

A STUDY ON DIGITAL MARKETING AND ITS IMPACT

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Abstract

The rapidly growing digital economy is demanding existing marketing practices, and the importance of an essential 21 promising results and improvement in marketing prospectus to suit business needs century. With the ever-increasing development and technology, the use of digital marketing, social media marketing, search engine marketing is also increasing. Digital marketing is used by the market to promote goods and services on the market. Digital marketing plays an important role in increasing sales of goods and services. The purpose of this research is to study the impact of digital marketing on how it is an important tool for both the market and consumers. We have also studied the impact of digital marketing and its impact on consumer buying behavior.

Keywords: Digital marketing, Engine marketing, Consumer behaviour & Social media.

INTRODUCTION

Digital marketing usually includes internet marketing, social media marketing, search engine marketing. People are becoming highly social and the use of internet, social media, applications is increasing and becoming an indispensable part of every person's daily activities. Digital marketing helps customers to reach their products through various products like e-mail marketing, social media, website, e-commerce, and more. Those who do not require internet access. This makes room for social media marketing, search engine marketing, smartphones, display advertising, and other forms of digital media. Before launching any product or services, a marketer can conduct an online survey and take responses from them. Potential customers, so that a marketer can launch according to the needs of the customers, after analyzing the responses given by them. In this highly competitive market and technological development, marketing practices have changed from traditional practices to digital marketing. Digital marketing is a tool that can be used to expand business globally. With the help of digital marketing, a buyer

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can also compare a product with another product and it also allows to purchase 24x7 services, even returning the product given to the customers. Gives permission. If they are not satisfied with it. Digital marketing is always a broad term that adopts a variety of promotional methods to cater to customers through digital automation. For the most part, digital marketing has a wider assortment of service, product, and brand marketing campaigns, which use the Internet as a central part of promotional intermediaries than smartphones and other promotional mediums. The reform and wide spread of Internet tools have replaced the culture with both its daily and special existence. The introduction of modern interactive technologies is one of the most important measures of this transition. New communication techniques resulting from technology development are called "Internet marketing".

Social Media

Social media includes "promoting consumer relationships on a company's personal website or during its social existence". Social media marketing is a major important practice in digital marketing because companies can use social media forms to allocate their communications to their target audience without paying for the distributor. Although social media use is gaining increasing importance as a component of firms' portfolios, Scent Research has systematically consolidated and expanded knowledge on social media marketing strategies (SMMS). To fill this research gap, we first define SMMS, using social media and marketing strategy dimensions.

OBJECTIVES OF THE STUDY

1. The main objective of this paper is to recognize the utility of digital marketing in a competitive market.
2. To study the impact of digital marketing on consumer buying behavior.
3. To study awareness of digital marketing.

HYPOTHESIS OF THE STUDY

1. There is no significant relationship between customer satisfaction and product buying through digital marketing.
2. There is no significant relationship between monthly income purchased through digital networks and choice of product.

The Growth of Digital Marketing in India

Internet access is mainstream. This has led to a boom in the use of mobile phones, computers and laptops, leading to a high shift in the development of digital channels, both in power and volume. Be it social media, surfing or shopping for information on Google, India has turned this medium into a full-fledged market. And this market has developed into a major source of digital marketing to bring business through the Internet.

Digital marketing is growing at a rate of 40–70% annually in India. And if the figures are to be believed, India has reached 1000 million users of internet by the end of 2019. India also has the largest Facebook population in the world. High-speed digitization, online portals, social media channels etc. develop digital marketing on par with the trend.



Digital Marketing Industry in India

Early examples of online connectivity were demonstrated with the introduction of the Michael Alderick online shopping system. In later years, Thomson Holiday UK was launched, then in 1996 came the IndiaMart B2B. Eventually the launch of e-commerce marketing website Flipkart in 2007 changed the marketing structure in India. Subsequently, the number of people increased through mobile phones, online shopping, home delivery and internet marketing to popularize the brand. And over the years the digital marketing industry has worked to build a global network and bring in a large percentage of online business with its promising potential for developing small businesses internationally. According to the International Journal of Advanced Research Foundation, India has been going through a golden phase of digital

marketing development since 2013 and the trend continues until at least 2020. On an average, an Indian scroll through social media, email and browsers for about 4-5 hours per day. The growing market of gadgets such as smartphones, laptops, tablets, etc. has only increased the speed of usage and entered the market to reach a wider set of audiences. Content on the Internet affects people's lives in the long run. The display of ideas through images, videos, texts, etc. is a sound foundation in people's minds that translates into their lives. Digital marketing is about influencing the online audience through content to increase the brand influence of the audience. The time people spend on the Internet enables digital marketers to create influential strategies to influence consumer behavior. The right strategy converts the audience into sales.

Indian Government Promotes Digital India

Internet population has increased from 69 million online shoppers in 2016 to 100 million in India in 2017. Ever since Digital India started in 2015 as an initiative to improve online infrastructure and digital empowerment, a whole market for more start-ups, services and people has been created globally! This has resulted in an increase in active Internet users, mobile connections, social media traffic and more.

The Emergence of Digital Marketing Agencies and Professionals

Digital marketing has become a style of business. With a large number of businesses creating an online brand image and reaching a global audience, technologies are also growing around the Internet. Websites, blogs, marketing campaigns, SEO tactics, etc. have penetrated deeply into the metrics of the Internet that affect one's presence on the Internet. As a result, it takes some well-equipped experts to build a social reputation for a brand. Over the past decade, digital marketing with deep insights into the field has emerged to address the needs of agencies and professionals. Sound skills, imaginative mindset and excellent knowledge about what will work for an online business - these experts are the flag bearers of digital marketing.

Role of Experts in Digital Marketing

Digital marketing is a big umbrella under which technical, as well as non-technical skills are covered to create a wave of popularity on the Internet. The industry has created a variety of job roles for individuals to seek employment and showcase their talent. It brings together experts in the fields of web designing, web development, social media consultants, brand consultants, content writers, graphic designers, artists, etc. and collectively work towards

creating visual representations of ideas, making it easier can be made the audience's mind. As the industry grows, the demand for creative experts in the field is increasing and creating more jobs in India and making India the hub of IT activities.

Impact of Digital Marketing on Consumer Behavior

Consumers have been resumed. Through convenient access to the Internet, users are now much more educated and motivated. Every day they are overwhelmed with digital content. Almost every company is now launching its products on digital platforms, making it easier for customers to test and compare online. Their choice for the shop is heavily influenced by the company and other online-influenced connections. The term digital is the most reliable term today, the most reliable source of customer perceived advice. In today's digital world, word of mouth is offered in terms of customer feedback, influential suggestions, scores, testimonials, and more. All customers will ensure that they see what the current brand buyers have to suggest about the product / service before making their purchase decision. Customers are not afraid to experiment. In the last few days, consumers have taken great care in modifying the labels that they have used all along. But over time, things have changed. Now, the business idea has grown significantly. They have become more open to products and brands that provide better quality than before. All this was possible only through digital marketing, making it easy for these new brands to reach consumers.

Consumers often switch brands Brand loyalty has been a big thing in the past. This is very unusual when you see customers changing labels. Today, however, customers are able to change the brand, as the new one offers a better app. With so many options in the market, customer engagement is challenging and switching is fast. Customers now have high tolerance; consumers are not in the mood to negotiate or bargain in any way today. We hope to answer their questions and concerns harshly, if any. We publicly share our thoughts and perspectives on digital platforms that can build or tarnish the company's reputation in seconds. Typically, users easily believe bad news / feedback and only a handful share truly positive reviews. However, many rivals took advantage of this by posting negative comments from fake accounts on their company's sites. This can be done through a strong online reputation management (ORM) approach, where the experience with customers will transform the negative image into a favorable form.

REVIEW OF LITERATURE

Srivastava Priyanka (2012): The internet networking platform is the item that all of the big proponents have been holding on for. We ought to get the Internet more and more known as TV promoters. All aspects considering, they ought to boost it from TV advertising: the visual effects of the normal conversation and extra knowledge calculation. The goal of the marketers is rendering their ads especially inclusive. Intuitive marketing helps customers to turn out to be gradually involved in the light of the reality that much of the action ends. Encounters should guide the brand's mentalities through this partnership. The significant tendency is online marketing is increasingly shifting gone from the poster & brands are finding alternative ways by novel systems, like gaming and smart object shows in existing frameworks including walls, little girl walls and side cases. Input is one of the virtues of the Internet grounds, and a persuasive platform collects data from visitors in a careful fashion that can be exploited in a critical way. It's a kind of relentless study.

Naseeth Ahamed Nizar et al. (2018): The purpose for this analysis is to consider the effect of online existence marketing on the consumer's buying option. The goal of this analysis is to define the word web-based life marketing and consumer purchasing behaviour, to complete a written survey on customer buying activity and the effect of online networking, to perform critical research with the aid of surveys and meetings on the influence of internet-based life ads and consumer sales, and to audit discoveries. This research relies on the study approach, since the experiment was distributed to collect input from citizens in general to investigate the effect of web-based life marketing on customer purchasing behaviour. 184 reactions were constructed from the scattering of the google structure summary. For the same manner, the conference was guided to an alternative perspective as measured. The conference was conducted by the three interviewees in Dialog Axiata. In fact, the usage of diary posts by former researchers has often contributed to critical analysis. In fact, the knowledge for this analysis was dissected using the IBM SPSS calculation program. Right now, Alpha, Regression for Individual Factors, Correlation for both vulnerable and autonomous and distinct observations were established by using the SPSS tools for this study. The principle that has been established for this research has been accepted. Across the same manner, there was a notable constructive interaction characterized right now by allowing the analysis to show its general interest. This analysis aims to resolve the problems of expertise of the papers of question. In fact, this study draws on a

somewhat more practical and less complicated method for developing web-based social networking content in order to forecast customer purchasing behaviour.

Simran Kaur et al. (2018): In the extraordinarily bad competition and creativity with the usage of the internet, the traditional industry has switched to digital marketing strategies. Digital marketing snatches a broad region and requires the analysis of a course of action using emerging technologies that minimize prices and improve sales across the globe in a highly bad industry. Online marketing today has a more substantial degree of business success later on, because consumers become far more pleased with buying digitally because they find digital marketing substantially more efficient than traditional marketing. Online marketing allows consumers the ability to evaluate the material about the item offered by the company and should be equipped to carry out an accurate analysis, so that they can understand the freedom to make a choice and can create a request anytime 24x7 is open. With fresh developments and an improvement in the usage of the network dedication, the interconnectivity of customers is slowly increasing, as a consequence of which the behaviour of customers has changed and association can consider the conduct of consumers. This research analysis drills down the effect of digital media on the buying habits of customers.

R. Sunderaraj et al. (2018): In today's business world, marketing methods rely on collaboration among companies and customers. Promoting has been used as a standard corporate tool for handling fundamentally rapid technological shifts and, respectively, for strategic adjustments in today's severe markets, & administration method applies to re-analysis and re-planning of the errands and even aspects within exterior the association. Publicizing the business is a social agency intended to serve the consumer needs to provide details on the accessibility of the products, the company and the administration. In addition, there has generally been a far-reaching reaction to promotion is type of correspondence intended to be misused by consumers. Furthermore, it is also regarded as providing a significant income role and company houses are named publicity sharing, who are producing a concluding method to swindle clients by misdirected advertising. The aim of the promotion is to consider the impact of the ad on the conduct of purchases. It is observed there is no association among the age of the respondents and the degree of the effect of the advertising and there is no correlation between other reward and the quality of the freebie at the time of purchase.

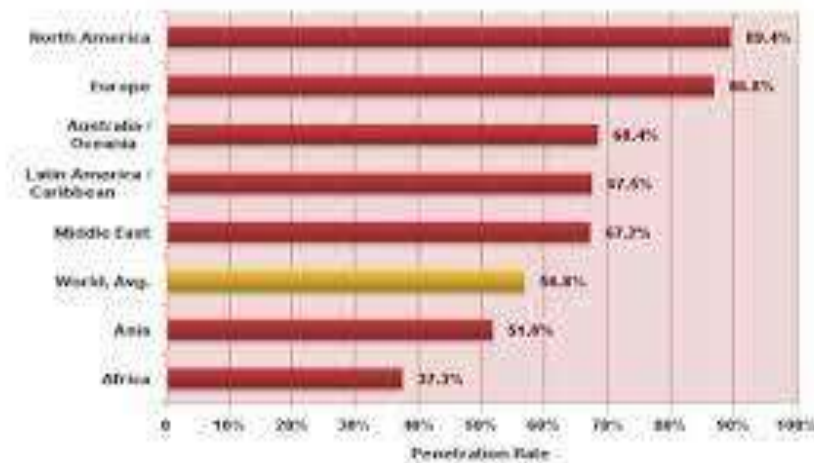
Mihalj, Bakator. (2016): Understanding consumer behavior is one of the pillars for building a strong company. The ever-changing market puts a toll on organizations in a form of dynamic customer behavior. New products, new beliefs and overall society psychology require thorough examination of market segments and consumer demands. After analyzing customer behavior, organizations must realize a strong, flexible and effective marketing strategy which will ensure sales and profit. This is achieved with strategic planning and objectifying the targeted market segment.

Lakshmi, S. (2016): With the growth of internet education, the likelihood of web marketing is growing. A significant percentage of people are browsing now and if they become possible internet shoppers. Because there are so vast quantities of vendors, the most crucial aspect for partnerships is to consider what the expectations and desires of the consumer are at the moment. Consumer buying habits are influenced by a number of influences, such as history, social status, community relation comparisons, ethnicity, work and wage equality, size, sexual preference and so on, thereby showing distinctive consumer behaviors. Such measures explain important online retail and consumer purchasing behaviour in online shopping. Andrew T. Stephen et al. (2015) This report aims at late-divided customer studies in computerized and electronic life marketing environments. Five subjects are distinguished: I computerized society of shoppers; (ii) early advertising reactions; (iii) effects of electronic circumstances on the behavior of purchasers; (iv) dynamic situations; and (v) casual online (WOM). All things aside, these papers shed light from various perspectives about how customers view, influence and are influenced by the specialized circumstances under which they are structured as a significant feature of their day-to-day lives. Everything needs to be learned, so current knowledge would usually be excessively concentrated on WOM, which is only a bit of computerized customer experience. There are a few headings for potential work that allow experts to learn of a broader variety of wonders.

RESEARCH METHODOLOGY

A structured questionnaire to collect primary data, to study the impact of digital marketing on various parameters. Primary data have been created by studying the research of other researchers. The researchers have been selected from Mumbai district, Maharashtra. The primary data in the formatted format has been collected by the researchers through research, which is reflected through the survey method. According to research by researchers, the sample

size of this study is 100 who are purchasing products or services through digital channels. The data are analyzed and the hypothesis is tested with statistical tools such as the chi-square test.



CONCLUSION

Along with research in digital marketing, customer behavior is considered important for business performance as customers use Internet and online socializing techniques, it is observed that there is a difference between monthly income and the goods they buy. Is the relation. Monthly people's income plays an important role in the purchase of various products on the internet web. It has also been noted that there is a substantial difference in the degree of consumer service with online purchase of products. Many consumers were happy with the items purchased from the digital network. A business will achieve even better with digital media because it knows and implements what the customer wants.

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