



## A STUDY ON IMPACT OF DIGITAL MARKETING

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Research Paper

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### ABSTRACT

In this study, the world is shifting from analogue to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Customer's buying behaviour is changing and they are more inclined towards digital marketing rather than traditional marketing. The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era.

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### INTRODUCTION

Marketing is a societal process, which consumer's wants focusing on a product or service offered. Indeed marketing is fund a mental of any business growth. The marketing terms (marketers) are tasked to create consumer awareness of the products or service through marketing techniques unless it

pays due attention to its products and services and consumers demographics and desires a business with not usually overtime.

Marketing is an exchange or a transaction intended to satisfy human needs for wants. Marketing though occupied an important place in all stages of economic life, from simple barter economy to the present day, it was not as complicated as it is today. It is only after the industrial revolution, there come revolutionary changes, the marketing system becomes increasingly complex, with the advent of industrial revolution, and there came revolutionary changes in the techniques, methods and volume of production.

## **DIGITAL MARKETING**

Digital marketing is wide based and includes developing business strategies leveraging emerging technology that raising expenses and grow industry internationally in a highly competitive environment. Rapid technology advances, the usage of digital marketing, social network ads, web browser marketing are also on the rise. Digital marketing is utilized for advertisers to promote goods & services on the market. Digital marketing has an imperative part to escalating the distribution of goods and service. The purpose of this investigate is to examine the impact of digital media and whether it is an imperative tool for marketers & consumers.

## **IMPACT OF DIGITAL MARKETING**

Consumers have become researchers through convenient access to the internet, users are now much more educated and motivated. Every day they are overwhelmed with digital content. With almost every company now marketing their products on digital platforms, it's more than easy for customers to check and compare online. Their choice to shop is strongly influenced by the connections they have with the company and other influencers online.

## **DIGITAL MARKETING SCENERIO IN INDIA**

India is the third highest internet community in the country. Since the proliferation of the internet, the advertising methodology has taken hold in order to communicate with the general population. The enormous growth that computerized marketing has shown cannot be combined with any other method. Admiring the new scenario in India, individuals here are conscious of the web as well as use it for various reasons in their everyday lives. Subsequently, there is a flourishing internet marketing industry in India. Throughout India internet networking is the driving force behind the misuse of computerised marketing.

## **IMPACT OF DIGITAL MARKETING ON THE GROWTH OF CONSUMERISM**

Digital marketing is often confused with online marketing. Digital marketing is the process of promoting a brand, service or product on the internet. But simply digital marketing differs from traditional marketing in that it involves the use of online channels and methods that enable business and organizations to monitor the success of their marketing campaigns often as real time, to better understand what does and doesn't work.

The 21st century has witnessed the developing a web presence in most companies. E-mail was commonplace and there was technology allowing people to manage this fairly easily.

### **EFFECTIVE WAY OF DIGITAL MARKETING**

- **CONTENT MARKETING**

It can be present in different format, including Blogs, E-book, Podcast, Instagram, Youtube, etc. This are connected to social media sites.

- **SOCIAL MEDIA MARKETING**

It is part of SMM or to Involves driving traffic to your site like, Face book, Instagram, Twitter, Pinterest.

- **GOOGLE AD WARDS**

It is part to connect text add, image add, GIF add and video or pop-up load sponsored.

- **APP'S MARKETING**

It can require or used to various type of app's development.

### **REVIEW OF LITERATURE**

**HardikPanchal (2018)**, in his titled "A study on digital marketing and its impact". He found that the monthly income people play a vital part to purchase different products through digital channel. He has also found that there is a significance difference between the consummation levels of customer with buying products through online. Utmost of the customers are satisfied with the products bought through digital channel.

**Shubham Sharma &Renu (2016)**, 2 stated that their article in the titled "literature review on ethical issues in digital marketing", the digital marketing is a perfect way of attaining the heights but the marketers should take due care to satisfy the genuine grievances of the customers. Though, there may be the cases in which the consumers make undue advantage of the facility like money back guarantee, putting extra cost of delivery on the effective stores.

### **STATEMENT OF THE PROBLEM**

This study focuses on how digital marketing affects customer relationship to a brand. Within the past few years, digital marketing has become an increasingly popular medium for brand and consumer

engagement. For years, marketing professionals have used different mediums to provide customer service and promote products and service. Digital market has fostered the growth of trusting relationship between consumers and brand, making it an increasingly important medium to utilize in order to maximize brand loyalty.

### **OBJECTIVES OF THE STUDY**

- To study the awareness of digital marketing in Kumbakonam consumers.
- To analyse the factors influence of digital marketing in purchase decisions.
- To know about the kind of products bought by utilizing digital channels. To analyse the impact of digital marketing in purchase decisions.

### **RESEARCH METHODOLOGY**

#### **Research design**

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 90 respondent's rom the specified area. The samples have been considered by using non-probability technique (convenient sampling method) was validated and took it for further analysis. Secondary data is also being collected from articles, journals etc.

#### **Sampling Techniques and Sample size**

The sample of 90 was taken for the purpose of conducting pilot study to find the respondent makes use of digital channel to buy products.

#### **Data usage**

For analysis and interpretation, the data collected through questionnaire re only taken into the consideration and it is analysed by using percentage analysis.

#### **Research Instrument**

Data was collected through structured questionnaire by using non comparative scaling technique liker scaling is used in the questionnaire.

### **SCOPE OF THE STUDY**

Consumer can buy any product or service available at any place irrespective of geographical boundaries at any time without their physical presence. Only internet can provide such special information even no salesman can help and explain as internet. Countless people can see products at a time, as well as they can purchase the product at the same time. One can directly purchase from original producer or merchant in online shopping without any mediator in between buyer and seller this helps in reducing the intermediary costs and making the products or services cheaper and easier it buy from this

medium. The two main factors of online shopping are time and quality. Selling on internet has a large potential due to the very large target population.

### LIMITATIONS OF THE STUDY

The study is limited to the attitudes and perceptions of the selected sample respondents and may not be universally applicable. There was a possibility of the respondent bias in self-reporting perceptions of the survey. As the sample size was 90 respondents, is not necessary that it truly represents the population universe.

**TABLE-01**  
**GENDER WISE RESPONDENTS**

S. NO.	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	12	13.3
2	Female	78	87
	Total	90	100

Source data: Primary data

### INTERPRETATION

The above table analysis it is evident that 13.3% of the respondents are male and 87% of them are female. Majority respondents are female in the organization.

**TABLE-02**  
**STATUS OF RESPONDENTS**

S.NO.	OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
1	Student	57	63
2	Service	6	6
3	Self employed	27	30
	Total	90	100

Source: Primary data

### INTERPRETATION

The above table analysis it is evident that 63% of the respondents are student and 6% of the respondents are service and 30% of the respondents the more self-employed. Majority respondents are student in the organization.

**TABLE-03**  
**MARITAL STATUS OF THE RESPONDENTS**

S.NO.	MARITAL STATUS	NO.OF RESPONDENTS	PERCENTAGE
1	Married	27	30
2	Unmarried	63	70
	Total	90	100

Source: Primary data

#### INTERPRETATION

The above table 4.4 brings out the marital status of the respondents. From the above table it is inferred that 30% of the respondents are married, remaining 60% of the respondents are unmarried.

**TABLE-04**  
**MONTHLY INCOME OF THE RESPONDENTS**

S.NO.	MONTHLY INCOME	NO.OF RESPONDENTS	PERCENTAGE
1	Below 20,000	27	30
2	20,000-30,000	12	13
3	30,000-40,000	21	24
4	Above 40,000	30	33
	Total	90	100

Source: Primary data

#### INTERPRETATION

Table 4.9 brings out the monthly income of respondents. From the above table it is inferred 30% respondents were belong to the income group of below 20,000, 13% of the respondents were belong to the income group of 20,000- 30,000,24% of the respondents belong to the income group of 30,000-40,000 and remaining 33% of the respondents belong to the income group of above 40,000.

**TABLE-05**  
**KNOWLEDGE ABOUT DIGITAL MARKETING**

S.NO.	KNOWLEDGE	NO.OF RESPONDENTS	PERCENTAGE
1	YES	90	100
2	NO	0	0
	Total	90	100

Source: Primary data

### INTERPRETATION

It is observed that respondents were asked if consumer rely about digital marketing.

- i. 100% have given positive response
- ii. 0% have given negative response

It means major percentage is with positive response.

**TABLE-06**  
**TYPES OF GOODS PURCHASE THROUGH ONLINE**

S.NO.	PURCHASE GOODS	NO.OF RESPONDENTS	PERCENTAGE
1	Convenience goods	13	17
2	Shopping goods	48	53
3	Specialty goods	27	30
	Total	90	100

Source: Primary Data

### INTERPRETATION

The above analysis it is evident that 17% of the respondents are purchase convenience goods through internet and 53% of the respondents are purchase shopping goods through internet and 30% of the respondents are purchase specialty goods through internet.

**TABLE-07**  
**USING DIGITAL MODE OF PURCHASE**

S.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE
1	Very recently	24	27
2	More than a month	27	30
3	Above 1 year	21	23
4	For a long time	18	20
	Total	90	100

Source: Primary data

**INTERPRETATION**

The above analysis it is evident that 27% of the respondents are using digital mode of purchase very recently and 30% of the respondents are using digital mode of purchase more than a month and 23% of the respondents are using digital mode of purchase above 1 year and 20%of the respondents are using digital mode of purchase for a long time. Majority of the respondents are using digital mode of purchase more than a month.

**FINDINGS, SUGGESTIONS AND CONCLUSION**

**FINDINGS OF THE STUDY**

- ◆ Majority of the respondents are Female.
- ◆ Majority of 63% of the respondents are students.
- ◆ Majority 70% of respondents were unmarried.
- ◆ 33% of the respondents are earnings above Rs.40000 per money.
- ◆ 100% of the respondents were positive reveals that knowledge about digital marketing
- ◆ 53% of the respondents purchase shopping goods through online

**SUGGESTIONS**

- Every company big small should garb this advantage and include digital marketing in their marketing efforts digital marketing forms can be mainly web marketing, e-commerce, social media marketing.
- Consumers find certain benefits in digital marketing over traditional marketing; therefore companies can spend more on digital media rather than the traditional tools.





## CONCLUSION

The study also reveals that main reason for growing important of digital marketing is the increasingly literacy about inter net among people. They have identified that internal id truly advantages through which they can serve their various purpose mainly social networking, online shopping & media sharing. The efficacy of network has intensified their tendency of being online.

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