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A STUDY ON DIGITAL MARKETING AND ITS IMPACT

BIJIL M VARGHESE MELVIN

BIJI MAMMEN ROSHAN

CHANDY VARGHESE CATHOLICATE COLLEGE

PATHANAMTHITTA KERALA

ABSTRACT

India is quickest growing massive economy within the world, it still popularly called the country of villages. Digital promoting trade in India may be a booming career nowadays.

India may be a booming career nowadays. During a country with a zoom economy, it's expected to possess a awfully high vital growth in Digital promoting career. Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme 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 the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study.

KEYWORDS : DIGITAL MARKETING, PROMOTION, CONSISTENT, INTERACT

INTRODUCTION

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013.

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

The internet may be a troubled technological innovation however shoppers all over area unit waking up to the concept of searching on-line. The impact on marketing has been profound. In some components of the world, retailers are fast off the mark in developing their own singlybranded e-commerce stores, whereas in other components the e-market place dominates

2.Objectives

1) The main purpose of this paper is to recognize the usefulness of digital marketing in the competitive market.

2) To study the impact of digital marketing on consumers purchase.

3.Methodology Applied

- Primary Data: The research is done through observation and collection of data through questionnaires.
- Secondary Data: Secondary data is collected from journals, books and magazines to develop the theory.
- Sample Size: The sample size is determined as 100 respondent's opinion from the

customers who presently purchasing products with a help of digital marketing.

4. Traditional Marketing vs digital marketing

The following table lists a few points that differentiate digital marketing from traditional marketing

<i>Traditional marketing</i>	<i>Digital marketing</i>
Communication is unidirectional. Means, a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters, and Emails.	Medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching.	There is always a fast way to develop an online campaign and carry out changes
	along its development. With digital tools, campaigning is easier.
It is carried out for a specific audience	The content is available for general
throughout from generating campaign ideas up to selling a product or a service.	public. It is then made to reach the specific audience by employing search engine techniques.
It is conventional way of marketing; best for reaching local audience	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign	It is easier to measure the effectiveness of a campaign through analytics.

5. Advantages of Digital Marketing to Consumers and Analysis

Digital marketing technologies permit the customers to keep on with the company information rationalized (Gangeshwer, 2013). These days a lot of customers can way in internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers know how to visit company's website, examine with reference to the products and make online purchase and afford feedback. Consumers get complete information related to the products or services (Gregory Karp, 2014). They can make comparison with other related products. Digital marketing allows 24 hours of service to make purchase for the consumers.

Prices are transparent in the digital marketing (Yulhasri, 2011).

6. Digital Marketing Scenario in India

India is that the world's third largest net population. Once the proliferation of Internet, promoting strategy has taken Associate in Nursing off root to succeed in bent on the general public. The tremendous growth that digital promoting has shown can't be match up with any other strategy. Wanting up to the present scenario in Asian country, individuals here aren't solely aware of net however are using it for various functions in life. Thus, there's a booming net promoting trade in India. In Asian country social media is that the driving the adoption of digital promoting. India's young generation are alleged to follow strict ethical and family values and supposed to invest their whole time and attention towards study and career. So the career, education must be the only aim of a them. Indian customers are the powerful segment within the market WHO directs the manufacturers to form what they need. This study evaluates the extent to that the customers plays role in leading the marketer. The study are going to be helpful for the marketer to plan the promoting ways to capture this and potential youth segment within the merchandise below study. According to the National couturier Policy-2014, the study that cowl the whole costumer within the age-group of 15-29 years.

7. Findings

The following area unit the vital findings of the study Republic of India is that the fifth largest nation in term of YouTube users. On a median, Indian's pay around fourteen hours every week online, that utterly over shadowed Television. The study reveals that almost all of the kids of the present generation have access to the digital media however they lack the attention regarding its optimum utilization. Exploitation mobile net and many additional different factors account for a growing digital selling business in Republic of India. The markets of the current day additionally do ton of research to grasp the youth and their purchasing behaviour pattern, in order that they can match to the necessity of the Consumer section shopping for behaviour may be a changing issue which too it's dynamic at a quicker rate, therefore most of the merchandise which is of recent innovation becomes obsolete too quickly. Also some increase in digital marketing have occurred:

- Ratio of male customers is very high in online shopping that is 70%.
- Awareness about online shopping is 100% among the respondents.
 - Income of respondents mainly falls in the range of Rs. 10,001 to Rs. 20,000 that is 49%
 - Employees of various companies are purchasing more than others through online shopping that is 50%.
 - Most numbers of respondents that is 38% feels that online shopping have simple buying procedures; others feel that they can have a broad variety of products, products with lower price, a variety mode of payments etc
 - • 54% of respondents feel that availability of online information about Product & Services is outstanding.
 - 46% of the respondents purchase the products 2 to 5 times annually.
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- **8. Suggestions**1) Improve technical advancement in promotion of digital marketing.

2) Collect and implement the feedback provided by the consumer in the right way.

3) Provide a transparent and good service to the consumer before and after purchase.

4) Creating awareness among the people about digital marketing. 5) Complete description need to provide about the product to the online shoppers.

CONCLUSION

To conclude, the couturier, their purchasing behaviour, their getting power, awareness concerning the merchandise etc. have bigger influence on the individual and family shopping for behaviour. The Digital marketing that has revolutionized the economy generally and promoting in particulars poses several threat and challenges to the vendor within the competitive market. dynamic getting behaviour warrant the marketers to understand the youth during a higher thanks to devise appropriate promoting methods to retain this and to capture the potential market. Digital marketing has turn out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

Plan

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