

A Study on Digital Marketing and its Impact

P. Sathya

Assistant Professor in Commerce, S.T.E.T Women's College, Mannargudi.

Abstract: *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. 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. 100 respondents opinion are collected to get the clear picture about the present study.*

Keywords: digital marketing, Promotion, Consistent, Interact

1. Introduction

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013.

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

2. Objectives

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

3. Methodology Applied

- **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 100 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 following table lists a few points that differentiate digital marketing from traditional marketing

<i>Traditional Marketing</i>	<i>Digital marketing</i>
Communication is unidirectional. Means, a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters, and Emails.	Medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching.	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.
It is conventional way of marketing; best for reaching local audience.	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.

5. Advantages of 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

	Category	Number of Respondents	Percentage of Respondents
Gender	Male	70	70%
	Female	30	30%
	Total	100	100%
Age	Below 18 Years	17	17%
	19-30 years	25	25%
	31-45 years	33	33%
	Above 45 years	25	25%
	Total	100	100%
Profession	House Wife	11	11%
	Employee	50	50%
	Business	23	23%
	Students	8	8%
	Any other	8	8%
	Total	100	100%
Monthly Family Income (in Rs.)	Below 10000	21	21%
	10001-20000	49	49%
	20001-40000	25	25%
	Above 40000	5	5%
	Total	100	100%

Table 3: Awareness of Online Shoppers

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

Table 4: Availability of Online Information about Product

Particulars	Number of Respondents	Percentage of Respondents
Excellent	54	54%
Good	38	38%
Average	7	7%
Poor	1	1%
Total	100	100%

Table 5: Reasons for Choosing Online Shopping

Particulars	Number of Respondents	Percentage of Respondents
Wide variety of Products	23	23%
Easy buying Procedures	38	38%
Lower Prices	19	19%
Various Modes of Payments	14	14%
others	6	6%
Total	100	100%

Table 6: Frequency of Online Purchasing

Particulars	Number of Respondents	Percentage of Respondents
purchase once Annually	12	12%
2 - 5 Purchases Annually	46	46%
6-10 Purchases Annually	26	26%
11 Purchases and above Annually	16	16%
Total	100	100%

6. 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 70%.
- 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 50%.
- 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.

7. Suggestions

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

8. 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.

References

- Chaffey D, E-business & e-Commerce Management- Strategy, Implementation and Practice Pearson Education, Paris, 2011, 72-79
- Chaffey D & Smith P, E-Marketing Excellence: Planning and Optimizing Your Digital Marketing, Routledge. Fourth Edition, 2008, 580-593
- Waghmare GT, E-Commerce, A Business Review and Future Prospects in Indian Business. Internet, Marketing in India. Indian Streams Research Journal, 2(5), 2012, 1-4.
- Gangeshwer DK, E-Commerce or Internet Marketing: A Business Review from Indian Context", International Journal of - and e- Service, Science and Technology,

- 6(6), 2013, 187-192.
- [5] Vishal Midha, Article- Impact of Consumer Empowerment on Online Trust: An Examination Across Genders, Elsevier International Journal, 12(3), 2012, 198-205.
- [6] International Journal of Marketing Studies, 3(1), 2011, 128-139.

