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A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL MARKETING AND ITS IMPACT.

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Abstract:

Social media is the primary source for Digital marketing with the use of Mobile applications which can share to the people to promote their business. Most of the population are using the digital platform with help of social media. Impact on social media on marketing can be judged while comparing with traditional marketing. The major purpose of the digital marketing is concerned with the customers and allow them to intermingle with the product through social media. The perception of 200 people were collected to know the clear idea about digital marketing.

Key Words: Digital Marketing, Social Media, Promotion, Perception

Introduction:

From the year 2013, the term Digital Marketing is very popular term which used by different countries. Digital marketing is also known as 'Internet marketing' or 'web marketing'. Initially, most of people were not aware of this digital system of marketing. Later, technology was upgraded and the people gained the knowledge on digital usage. The usage is through internet with supportive electronic gadgets like mobiles, tablets, laptops, etc. Digital marketing is the term were business organization can promote and sell their products and give services to the customers with the use of technologies. It is one of the best source to promote the business globally with help of digital marketing. In digital marketing firms can allow the customers and users to post the comments, product review, feedback and rating to the products, so that the companies can make the necessary changes if needed. Customer support is very important for online marketing.

Objectives:

- To study the usefulness of digital marketing.
- To study the impact of consumer behavior on digital marketing.

Methodology:

The research is based on primary and secondary data.

Primary source: The present study was largely based on primary sources which was collected through the structured questionnaire method. Questionnaire is formed into two groups Group A and Group B Group A consists of personal questions like Name, Age, Gender, Qualifications, Marital status, Occupation. Group B consists questions based on the objectives of the study.

Secondary Source: The data which is already collected by someone else. The data from the secondary source is used in the present study. The sources can be Internet, books, journals, newspapers etc.

Sample Size:

Data was collected from 200 respondents based on the consumers who purchase the products through online mode with the help on digital marketing.

Differences between Traditional Marketing and Online Marketing.

Table no 1: Online Marketing Vs Traditional Marketing

Traditional Marketing	Digital Marketing
<ul style="list-style-type: none"> • A business can target the customers in a narrow form. • These will work for working hours, nothing can be online. • No instant results will reach the customers. • In traditional marketing advertisements on print media via door to door marketing. • Business values can be through advertisements. • Lot of investment to be made in print media. • It is not so effective when compared to online marketing. • Space of the brand is confined to limited when compared to online marketing. • Medium of communication is through letters, phone calls, Emails. • It is only a local audience oriented. 	<ul style="list-style-type: none"> • Online marketing can reach millions of customers. • Time consumption is very less and fast. • Accessibility to the customers will be 24/7. • Social media platform gives a results in exponential impressions with good content of the product. • By applying the online tools it can be targeted your niche market audience. • Customer support plays a major role, in online marketing, 24/7 customers can access the websites. • The website of the organization has to be updated on regular basis and well optimized. • Low investment when compared to traditional marketing. • Communication can be done through Social media websites. • Social media marketing depends on followers, organization has to maintain he followers to promote business. • The best way to reach globally.

Table No: 2 Online Buyers Profile

Online Buyers Profile			
	Category	No. of Respondents	Percentage (%)
Gender	Male	136	68
	Female	64	32
	Total	200	100
Age	Below 18	34	17
	19-30	66	33
	31-45	50	25
	Above 45	50	25
	Total	200	100
Occupation	Employee	60	30
	Business	40	20
	Students	80	40
	House Wives	10	5
	Others	10	5
	Total	200	100
Monthly Income	Below 10000	40	20
	10001-25000	86	43
	25001-40000	64	32
	Above 40001	10	5
	Total	200	100

From the above Table No 2, The Digital marketing plays a major role in the present day life. The analysis gives the clarity based on gender, age, occupation and income levels of the online buyers. The most of the online buyers are males, and according to age group online buyers are more with the age group of 19-30 years. Students have a greater knowledge on online marketing. Majority of the students purchase the products through online. Buyers with monthly income of 10001-25000 are more when compared to other income level groups.

Table No: 3 Awareness of the Buyers.

Awareness		
Particulars	No. of Respondents	Percentage (%)
With Knowledge	200	100
Without Knowledge		
Total	200	100

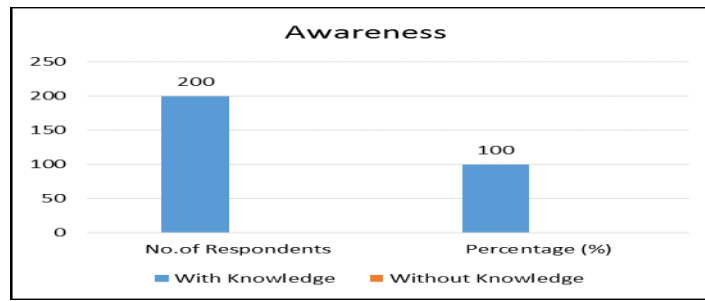


Figure 1: Awareness of the Online Buyers.

Table no 3, explains the majority of the population have the knowledge of online marketing and online buying. The total selected sample was having knowledge about online buyer.

Table No: 4 Contents of the Product with clear information

Information about Product		
Particulars	No. of Respondents	Percentage (%)
Excellent	120	60
Good	56	28
Average	20	10
Poor	4	2
Total	200	100

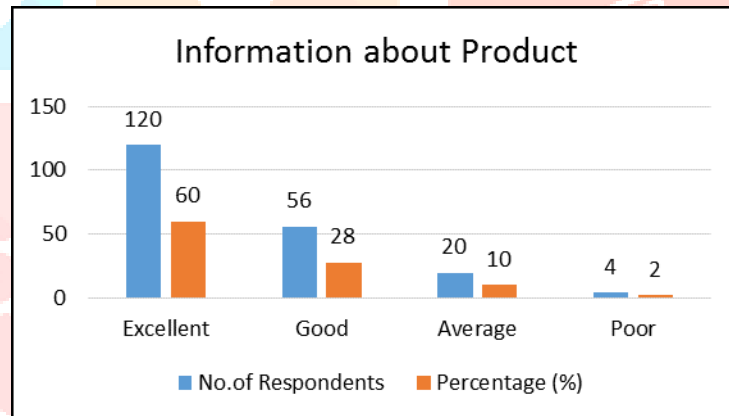


Figure 2: Information about products

From Table no 4, the online marketing will be totally based on the information which is provided by the company on its products. Online digital marketing gives a great idea to the online buyers. Major of the online buyers have a good perception on the buying process. 60% respondents gives their perception at excellent level. 50% of the sample gives a perception of good level. This shows the online marketers are giving the best source of information to the online buyers.

Table No: 5 Selection of Online Shopping

Selection of Online Shopping		
Particulars	No. of Respondents	Percentage (%)
Variety	60	30
Procedure	86	43
Low Prices	24	12
Mode of Payments	26	13
Others	4	2
Total	200	100

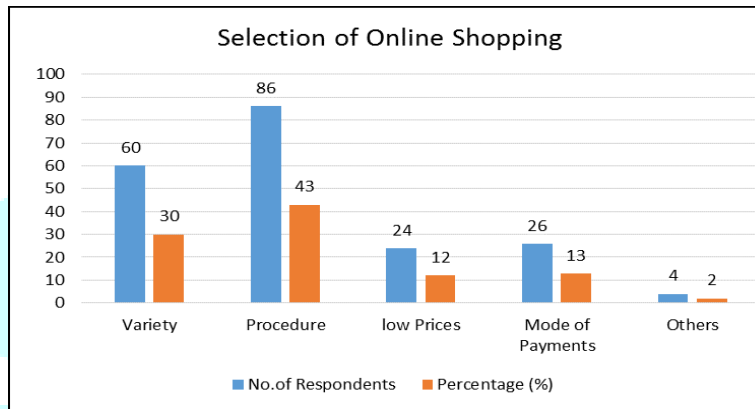


Figure 3: Selection of online shopping

From the above Table No 5, the selection of the online shopping, Online buying is easy and less time consumption and variety of goods available in the online marketing, also the payment system can be done with 24/7 assistance. Customer service also plays a major role in selecting the online shopping. Most of the people likes the easy procedures with low prices and more varieties.

Table No: 6 Online Purchasing Frequency

Online Purchasing		
Particulars	No. of Respondents	Percentage (%)
Annually	24	12
2 to 5 Purchases Per annum	86	43
6 to 10 Purchases Per annum	46	23
11 and above Purchases Per annum	44	22
Total	200	100

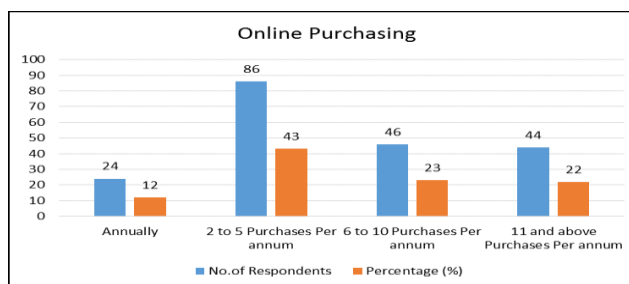


Figure 4: Online Purchasing

Majority of the people going for online buying due to easy access to the procedures and less time consumption with more variety of products available in the online market. People buy 2 to 5 products per annum. Later, 6 to 10 products will be purchased by the people annually.

Findings:

- Customers are very much satisfied through digital marketing.
- Most of the online buyers trust the mode of payments.
- The most of the online buyers are males with 68%.
- According to age group online buyers are more with the age group of 19-30 years.
- Students have a greater knowledge on online marketing.
- Buyers with monthly income of 10001-25000 are more when compared to other income level groups.
- 30% of the respondents responded to the variety of goods available in the online marketing, also the payment system can be done with 24/7 assistance.
- 43% of the respondents like the easy procedures with low prices and more varieties.

Conclusion:

Digital marketing is one of the best marketing platform in today's scenario. Most of the people are comfortable with digital marketing with an assumption that more varieties of the products, low cost, less time consumptions, discounts, offers and coupons, etc. The small business people can also enter into the digital market and promote their products through digital media platform. There is no restriction to enter and the products can be promoted globally. Business organizations can utilize any electronic devices such as mobiles, tablets, smart TV, laptops with the support of social media platform. Digital marketing should make the buyers aware about the products and seek consumer support in promoting the business with the product knowledge to others.

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