



A Study on Digital Marketing and its influence on business

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Abstract:

Digital marketing is the platforms where electronic communication such as desktop, mobile phones and other digital media is used by the companies through internet to endorse the goods and the services towards the marketplace. The main 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 magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of company's sales. 200 respondent's opinion are collected to get the clear information about the present study.

Keywords: Consistent, Digital Marketing, Promotion, Interact.

Introduction

Digital marketing is also called as online marketing and internet marketing; it is the promotion of brands & products to connect with potential customers using the internet and any other forms of digital communication. Normally digital marketing is done by email, social media, and web-based advertising.

Digital marketing is used for the marketing of products or services using digital technologies, mostly on the Internet, but also including mobile phones, display advertising, and any others digital mode.

With the continuous growth of the web and more peoples are getting connected every day, digital marketing has become a necessity for many organizations. This also includes a small business that wants to trade online and make for them on the web.

1. Objectives of the Study

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

2. Research Methodology

Primary Data: The research is done by observation and collection of data through questionnaire

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

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

3. Traditional Marketing vs Digital Marketing

Table – 1: Differences between Traditional & Digital Marketing

Traditional Marketing	Digital Marketing
The promotion of product and services done through Television, Telephone, Banner, Broadcast, Door to Door & Sponsorship etc.	The promotion of product and services done through digital media or electronic medium like SEO, SEM, PPC etc..
Traditional Marketing is not based on cost effective.	Digital Marketing is mostly based on cost effective.
It is difficult to build brand image.	It is efficient and fast way for brand building.
Difficult to measure the effectiveness of the campaign.	It is easy to Measure the effectiveness of campaign with the help of analytics
It is conventional way of marketing the product as well as best way to reach the local audience.	It is the best way to reach the global audience.

Table – 2: Profile of the Respondents

General	Categories	Frequency	%
Gender	Male	130	65%
	Female	70	35%
	Total	200	100%
Age	Below 18 Years	40	20%
	19-30 years	87	43.5%
	31-50 years	41	20.5%
	Above 50 years	32	16%
	Total	200	100%
Profession	House Wife	32	16%
	Employee	91	45.5%
	Business	58	29%
	Students	19	9.5%
	Total	200	100%
Monthly Income of the Family (in Rs.)	Below 10000	40	20%
	10001-20000	115	57.5%
	20001-40000	30	15%
	Above 40000	15	7.5%
	Total	200	100%

Table – 3: Availability of information about the product

Categories	Frequency	%
Excellent	108	54%
Good	76	38%
Average	16	8%
Poor	--	--
Total	200	100%

Table – 4: Reason for selecting online shopping

Categories	Frequency	%
Wide variety of Products	55	27.5%
Easy buying Procedures	82	41%
Lower Prices	36	18%
Various Modes of Payments	22	11%
others	5	2.5%
Total	200	100%

Table – 5: Awareness about online shopping

Categories	Frequency	%
Having knowledge about online shopping	200	100%
Not having knowledge about online shopping	-	-
Total	200	100%

Table – 6: Frequency of Purchase

Categories	Frequency	%
Annually once	26	13%
2 - 5 times Purchases Annually	94	47%
6-10 times Purchases Annually	48	24%
Above 10 times purchase Annually	32	16%
Total	200	100%

4. Findings

Digital marketing has a greater future in the Current market situation.

- From the analysis, came to know that, peoples are prefer to purchase the product through Digital marketing as well as satisfaction level of the customers level is high.
- Male customers percentage (65%) is high in using digital marketing for purchase the product.
- Nearly 46 % of the respondents are belongs to the category like Employees of various companies are preferring to purchase in online shopping.
- More than 50% of the respondent's income are falls inn the range of Rs 10001- Rs 20000.
- 54 % of the respondents are felt that the information about the product in digital marketing is excellent.
- 41% of the respondents are feels that online shopping has easy buying procedures,27.5% of the respondents are feels that in online shopping have wide variety of products are possible.
- All the 200 respondents have awareness about online shopping.
- 47% of the respondents purchase the products 2 to 5 times annually through digital marketing.

5. Suggestions

- Need to improve technical advancement in promotion of digital marketing.
- Collect & analyze the feedback provided by the customer in the right way.
- Always provide a transparent and good service to the consumer before and after purchase.
- Creating awareness among the people about digital marketing purchase & benefits.
- Need to Provide Complete description about the product to the online shoppers.

6. Conclusion

Digital marketing has to turn out to be a complicated part of the approach of many companies. At the present time, still, small business proprietors at hand have an extremely inexpensive and appropriate method by using digital marketing to market or promote their products or services in society. It doesn't have any restrictions. The company can also utilize any devices such as tablets, smartphones, TV, laptops, media, social media, e-mail, and a lot of others to support their company and its products and services. Digital marketing may achieve something more if it considers customers' desires as a peak priority. Through digital marketing companies are easily gain profit through satisfy the customers and needs as well as promote their products and services.

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