



IMPLEMENTATION AND EFFECT OF DIGITAL MARKETING IN A SMALL RETAIL BUSINESS

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ABSTRACT

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This project focuses on the importance of digital marketing for both marketers and consumers. It examines the effect of digital marketing on the firms' sales. Additionally, the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred thirty individuals which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analysed with the help of various statistical tools and techniques.

Key words: Digital marketing, E-commerce, Online Shopping, Social media marketing

INTRODUCTION

Digital marketing is one type of marketing that is widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of the Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. digital marketing review digital marketing review.

Through digital media, consumers can access information at any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use the Internet as a core promotional medium in addition to mobile and traditional TV and radio. A is witnessing a continuous growth digital sector.

REVIEW OF LITERATURE

Chaffey et.al, (2003) defines Internet Marketing as “The use of the Internet and the related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet media and other digital media such as wireless mobile, cable and satellite media”.

Chaffey, (2007) It is important to understand the relationship between digital communication and traditional communication in the old media; for example, TV, radio, newspapers, magazines and billboard ads, the communication model was and is one-to-many compared to one-to-one or many-to-many communication models in digital media like blogs, social networks, wikis and other social media

Greg Brian Martin, (2007), pg no. 99The role of exigencies in marketing: a rhetorical analysis of three online social networks, thesis presented to the graduate school of Clemson University. Increasingly are using social networks for promotional purposes and to gauge consumer experiences with their organizations.

Joanna Lord (2013) states that Online marketing in 2012 could be summed up in a few words: mobile, big brands and Google updates. As we look back at the events and advancements that shaped last year in online marketing, naturally we should look forward and wonder what 2013 will have in store. While the execution of all this might vary wildly, there is no doubt a few areas will capture our attention and be the driving forces behind business decisions over the next 12 months

Kim and Lee (2002) have suggested that the design of the e-store influences consumers “access to the e-store. In the e-store, website design, design of product and service contrast and information, time to complete an online order form, easy of searching product and service, screen layout, screen complexity, page composition, information retrieval methods, information display, use of colour and background, assistance to the user and speed of accessing the e-store are notable factors attracting e-consumers.

OBJECTIVES OF THE STUDY

1. To study and analyse the effort of digital marketing in a small retail business in customers view
2. Examine the customer's interest in digital shopping.

RESEARCH METHODOLOGY

Research Design: In this study, Descriptive Research Design is used in research topic.

Sampling Technique: The method of sampling adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on Digital marketing and Online Shopping.

Sources of Data: The primary data for this study is collected through questionnaire consisting of multiple-choice questions. The secondary data is collected by referring by websites, journals, articles and research paper.

Structure of Questionnaire: Multiple choice questions and Likert's scale questions

Sample Size: Sample Size of 130 online customers those purchasing products from Online sites in Tamil Nadu.

Period of Study: The period of study is carried out from January 2021 to March 2021.

Analytical Tools:

- Correlation.
- ANOVA.
- Independent T-test

CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between between region and Will Buy Products of Local Shops in Online Platform

H1 (Alternate Hypothesis): There is a significant difference between between region and Will Buy Products of Local Shops in Online Platform

Table Showing Correlation of between region and Will Buy Products of Local Shops in Online Platform

Correlations

		Location	Stress Variables
Location	Pearson Correlation	1	.213
	Sig. (2-tailed)		0.015
	N	130	130
Will Buy Products of Local Shops in online Platform	Pearson Correlation	.213	1
	Sig. (2-tailed)	0.015	
	N	130	130

. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.015 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference location and Satisfied with Advertising in Blog.

ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Are you Satisfied with Digital Marketing and region.

H1 (Alternate Hypothesis): There is no significant difference between Are you Satisfied with Digital Marketing and region.

Table Showing ANOVA of Are you satisfied with Digital Marketing and region.

ANOVA					
Are you Satisfied with Digital Marketing					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.351	2	4.176	3.136	.047
Within Groups	169.072	127	1.331		
Total	177.423	129			

Inference:

The p-value is 0.047 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference Are you satisfied with Digital Marketing and region.

T-TEST

1HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference Are you satisfied with Digital Marketing and Occupation.

H1 (Alternate Hypothesis): There is a significant difference Are you satisfied with Digital Marketing and Occupation.

Table Showing Independent Samples Test of between Are you satisfied with Digital Marketing and Occupation.

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Std. Error Difference
Are you satisfied with Digital Marketing and Occupation	Equal variances assumed	.235	.360	-1.281	49	.206	-.362
	Equal variances not assumed			-1.324	48.918	.192	-.362

Inference:

The p-value is 0.206 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted, are you satisfied with Digital Marketing and Occupation.

SUGGESTIONS

- Many customers have suggested reducing the cost of online charges.
- Also, many customers are interested in cash on delivery.
- Many people are using internet and online shopping to target them with tailored digital ads.
- Many people liked ads in video format of publishing ads, video format reaches more people.

CONCLUSION

Digital channels in marketing have become an essential part of strategy of many companies. Nowadays, even for small business owners there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Companies can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote the company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Digital marketing results won't also come without an attempt, without trial (and error). Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.



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