand branding.

b. Product Summary and Extensive Information:

Every hydroponic product sold on the online site comes with an extensive explanation covering the type of plant, growth techniques, sizes, and care requirements. Information that is clear and accurate helps potential buyers make well-informed judgments. Superb product photos are also added to enhance the product's visual appeal.

c. Information About Hydroponic Plant Types:

Along with information about the hydroponic plant varieties that are particular to the user's search, a planting guide of various kinds is also offered. This feature is very useful for new users who are interested in hydroponic gardening because it lets them choose the right product for e-commerce apps. By include these application information pieces, potential clients will benefit from improved online shopping and higher-quality e-commerce applications. Additionally, this information aspect supports digital marketing initiatives by providing interesting and instructive content to stimulate consumer interest and increase sales of hydroponic products for MSME growth.

Conclusion:

Research on mobile-based e-commerce for digital marketing and sales assistance for hydroponic MSME growth indicates that the use of mobile applications as an e-commerce platform offers substantial advantages to both companies and consumers.

Through the development of intuitive and adaptable mobile applications, micro, small, and medium-sized firms (MSMEs) in the hydroponic sector can increase customer interaction, build brand recognition in the online marketplace, and increase product accessibility. Potential clients can use mobile applications to browse efficiently and conveniently.

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