



A Study On The Impact Of Digital Marketing

Tanveer Ali Lone¹. Dr. C.C Motiani².

¹ResearchScholar, IMS DAVV Indore. ²Associate Professor, IMS DAVV Indore

Abstract:

Digital marketing is a form of electronic communication that marketers utilize to promote their products and services to the marketplace. The ultimate goal of digital marketing is to concern people and allow them to interact with the product through digital media. This article focuses on the importance of digital marketing for both customers and marketers. We examine the impact of digital marketing on the firm's revenues. To acquire a clear view of the current study, 50 respondents' opinions are gathered.

Keywords include: digital marketing, promotion, consistency, and interaction.

1. Introduction

Digital marketing, often known as online marketing, is the promotion of brands through the use of the internet and other types of digital communication to interact with potential clients. This comprises text and multimedia messaging as a marketing channel in addition to email, social media, and web-based advertising. Digital marketing takes into account the ability of specific technologies or digital platforms to convert prospects. The digital marketing strategy of a company may utilize several platforms or concentrate all of its efforts on a single platform. For instance, a business can ignore other digital marketing channels in favour of producing content primarily for social networking platforms and email marketing campaigns.

What makes digital marketing so crucial?

Any form of marketing can make your company successful. But because digital platforms are so widely available, digital marketing has grown in significance. In reality, just in April 2022, there were 5 billion internet users worldwide. There are various ways to employ digital marketing strategies to reach your target audience, from social media to SMS messages. A cost-effective marketing strategy for small firms, digital marketing also has low initial costs.

2. Objectives

1. Recognizing the value of digital marketing in the highly competitive industry is the primary goal of this article.
2. To analyse how digital marketing affects consumer spending.

3. Application of Methodology

Primary Data: The research is done through observation and collection of data through questionnaires.

Secondary Data: Secondary data is collected from journals, books and magazines to develop the theory.

Sample Size: The sample size is determined as 50 respondent's opinion from the customers who presently purchasing products with a help of digital marketing.

4. Traditional Marketing vs digital marketing:

Table 1: The table below shows a few elements that distinguish digital marketing from traditional marketing.

| Comparison | Traditional Marketing | Digital Marketing |
|--------------------|---|---|
| Definition | It is a kind of marketing that makes use of magazines, TV, and other media to promote any company's goods and services. | It is a kind of marketing that promotes businesses through the internet and social media. |
| Conversion | Slow | Extremely Fast |
| Engagement | Low | Comparably High |
| Investment Returns | Not easy to measure | Simple to measure |
| Tracking | Not possible | Possible |
| Reach | Local | Global |
| Result | Slow results | Quick and live results |

5. Analysis of the Benefits of Digital Marketing to Consumers

Customers are able to continue observing corporate information using digital marketing methods that have been simplified (Gangeshwer, 2013). Nowadays, many customers have access to the internet from anywhere at any time, and businesses are continuously updating information about their products or services. Customers are aware of how to access a company's website, review products, make online purchases, and leave feedback. Customers receive comprehensive information about the goods or services (Gregory Karp, 2014). They might compare their product to others that are similar. Digital marketing offers consumers a 24-hour shopping experience. In digital marketing, prices are open (Yulihassri, 2011).

Table 2: Profile of online buyers

| | Category | Number of respondents | Percentage of respondents |
|--------------------------------|----------------|-----------------------|---------------------------|
| Gender | Male | 35 | 70% |
| | Female | 15 | 30% |
| | Total | 50 | 100% |
| Age | Below 18 years | 9 | 18% |
| | 19-30 | 12 | 24% |
| | 31-45 | 18 | 36% |
| | Above 45 | 11 | 22% |
| | Total | 50 | 100% |
| Profession | Employees | 20 | 40% |
| | House wife | 8 | 16% |
| | Business | 12 | 24% |
| | Students | 5 | 10% |
| | Others | 5 | 10% |
| | Total | 50 | 100% |
| Monthly Family Income (in Rs.) | Below 10000 | 8 | 16% |
| | 10001-20000 | 14 | 28% |
| | 20001-40000 | 16 | 32% |
| | Above 40000 | 12 | 24% |
| | Total | 50 | 100% |

Table 3: Awareness of online shoppers

| Particulars | Number of respondents | Percentage of respondents |
|---|-----------------------|---------------------------|
| Knowledge of online buying | 100 | 100% |
| Inadequate knowledge of online purchasing | - | - |
| Total | 100 | 100% |

Table 4: Information about a product is available online.

| Particulars | Number of respondents | Percentage of respondents |
|-------------|-----------------------|---------------------------|
| Excellent | 27 | 54% |
| Good | 18 | 36% |
| Average | 4 | 8% |
| Poor | 1 | 2% |
| Total | 50 | 100% |

Table 5: Reasons for choosing online shopping

| Particulars | Number of respondents | Percentage of respondents |
|---------------------------|-----------------------|---------------------------|
| Wide variety of products | 12 | 24 |
| Easy Buying procedures | 19 | 38 |
| Lower prices | 10 | 20 |
| Various modes of payments | 6 | 12 |
| Others | 3 | 6 |
| Total | 50 | 100 |

Table 6: frequency of online buying

| Particulars | Number of respondents | Percentage of respondents |
|---------------------------------|-----------------------|---------------------------|
| purchase only once each year | 6 | 12 |
| 2 to 5 Purchases Per Year | 13 | 26 |
| 6 to 10 Purchases Per Year | 23 | 46 |
| 11 or more purchases Every year | 8 | 16 |
| Total | 50 | 100 |

6. Findings

- In the current market, digital marketing has a more promising future.
- Customers are pleased after spending money on digital marketing.
- People believe it to be a safe method of online shopping.
- 70% of online shoppers are men, which is a relatively high ratio.
- All respondents were completely aware of online buying.
- The majority (32%) of respondents' incomes are in the range of Rs. 20,001 to Rs. 40,000.
- Employees of various companies make 40% more internet purchases than the average consumer.

- The majority of respondents, 38%, believe that online shopping has straightforward purchasing processes. Others believe that they can access a wide range of goods, goods that are less expensive, goods that can be paid for in a variety of ways, etc.
- 54% of respondents believe that the availability of product and service information online is excellent.
- 46% of the respondents said they purchase the products six to ten times each year.

7. Suggestions

- 1) Advancement in technical advancement for digital marketing promotion.
- 2) Gather and engage the consumer in the proper manner.
- 3) Offer the consumer a trustworthy and high-quality service both before and after the sale.
- 4) Enhancing people's awareness of digital marketing.
- 5) Complete information about the goods must be provided to internet shoppers.

8. Conclusion

Many businesses now consider digital marketing to be an essential component of their strategy. At the moment, small business owners still have a very effective and affordable way to sell their goods or services in society by employing internet marketing. It is not constrained. To support the business and its goods and services, the company can make use of a variety of devices, including tablets, smart phones, TVs, computers, media, social media, e-mail, and a lot more. If consumer desires are given top importance in digital marketing, it might produce better results.

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