

A STUDY ON EFFECTIVENESS OF DIGITAL – MARKETING

Dr.Thnanapackiam*

HoD, Dept. of Commerce (PG)

St.Francis de Sales College (SFS COLLEGE), Electronics City, Bengaluru, Karnataka

Divyashree*

Dept. of Commerce (PG)

St Francis de Sales College (SFS COLLEGE), Electronics City, Bengaluru, Karnataka

*Corresponding authors | Received: 02/07/2023 | Accepted: 22/08/2023 | Published: 30/09/2023

Abstract: *The modern face of marketing is called digital marketing, and it's becoming more and more well-liked due to its flexibility and convenience. Technology has made consumers more tech savvy, and smart phones have made it simple for them to access the internet. It has developed into one of the crucial marketing tools used by mobile businesses to create their goods. Consumers now search the internet when they need any information. Consequently, marketers began utilizing this platform to disseminate information about their goods, services, and concepts, a practice known as digital marketing. The main goal of digital marketing is to draw customers while enabling them to learn about the brand's features through digital media. This essay discusses the most popular and effective forms of digital marketing among students, along with their influence on mobile purchase behavior, trust in digital marketing, and popularity. The sample of 111 students was chosen at random to examine the causes of the rising popularity and efficiency of digital marketing in comparison to traditional marketing tools.*

Introduction

With the development of technology, consumers have become more tech-savvy and have easier access to the internet thanks to smartphones. Digital marketing is the modern face of marketing. The phrase "digital marketing" refers to a broad range of practices. Any information that consumers need can now be found by clicking on the internet. As a result, marketers began utilizing this platform to disseminate information about their goods, services, and concepts, a practice known as digital marketing. In order to win customers' loyalty and facilitate their decision-making process, digital marketing focuses on online communication, direct dialog with consumers who help develop new products. A set of powerful tools and methodologies are implied by the term "digital marketing," which refers to the internet-based promotion of goods and services. Because there are more channels and marketing tools available online than in traditional business marketing, it offers a wider variety of marketing tools. The emergence of Digital – marketing, has promoted most of the companies to use the companies to use internet services to promote their mobile products online, all brings to our attention to how internet is becoming an essential to people's lives. Digital – marketing consists of different Internet applications such as blogs, social

networking sites, content communities, collaborative projects, virtual game worlds and social world. There are many different forms of display advertising, such as web banner advertising, mobile advertising, email marketing, search engine marketing, and social media marketing. The Internet Users in India 2015 Survey by Internet and Mobile Association of India and MRB International helps to explain how influential the internet has become in India.

Digital-Marketing as An Industry; Grown Overtime

The concept of Digital-Marketing is picking up globally. More and more advertisers are spending their and budgets on online than offline. Forrester Research forecasts says, "The marketers will spend \$26 billion in 2010 on online display ads, email, search, and classified ads will represent 8% of all advertising spending. Over the years, Internet has evolved as a medium for lead generation since the online usage has gone up significantly. With the technology sophistication, effective targeting can be achieved for an online campaign. Internet has emerged as one more channel over TV, Print, Radio, hoardings, etc. for marketers to reach out to consumers/ potential consumers. Technology being the backbone of e-marketing act as a powerful tool to track the campaigns.

The Scenario; Online Market in India The Internet advertisement is seeing traction in Europe and China due to large online population. The numbers of Indian markets are not available with us, The Internet advertisement in India is at a nascent (growing) stage. The level of sophistication in systems and processes for undertaking a Digital-marketing campaign is low in comparison to US markets. Having said that, there is a large online population on internet in India and this would drive the marketers to look at it as another medium for reaching out to target consumers. We expect good growth in Indian markets for using Internet for lead generations for company's products and services. Target Market Segments and Opportunities Lying For Digital-Marketing

Internet has become another media channel for marketers to market their products and services along with TV, Print, Radio, etc. The advantage of Internet marketing is its tractability. We offer software tools and a service that Enable Company to manage their marketing campaign ensures tractability and also optimizes their ad spends depending on its effectiveness. All the marketers looking at using Internet as their marketing medium would be our target customers.

Objectives

- To understand the reasons for increasing popularity of digital marketing.
- To know the awareness about the various tools of digital marketing.
- To analyze the effectiveness and problems of digital marketing.
- To understand the level of digital marketing.
- To analysis the trust on digital marketing.

Research Design

Sample Size: This research study will be based on the views of 111 PG students.

Sampling Type: The sample for the research would be collected through non-probabilistic sampling, precisely through convenient sampling method.

Analysis and interpretation

Digital Marketing is a dynamic space with trends changing from time to time. Businesses that overlook the changing Digital marketing trends and choose to stick to outdated Digital marketing methods stay stagnant and willingly let their competitors overshadow them.

If this situation continues, there is a higher chance that the related business will stagnate or, in the worst case, come to a dead end. As opposed to this, companies that continuously monitor the shifting market trends and adjust their marketing strategies in line with these changes can eventually draw in more clients and experience exponential growth.

Now that you know how important understanding Digital marketing trends is it is a wise move to start looking for trends in the near future. This way, you can formulate amazing marketing strategies and be a step ahead of your competitors.

This article throws light on the top Digital marketing trends in 2025 for you to leverage and outperform your business rivals when the time comes.

The future Digital marketing trends of 2025 will focus on interactive, engaging communication with the consumer more than ever before, making advertising easier than ever before.

Advertising brands by use of Chabot's, virtual reality, videos, podcasts, and social media to increase sales will become more and more popular as customers love checking out products from brands they want to buy from. The new 2021 Digital marketing trends draw customers' attention because they are communicating personally with the customer

Table 1

Awareness Of Digital Marketing

Frequency	Number of respondents	Percentage
Single source	54	48.6%
Multiple source	57	51.4%

The above table shows that students are aware about digital marketing on the multiple sources 51.4% and single source 48.6%. So that students are awareness on the multiple sources only.

Table 2

Do You Prefer to Purchase Mobile Phone

Frequency	Number of respondents	Percentage
Online	57	51.4%
Offline	54	48.6%

The above table shows that students will purchase mobiles online 51.4% and offline 48.6%. So most of the students will purchase mobile using online only.

Table 3

Get Influenced to Purchase Mobile Phone

Frequency	Number of respondents	Percentage
Television	7	6.3%
News paper	2	1.9%
Social media	55	49.5%
Others	47	42.3%

The above table shows that students get influenced on social media 49.5% and only 1.9% of them get influenced by newspaper in order to purchase newspaper. So that most of them will always get social media influence only.

Table 4

Trust of Digital Marketing

Frequency	Number of respondents	Percentage
Yes	44	39.6%
No	10	9%
Sometime	54	48.6%
Always	03	2.8%

The above table shows that students weather they trust the digital marketing or not. 48.6% people says that sometime they trust digital marketing. Only 9% of them says that they will not trust the digital marketing. So most of them trust digital marketing.

Table 5

Which Apps You Use to Purchase Mobile Phones

Frequency	Number of respondents	Percentage
Amazon	58	52.3%
Flipkart	42	37.8%
Olx	4	3.4%
Others	7	6.5%

The above table shows that students will purchase mobiles most only amazon. So, 52.3% of them purchase mobiles using amazon apps and olx only 3.4% of them purchase mobiles. So, most of them use amazon to purchase mobile phones.

Table 6

Worth Of Purchasing Mobile Phone Using Digital Marketing

Frequency	Number of respondents	Percentage
Disagree	14	12.6%
Neutral	34	30.6%
Agree	52	46.8%
Strongly agree	11	9.9%

The above table shows that students will purchase mobile phones using Digital marketing, so that the survey says 46.8% of them agree that they will purchase mobiles using digital marketing, only 9.9% of them says that they strongly agree that its worth to purchase in digital marketing.

Table 7

Comfortable Mode To Get All Detailed Information About Mobiles

Frequency	Number of respondents	Percentage
Online	51	45.9%
Local stores	12	10.8%
Friends and family	41	36.9%
Newspaper & magazines	07	6.3%

The above table shows that students in which comfortable mode to get all details about the mobiles so that 45.9% of them says that in online they get all information and 6.3% of them says that they get information in newspapers and magazines about mobile phone.

Table 8

Opinion On Form of Mobile Phone Marketing

Frequency	Number of respondents	Percentage
Text	17	15.3%
Voice call	11	9.9%
Graphic	08	7.2%
All the above	75	67.6%

The above table shows that students opinion on form of mobile phone marketing 67.6% of

the people say that using all the forms they get information i.e. text, voice and graphics and only 7.2% of them says that using graphics they get information.

Table 9
According You Digital Marketing Is

Frequency	Number of respondents	Percentage
Social media marketing	48	43.2%
Search engine marketing	2	2.1%
Search engine optimization	5	4.2%
All the above	56	50.5%

The above table shows that according to students what Digital marketing is 50.5% of them says that it's all combinations of social media marketing, search engine marketing, and search engine optimization. Only 2.1% of them says that search engine marketing.

Table 10
Is Social Media Marketing is Type Of Digital Marketing

Frequency	Number of respondents	Percentage
Yes	97	87.4%
No	14	12.6%

The above table shows that students saying yes that social media marketing is digital marketing. 87.4% of them says that its right and only remaining 12.6% of them says no to the statement.

Table 11
Digital Marketing Will Not Include

Frequency	Number of respondents	Percentage
Email marketing	24	21.8%
Social marketing	22	20%
Video marketing	9	8.2%
Print marketing	56	50%

The above table shows that students are saying that which will not be included in the digital marketing 50% of them says that print marketing is not included in print marketing and only 8.2% of them says that video marketing is not including in the digital marketing.

Table 12
Traditional Form Of Digital Marketing

Frequency	Number of respondents	Percentage
Television	20	18%
Radio	20	18%
Banners	18	16.2%
All of the above	53	47.7%

The above table shows that students saying which is the traditional form of digital marketing. 47.7% of them says that all the television, radio and banners all are traditional form of digital marketing and 16.2% of them say that only banners are the traditional form of digital marketing.

Table 13
Digital Marketing Is A Part Of

Frequency	Number of respondents	Percentage
E-payment	23	20.7%
E-cash	06	5.3%
E-mail	03	2.8%
E-commerce	79	71.2%

The above table shows that students saying that digital marketing is the part of, 71.2% of them says that E-Commerce is a part of digital marketing and 2.8% of them says that E-Mail is the part of digital marketing.

Table 14
Mode Of Payment You Choose In Digital Marketing

Frequency	Number of respondents	Percentage
Cash on delivery	86	77.5%
Debit card	18	16.2%
Credit card	03	3.1%
E-cheque	04	3.2%

The above table shows that students which mode of payment they choose in digital marketing. 77.5% of them says that they choose cash on delivery to make the payment. And 3.1% of them says that they choose credit card to make the payment.

Table 15
Digital Marketing Useful

Frequency	Number of respondents	Percentage
Yes	81	73%
No	29	26.1%
May be	01	0.9%

The above table shows that students are saying that weather the digital marketing is use full for them or not. So that 73% of them says that yes, it's useful for them using digital marketing and only 0.9% of them say maybe it's useful for them to use the digital marketing.

Findings

- 1) It is found that 51.4% of them aware about the digital marketing.
- 2) It is found in the survey that 47 students are preferring to purchase mobile phone in online.
- 3) In the survey it says that 49.3% of the students will get influenced by the social media to purchase mobile phones.
- 4) It's found that 48.6% of the students says that they trust digital marketing.
- 5) In the survey it has come to know that 52.3% of the students will use Amazon app to purchase mobile phones.
- 6) The sampling offers that 52 students agree that its worthy to purchase mobile phones

using digital marketing.

7) In the survey which is conducted it says that 45.9% of them are comfortable with online in order to get all details about mobile phones.

8) It is found that 67.6% of them says that text, voice call, graphics also is the form of mobile phone marketing.

9) According to the survey it's found that students are saying digital marketing includes social media marketing, search engine marketing, Search Engine Optimization.

10) It was asked to the students that is social media marketing is a type of digital marketing so 87.4% of them have agreed to the statement.

11) It's found in the survey that print marketing is not included in the digital marketing.

12) According to students it has come to know that television, radio and banners are the form of traditional digital marketing.

13) In the survey it's found that digital marketing is a part of E-commerce.

14) It's found that 77.5% of the students choose cash on delivery to make the payment in digital marketing.

15) It was asked to the students that weather digital marketing is useful, so that 73% have said that yes it's useful.

Conclusion

Digital marketing is a popular term, everybody should come across this word in one or the other form. It has because crucial part of marketing tools. Present marketers are both conservative and digital platform to market their products. Digital marketing is becoming a part of daily life. The study concludes that digital marketing a contemporary aspect of marketing, as effective on mobile phone purchase, among the student's community. It gains popularity among the students by multiple sources of information majority of them after survey sample, preferred online mobile phone purchase. The present young generation get insurance by social media and they have trust in digital marketing, they are able to analysis compare the review of the different rival product before taking purchase decision. The survey says that they get more information in online about the purchase of mobile phone. By the survey it has come to know that digital marketing is a part of e-commerce. Therefore, most of the respondent are saying that digital marketing is useful for them.