

A Study on digital marketing and its impact

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ABSTRACT

The fast rising digital economy is demanding the importance of existing marketing practices, and an essential revamp of the marketing prospectus consistent with the promising result and business requirements of the 21st century. Companies are crocked with innovative, opportunities and challenges inside this digital era. Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media (Vishal Midha, 2012). This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 200 respondents opinion are collected to get the clear picture about the present study.

KEYWORDS: Promotion, Consistent, Interact

1. INTRODUCTION

Digital marketing is extensively passed-down to support product and services and to communicate with customers using digital network. Digital marketing encompasses ahead of internet marketing together with channels those do not need the use of the Internet. It makes room for social media marketing, search engine marketing, Smartphone's, display advertising and more forms of digital media (Suresh Reddy, 2003). Digital marketing is always a wide terminology that brings up a variety of promotional methods adopted to accomplish clients via digital automations. Digital marketing embodies wide assortment of service, product and brand marketing campaign for the most part who use internet as a central part promotional intermediate in increase to Smartphone's and other promotional media.

Chaffey (2011), social media involves "boosting consumer relations on company's personal website or in the course of its social existence". Social media marketing is a major significant practice in digital marketing as companies can utilize social media form to allocate their communication to their target viewers without paying for the distributor. Digital marketing, e-marketing, Internet marketing and electronic marketing are all related in terms which, basically put; refer to "marketing online whether via websites (Chaffey & Smith, 2008) and Waghmare (2012) e commerce pointed out promotion of products through digital media.

Objectives:

- The main purpose of this paper is to recognize the usefulness of digital marketing in the competitive market.
- To study the impact of digital marketing on consumers purchase.

Methodology applied:

Primary Data: The research is done through observation and collection of data through questionnaires. Theory is developed on the basis of field visit and the data is analyzed to get the result based on the survey questions as listed in Table 1.

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

Sample Size: The sample size is determined as 200 respondent's opinion from the customers who presently purchasing products with a help of digital marketing.

Statistical Tool: To analyze the data Chi square technique is used and arrived conclusion from this analysis.

Habitual marketing vs digital marketing:

Table.1. Comparison between Habitual Marketing and Digital Marketing

Habitual Marketing	Digital Marketing
Habitual marketing contains various medium like telephone, put on air, print and direct mail	Digital marketing contain email marketing, social media, online advertising, pay per click, affiliate marketing, text messaging and search engine optimization
There will be no communication with the viewers	There will be communication with the viewers
Outcomes can be measured easily	Outcomes are to a great extent
Ad campaigns are designed over a long period of time	Ad campaigns are designed for a short period of time
Process of traditional marketing is time-consuming and expensive	Active way to promote products or services and inexpensive
Success of traditional marketing tactics is eminent if the firm can reach enormous local audience	Success of digital marketing tactics is eminent if the firm can reach a specific number of local audiences
One promotion campaign prevails for a lengthy time	Ease to change the campaigns and innovations can be done to the campaign

Inadequate reach the customer due to insufficient number of customer technology	As it uses various customers' technology digital marketing reaches to the wide range of customers
Round exposure 24/7 year is not possible	Round exposure 24/7 year is possible
Viral exposure is not available	Ability to go viral
Conversation is on way	Conversation is two way
Customers get responses only during working hours	Customers get responses and feedback anytime

Advantages digital marketing to consumers and analysis: Digital marketing technologies permit the customers to keep on with the company information rationalized (Gangeshwer, 2013). These days a lot of customers can way in internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers know how to visit company's website, examine with reference to the products and make online purchase and afford feedback. Consumers get complete information related to the products or services (Gregory Karp, 2014). They can make comparison with other related products. Digital marketing allows 24 hours of service to make purchase for the consumers. Prices are transparent in the digital marketing (Yuliharsi, 2011).

Table.2.Profile of the Online Buyers

Gender	Category	Number of Respondents	Percentage of Respondents
	Male	146	73 %
	Female	54	24%
	Total	200	100%
Age	Below 18 Years	36	18%
	19 – 30 Years	54	27%
	31 – 45 Years	66	33%
	Above 45 Years	44	22%
	Total	200	100%
Profession	House Wife	22	11%
	Employee	102	51%
	Business	44	22%
	Students	16	8%
	Any other	16	8 %
	Total	200	100%
Monthly Family Income (in Rs.)	Below 10,000	42	21%
	10,001 – 20,000	98	49 %
	20,001 – 40,000	52	26 %
	Above 40,000	8	4%
	Total	200	100%

Table.3.Awareness of Online Shoppers

Particulars	Number of Respondents	Percentage of Respondents
Having knowledge about online shopping	200	100%
Not having knowledge about online shopping	-	-
Total	200	100%

Table.4.Availability of Online Information about Product

Particulars	Number of Respondents	Percentage of Respondents
Excellent	108	54%
Good	76	38%
Average	14	7%
Poor	2	1%
Total	200	100%

Table.5.Reasons for Choosing Online Shopping

Particulars	Number of Respondents	Percentage of Respondents
Wide variety of Products	46	23%
Easy buying Procedures	76	38%
Lower Prices	38	19%

Various Modes of Payments	28	14%
Others	12	6%
Total	200	100%

Table.6.Frequency of Online Purchasing

Particulars	Number of Respondents	Percentage of Respondents
About Once Annually	24	12%
2 - 5 Purchases Annually	92	46%
6 -10 Purchases Annually	52	26%
11 Purchases and Above Annually	32	16%
Total	200	100%

Table.7.Empirical Approach

	Gender	SA	A	N	DA	SD	X2	Accept/ Reject
Digital marketing have a greater future in the present market	M	48	36	8	8	0	0.08	Accept
	F	44	32	12	8	0		
People find it safe while they go for digital marketing	M	36	52	8	4	0	0.37	Accept
	F	28	60	12	0	0		
Increasing level of education in people makes the digital marketing effective	M	32	56	4	4	4	0.09	Accept
	F	36	60	0	4	0		
Price and information related to the product is transparent	M	52	32	4	12	0	0.32	
	F	44	32	8	12	4		
It is easy mode of purchase	M	44	48	8	0	0	0.03	Accept
	F	40	44	4	12	0		
I am satisfied with digital purchase	M	64	32	0	0	0	0.32	
	F	56	44	0	0	0		

Note: Degrees of Freedom: 4. Value = 9.488 at 5% of level of significance.

Note: SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SD-Strongly Disagree.

M = Male, F = Female.

From the above outcome it clear that all the statements falls under acceptance region except one statement. This will makes us that consumers are experiencing a positive reaction by using digital mode of purchase. It brings a better future for the digital marking.

Findings:

- Digital marketing have a greater future in the present market.
- Consumers are satisfied through purchasing digital marketing.
- People find it safe mode of online purchase.
- Ratio of male customers is very high in online shopping that is 73%.
- Awareness about online shopping is 100% among the respondents.
- Income of respondents mainly falls in the range of Rs. 10,001 to Rs. 20,000 that is 49%.
- Employees of various companies are purchasing more than others through online shopping that is 51%.
- Most numbers of respondents that is 38% feels that online shopping have simple buying procedures; others feel that they can have a broad variety of products, products with lower price, a variety mode of payments etc.
- 54% of respondents feel that availability of online information about Product & Services is outstanding.
- 46% of the respondents purchase the products 2 to 5 times annually.
- A number of respondents are facing troubles at the time of online buying that is 23%.
- Most numbers of respondents are signifying to non-online buyers to be online buyers that are 89% of respondents.
- 61% of the respondents prefer cash on delivery mode for payment.

Suggestions:

- I. Improve technical advancement in promotion of digital marketing.
- II. Collect and implement the feedback provided by the consumer in the right way.
- III. Provide a transparent and good service to the consumer before and after purchase.
- IV. Creating awareness among the people about digital marketing.
- V. Complete description need to provide about the product to the online shoppers.

2. CONCLUSION

Digital marketing has turn out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, e-mail and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

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