

A STUDY ON DIGITAL MARKETING WITH SOCIAL MEDIA USING CONSUMER ANALYSIS WITH SPECIAL REFERENCE TO ARIYALUR DISTRICT

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ABSTRACT

The challenge in today's age for business owners and marketers is keeping up with the ever revolving and growing influence of advertising and how to reach their target audience. By understanding the recent changes in the world of media marketing, from the shift of traditional to digital and how certain tactics such as digital influencer marketing heavily impacting today's business owners will position regardless if it is a new product concept or existing one, to consider new avenues to secure more achievable and prosperous product outreach of Ariyalur district consumer based by this research in specified for Thirumanur block rural areas by using in Digital marketing.

KEYWORDS: Digital innovation, Advertising, social selling, consumer behaviour.

Introduction

In India, digital growth in India has grown in the growth rate of growth in India, Digital Marketing 2010. E-commerce players such as SNAPDEAL and FLIPKART have been enacted and began to take in the promotional sphere. In 2010 and 2017, business growth was great. Various statistics on the Internet about digital marketing in India take up to 25% to 40% annually what is the fate of digital advertising in India? Advanced marketing should be a serious growing industry for the next five years. There are considerable reasons why I believe that business is ready to develop at a marvellous speed. In any case, see below the Forester Research Study report. The report released in February 2017 confirms that India will grow faster in the Internet retailing countries in the Asia Pacific region. For the next 5 years every year, India is helping to



grow by 31 percent. Web penetration the web entry in India is still very low. India's Internet penetration was only 28% in January 2016. 46% with a global Internet penetration has a substantial amount of time to compensate for the lost time of India

When spreading India's nets to its web, e-commerce and digital marketing are significantly more compelling. The world's seventh largest in the world, the second largest in the population, will have a massive base of web customers in the coming situation. When a large number of individuals are available on the Internet, there is no doubt that digital marketing is needed

Indian Government's efforts are digital India

In recent years, the Indian government has been a part of digital India's attempt to replicate. The administration is carrying out a computerized system to get administrative management, using advanced installations and advanced phases for all future upcoming activities Bhimay App, UBI and GTD about how the Indian government can bring a vast majority on the Internet. To be clear in the population of 1300 million individuals, one third of India's population still needs to go to the Internet. India is prepared to have a huge growth in social media, not 90% of social media.

10 Ways to Use the Internet to Grow Your Business:

-  Local listings and classifieds
-  Search advertising
-  Contextual ads
-  Display Ads
-  Geo targeting
-  Group buying.
-  Mobile marketing.
-  Social networking sites
-  Affiliate marketing
-  Online videos






Three keys to digital marketing success

What does it take to do digital marketing right? Here are three keys to digital marketing success:

1. Manage complex customer relationships across a variety of channels both digital and traditional.
2. Respond to and initiate dynamic customer interactions.
3. Extract value from big data to make better decisions faster

What Teams Are Active on Social Media :

-  Sales
-  Marketing

-  Advertising
-  Public relations
-  Customer service
-  Human resources
-  Research and development

Challenges facing digital marketers

- Proliferation of digital channels. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.
- Intensifying competition. Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.
- Exploding data volumes. Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get a handle on all that data, as well as find the right data within exploding data volumes that can help you make the right decisions.

ACCESS - make your business accessible to customers and prospects anywhere and everywhere

COLLABORATE - encourage your customers to actively contribute to your bottom-line

CONNECT - become a part of the conversation with your customers in business,

ENGAGE - position your business as the ultimate source for quality, meaningful advice and content. Above This goal of each is to keep your customer in focus, because if done right you will not only win over new customers, but retain existing ones too digital marketing strategies.

- ✓ Be simple to understand
- ✓ Provide guidance for each platform
- ✓ Be updated regularly as changes occur digitally
- ✓ Be aligned with your core business vision and values

Creating a Digital Marketing Strategy

S.No	Digital marketing channels	Definition
01	E-MAIL MARKETING	in that delivers message to an audience thorough E-Mail ,
02	ONLINE ADVERTISING	Advertisement that are displayed on the internal
03	AFFILIATE MARKETING	An online affiliate Markets product of an organization and

		get rewarded for referrals
04	SEM	Marketing that is related to searches on the internet
05	PAY PER CLICK	The creation, publication and sharing of content by individuals such as belongs, images and videos on the internet.

Face book

The first step toward building a marketing strategy for Face book requires an analysis of the absolute movement levels. Is anyone on Face book talking about your keywords If the numbers are low, you should either target broader keywords or develop a family of keywords with lower activity numbers that can drive enough interchange to still be relevant to your business. Ultimately, with more than 500 million users worldwide, Face book expected has an audience for your product if your product has an audience at all. The task is finding the keywords that people are using to express your product or service. While many have traditionally seen Face book as more relevant to B2C businesses, there is also an opportunity for B2B players as well. Understanding the keywords people are using on Face book that are relevant to your business will enable you to craft post that resonate with the fans you will confidently develop over time.

1.2. Need of the Study

India will likely see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating to E-Commerce and Internet Advertising As we all know, India has a long way to go in the world of Digital Marketing as more and more Indians are spending time on the internet as compared to others.

2. Objectives of the study

- ✚ To use social media tools to provide community, information, education, networks and event invitations to members and prospective members.
- ✚ Provide platforms for members to engage in and create two-way dialogue with Digital Marketing and like-minded people
- ✚ Provide platforms for members to influence government policy.

1.3. Aim of the Research

Today's world is based on the Internet. It's tough for the consumers to envisage their life without the Internet because E-Marketing has revolutionized the market and the minds of the consumers, as they can

browse through the Internet to source information for whatever they want, whenever they want. Various researchers have developed theories and models to explain the Consumer.

1.4 Scope of the Study

This study thesis focuses on study the intentions of the consumers to venture online and their different behaviours when they browse online. This will help the marketers and organizations to understand the various dimensions of E-Marketing which help the consumers in shopping online. It shows how the consumers decide to purchase products and highlights the activities that occur before, during, and after the purchase of the product. Organizations will benefit by developing suitable strategies and choosing the right model to ensure that consumers spend significant time on the organizational websites to make the purchase

2.Review Of Literature

2.1. digital marketing

The terms “Internet Marketing” and “Online shopping” are now Commonly used by Business Executives and consumers throughout the world as businesses are recognizing the potential opportunities for commerce in the online business environment A well implemented online system can track an online user from a click on a search engine keyword ad, to specific web pages viewed and onto purchase or exit. Successful online companies such as e-Pay carefully evaluate their customer acquisition methods, identify the best performing methods and reallocate spending appropriately. Online marketing is described by the Institute of Direct Marketing as the use of the Internet and related digital Information and Communications Technologies to achieve marketing objectives.

According to Urban (2003), “Digital marketing strategy emphasizes how digital technologies make marketing more effective because they allow for individual attention, better campaign management, better product, marketing design and execution.” Digital marketing has now become a prerequisite for every organization or individual planning to face stiff competition in the forthcoming years as the present generation incorporates digital media in every facets of its life.

Ryan, 2014). Thus considerate this new challenge has become extremely important to communicate effectively to the target customers. Digital marketing is becoming quite attractive marketing tool among the marketers. The marketers are witnessed with the growing spending in their digital marketing budget over the years. According to the statistics provided by Web dam, marketers are spending 135 billion dollars on the digital media and its collaterals in 2014.

Search Engine Optimization:

Nath & Ahuja (2014) discussed the importance of Search Engine Optimization in improving the ranking of a website as the users are generally interested in only the top few pages of the search results. To increase the ranking of a website is an important task in the area of website development. Search Engine Optimization involves the activity of optimizing the web pages to acquire higher rank in the search results.

Mobile marketing:

Mobile marketing is marketing through a mobile device like smart phones. **According to the 2015 State of Marketing Report' by Forbes**, 71 percent of the marketers believes mobile marketing is core to their business and they have integrated mobile marketing in their overall marketing strategy.

Use of social media for online advertising:

Use of social media for online advertising for products and services should be dealt with more focus as good strategy for social media gives good results. The advertising companies should indulge in conversation with their customers, number of comments and shares on social media like Face book, increasing the number of likes, importance of content with proper strategy and listening to feedback of the **customers Rippee & Robert, 2015** Citing the advantage of online contests and promotions, return on investments will be higher if the customers get involved in interactive campaigns (**Online contests are a win-win, 2015**).

2.2 Websites

The foundation of every online business is the digital marketing website that it creates. Once the Website captures the attention of the visitors, they should feel the need to explore further. This feeling comes with good design, speedy navigation on the site and easy to understand instructions. The very first website was posted in August 1991 by Sir Tim Berners-Lee [3]. There were 130 websites on the Internet in 1993 and 47 million websites were added to the Internet in 2009, bringing the total number of websites on the Internet to 234 million [4]. This shows how fast the Web is spreading worldwide. The number of people using the Internet is growing exponentially world over. The Internet is a virtual library containing an unlimited amount of information.

ANOVA TEST FOR GENDER OF THE CONSUMER DIGITAL MARKETING STRATEGIES USING TO THE COSUMER

HYPOTHESIS

Null Hypothesis H0- There is no significant difference between the mean score of gender Digital marketing strategies using to the consumer

Alternative Hypothesis H1- There is significant difference between the mean score of gender Digital marketing strategies using to the consumer

Table -1

ANOVA TEST FOR GENDER OF THE CONSUMER DIGITAL MARKETING STRATEGIES USING TO THE COSUMER

	Gender	N	Mean	T – Value	Significant Value -2	Result
Video ads	MALE	289	3.99	.089	.929	Not Significant
	FEMALE	216	3.98			
Advocate marketing	MALE	289	3.95	-.456	.648	Not Significant
	FEMALE	216	4.00			
Prod casts	MALE	289	3.22	-.433	.665	Not Significant
	FEMALE	216	3.28			
Live stream	MALE	289	3.55	-.207	.836	Not Significant
	FEMALE	216	3.57			
Digital assistances	MALE	289	3.53	-.328	.743	Not Significant
	FEMALE	216	3.56			
Micro targeting	MALE	289	3.01	.191	.849	Not Significant
	FEMALE	216	2.99			
Client feed back	MALE	289	3.81	-1.619	.106	Not Significant
	FEMALE	216	3.97			
You get more engagement	MALE	289	3.03	-1.115	.265	Not Significant
	FEMALE	216	3.18			
Consumer re tweeting (or)service your posts	MALE	289	3.43	-2.059	.040*	Significant
	FEMALE	216	3.58			
Traffic numbers increase	MALE	289	3.38	-.890	.374	Not Significant
	FEMALE	216	3.47			
Offer awareness	MALE	289	2.80	-1.023	.307	Not Significant
	FEMALE	216	2.92			
Forward the issue to the right person	MALE	289	2.62	-.937	.349	Not Significant
	FEMALE	216	2.74			

Source: Data generated from the gender of the consumer digital marketing in ariyalur.

** Denotes significant at 1% level

*Denotes significant at 5% level.

Interpretation:

The above mentioned table shows that the ANOVA test for significant difference between gender of the consumer and Digital marketing strategies using to the consumer Since the estimated sig. value for the

variables considered for the study is greater than .05 [Std. Value], the Null hypothesis is accepted. (Except) Since the significant value for Consumer re tweeting (or) service your posts shows the value of 0.040 lesser than the 0.50. Hence we conclude that there is significant difference between gender of the consumer and Digital marketing strategies using to the consumer, at 5% level.

BLOCK CHAIN TECHNOLOGY

Block chain is a hot topic these days, and it's one that's not about to go away. It refers to a decentralized digital ledger that is the basis for anonymous and highly secure applications. It's also unregulated, which makes it not a great idea to immerse in now on a business level, but understanding the possible business opportunities here is important as it develops. Digital Marketing Using A In a business context, this type of technology could serve to be an extremely effective way of preventing fraud and ensuring security with customer transactions across almost any industry. In this, it could be used for brand building and customer loyalty programs, for instance, especially in B2B when frequent and large transactions may be the norm.

CONCLUSION

All digital marketers need to stay on top of the trends listed above to ensure that their marketing strategy is staying competitive. Marketers will need to have a clear vision and goals and keep a somewhat flexible longer-term strategy to incorporate some of these trends. They always need to be thinking, learning, and testing in order to accommodate new technology as it becomes increasingly affordable and accessible. If we're looking into getting more training and have an interest in some of these up-and-coming fields, it's never too late to start learning to using consumers.

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