

# Digital Marketing Tools: An Analysis of Awareness Level of Young Consumers

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## Abstract

The world of marketing has been witnessed a tremendous change in the past few years. The most important of them is the introduction of digital marketing. There are various tools or techniques available in the field of digital marketing which help the marketers to reach the target consumers. The interesting fact is that the most of the consumers, especially the young consumers have sufficient knowledge about the marketing strategies that they are subjected to. So, the companies need to face those well educational or rational consumers in order to succeed the competition in the market. This study intends to analyse the awareness level of young consumers towards various digital marketing tools which are currently in practice. It also analyses how the different perceptions of the consumers affecting their awareness level of each digital marketing tools. The perception of effectiveness and perception of risk about each digital marketing tools are taken into consideration. The study finds that the perceptions have a great role in influencing the basic awareness of each digital marketing tool and it is very significant also. Difference in the family income of the young consumers brings a change in their awareness level towards digital marketing tools whereas the gender and educational qualification of the respondents have no role in this regard.

**Keywords:** Awareness, Consumer, Digital, Marketing and Tools

## Introduction

The life has become easier and time efficient due to the introduction of digital marketing techniques. Consumer buying decision making process is now digitalised and the computers and mobile phones are regarded as common tools, especially for millennials. The habit of online shopping has increased due to the knowledge of digital media techniques among the consumers (Smith, 2011). Consumers are not only considering what the marketers have to say, they also

intended to gather sufficient amount of information from their friends, associations, peers and media (Yasmin et al., 2015). Word-of-Mouth activity can be regarded as a major motivating factor which influencing the overall buying behaviour of consumers on digital media. An eWOM activity consists of generating brand or product related reviews, recommendations and referrals of the same (Gvili & Levy, 2018). Now the consumers are also becoming the part of the whole value creating process of the product. They have the sufficient knowledge about the marketing process that they are subjected to and what are the marketing tools that the marketers are generally used. So, the marketers need to influence those rational and well-educated consumers who know about the whole story behind.

Social Media Marketing, Search Engine Optimisation, Search Engine Marketing, Content Marketing, E-Mail Marketing, Online Campaign Marketing, Influencer Marketing and Display advertising are the most commonly used tools of digital marketing. Marketers are now realised the fact that, sole dependence on traditional marketing lines are not sufficient in order to succeed in the market. They have to include modern digital marketing tools in their marketing mix. Evidences from the different studies suggested that the messages or information from the web is considered as legitimate or trustful like the information collected through personal experience of the consumers. So, the company need to address those young and vibrant consumers who seeks out desired content through web and which is entirely different from passive observers in traditional media (Prasetya dan Niken, 2014). Young consumers can able to filter out relevant or creative brand information and eliminate those irrelevant or boring ones from the information which is available through this digital marketing tools. It is also established that the Social Media Marketing technique can able to influence the cognitive, affective and behavioural component of the attitude of the young consumers (Duffett, 2017). Like this, all the other digital marketing tools may have a significant impact on the attitude and behaviour of the young consumers. So, this study intended to analyse the awareness level of the young consumers towards digital marketing tools. The basic awareness of these tools could be a prime factor for influencing their overall attitude towards a product or service. Here, an attempt is made to analyse how the different perceptions of the young consumers can influence their awareness level about the digital marketing tools and the change in their level of awareness according to the different demographic variables.

## **Significance**

Majority of the marketing efforts of a product or service is now need to be digitalised in order to maintain a good presence in the market. Those marketers who are still stick on their traditional marketing lines are not able to satisfy the needs and wants of the young population in

our country. Young consumers are available with sufficient knowledge about the digital marketing tools which are generally applied by the companies. Awareness of the consumers about a thing or a process can contribute to their attitude and behaviour towards the same. A good understanding of the awareness level of the young consumers towards digital marketing tools can contribute to the further studies on attitude and behaviour. In this context an assessment is made on how much the young consumers are aware about the digital marketing tools which are actively used by the companies by taking sample from the Malabar area of the Kerala.

## Review of Literature

A paper by Bailey (2005) intended to study awareness of consumers about the product review websites and its influences in their purchase decision making. Impact of factors such as consumer susceptibility to informational influence, E-opinion leadership and gender on the usage of product review websites were considered. This study concluded that consumers are well aware about product review websites and there is moderate and varied uses of these types of websites. Factors such as gender and existence of E-opinion leaders have an influence on the perception of consumers and thereby it affects usage of product review websites.

Prasetya Dan Niken, (2014) investigated the digital marketing strategies used by the food marketing companies and perception as well as attitude of young consumers towards it. This paper discussed about brand placement through advergames, mobile applications and social networking sites. The findings revealed that young consumers are greatly influenced to a brand or company which adopts a wide range of digital marketing strategies.

The aim of the study which was done by Mahalaxmi & P. Ranjith (2016) is to examine the implication of digital marketing in consumer purchase decision and to find out whether the consumers are aware of the process of digital marketing and the digital channels. The study revealed that the consumers are well aware about the digital marketing practices adopted by the companies and they mostly prefer to purchase electronic and shopping goods through electronic means.

A study to analyse the impact of social media marketing communication on the cognitive, affective and behavioural elements of teenagers was done by Duffett (2017). This Paper considered the influence of factors like usage and other demographic variables on the attitude of young consumers. The study established that each attitude component is greatly affected the social media marketing communication in practice.

## Objectives of the Study

The major objectives of the study are as follow;

1. To analyse the awareness level of consumers towards various digital marketing tools which are currently in practice.
2. To compare the awareness level of consumers on different basis.
3. To analyse how the different perceptions of the consumers affecting their awareness level about each Digital Marketing tool.

## Methodology of the Study

The study is analytical in nature which mainly makes use of primary data, which was collected by using a structured questionnaire. The respondents were the young consumers from the Malabar area of Kerala which were selected by using simple random sampling method. A sample of 120 respondents were taken into consideration for the study. The collected data from the study was analysed and interpreted by using different mathematical and statistical tools like Mean, Percentage, Correlation, Independent Sample T-test and ANOVA.

## Results and Discussion

### 1. Awareness Level of the Young Consumers Towards Various Digital Marketing Tools

General awareness level of consumers towards various digital marketing tools were analysed and the result of the same is given in Table 1.

**Table 1**

**Awareness Level of the Young Consumers on Various Digital Marketing Tools**

Digital Marketing Tool	Number of Respondents Who are Aware	Percentage of Awareness
Search Engine Optimization	28	23.33%
Search Engine Marketing	42	35.00%
Content Marketing	50	41.67%
Influencer Marketing	41	34.17%
Online Campaign Marketing	75	62.50%
Social Media Marketing	110	91.67%
E-Mail Marketing	76	63.33%
Display Advertising	75	62.50%

*Source: Primary Data*

From the Table it is clear that the digital marketing tool that the most of the consumers are aware is Social Media Marketing. 91.67 percent respondents are aware about it and the E-mail Marketing comes into the second position which comes to 63.33 percent. Display Marketing (62.5%), Online Campaign Marketing (62.5%), Content Marketing (41.67%), Search Engine Marketing (35%), Influencer Marketing (34.17%) and Search Engine Optimization (23.33%) hold the consecutive positions. And more than 50 percent of the sample are aware about Social Media Marketing, E-Mail Marketing, Display Marketing and Online Campaign Marketing. However, less than 50 percent of the sample is aware about the tools such as Content Marketing, Search Engine Marketing, Influencer Marketing and Search Engine Optimization.

## **2. Awareness of Young Consumers Towards Digital Marketing Tools on the Basis Different Demographic Variables**

There may be some changes in the awareness level according to different demographic variables. The following analysis considers the demographic variables such as gender, family income and educational qualification of the young consumers and the effect of the same on their awareness level.

### **2.1. Analysis of Awareness Level of the Young Consumers Towards Digital Marketing Tools on the Basis of Gender**

A gender wise analysis of the awareness level of the young consumers towards digital marketing tools is given in the Table 2. The influence of gender on the awareness level of the young consumers is tested by using Independent Sample T-test, which gives a 'P' value 0.087 which is more than 0.05. So, through this analysis, it is proven that there is no relationship between the gender and the awareness level of young consumers towards digital marketing tools.

**Table 2**

#### **Gender Wise Analysis of Awareness Level of the Young Consumers Towards Digital Marketing Tools**

<b>Gender of the Respondents</b>	<b>Number of Respondents</b>	<b>Mean Value</b>	<b>F value</b>	<b>P Value</b>
Male	42 (35%)	29.64	<b>2.976</b>	<b>0.087</b>
Female	78 (65%)	28.05		
Total	120(100%)			

*Source: Primary Data*

## 2.2. Analysis of Awareness Level of the Young Consumers Towards Digital Marketing Tools on the Basis of Family Income

From the analysis of the association between the family income and the awareness level of the young consumers towards digital marketing tools (Table 3), the 'P' value arrived at as per of One-Way ANOVA is 0.029, which is less than 0.05. So it is able to interpret that there is significant influence of the family income of the young consumers on their awareness level towards digital marketing tools.

**Table 3**

### Family Income Wise Analysis of Awareness Level of the Young Consumers Towards Digital Marketing Tools

Family Income of the Respondents(Monthly)	Number of Respondents	Mean Value	F value	P Value
Less Than 25,000	62(51.67%)	27.45	<b>3.108</b>	<b>0.029</b>
25,000 to 50,000	33(27.50%)	30.82		
50,001 to 75,000	18(15.00%)	28.22		
More Than 75,000	7(5.83%)	29.43		
Total	120 (100%)			

*Source: Primary Data*

## 2.3. Analysis of Awareness Level of the young Consumers Towards Digital Marketing Tools on the Basis of Educational Qualification

The influence of educational qualification of the young consumers on their awareness level is provided in the Table 4. The analysis of whether there is any change in the awareness level due to change in the qualification level of the consumers by using ANOVA shows the 'P' value 0.873, which is more than 0.05. So, the null hypothesis is accepted and therefore, it can be concluded that that awareness level of the young consumers towards digital marketing tools is not influenced by their educational qualification.

**Table 4**

**Educational Qualification Wise Analysis of Awareness Level of the Young Consumers  
Towards Digital Marketing Tools**

<b>Qualification of the Respondents</b>	<b>Number of Respondents</b>	<b>Mean Value</b>	<b>F value</b>	<b>P Value</b>
Up to 10 <sup>th</sup>	Nil	Nil	<b>0.136</b>	<b>0.873</b>
Plus Two	9(7.50%)	28.11		
Graduation	59(49.17%)	28.44		
Post-Graduation	52(43.33%)	28.88		
Total	120 (100%)			

*Source: Primary Data*

### **3. Influence of Perceptions of the Young Consumers on their Awareness Level Towards each Digital Marketing Tool**

Perception of consumers regarding the effectiveness and risk about each digital marketing tool were considered. Table 5 provides a comprehensive overview how the perception of consumers regarding the risk and effectiveness influencing their basic awareness towards each digital marketing tool.

**Table 5**

**Influence of Perceptions of the Young Consumers on their Awareness Level Towards Each Digital Marketing Tool**

<b>Digital Marketing Tools (Awareness)</b>	<b>Perceptions of the Consumers</b>	<b>Pearson Correlation (r Value)</b>	<b>Sig. (2 tailed) P Value</b>	<b>Action</b>
<b>Social Media Marketing</b>	Perception Regarding Effectiveness.	0.441	0.000	Reject
	Perception Regarding Risk.	0.351	0.000	Reject
<b>E- Mail Marketing</b>	Perception Regarding Effectiveness.	0.670	0.000	Reject
	Perception Regarding Risk	0.576	0.000	Reject
<b>Search Engine Optimisation</b>	Perception Regarding Effectiveness.	0.751	0.000	Reject

	Perception Regarding Risk	0.635	0.000	Reject
<b>Search Engine Marketing</b>	Perception Regarding Effectiveness.	0.888	0.000	Reject
	Perception Regarding Risk	0.788	0.000	Reject
<b>Content Marketing</b>	Perception Regarding Effectiveness.	0.758	0.000	Reject
	Perception Regarding Risk	0.700	0.000	Reject
<b>Influencer Marketing</b>	Perception Regarding Effectiveness.	0.852	0.000	Reject
	Perception Regarding Risk	0.777	0.000	Reject
<b>Campaign Marketing</b>	Perception Regarding Effectiveness.	0.802	0.000	Reject
	Perception Regarding Risk	0.682	0.000	Reject
<b>Display Marketing</b>	Perception Regarding Effectiveness.	0.705	0.000	Reject
	Perception Regarding Risk	0.643	0.000	Reject

Source: Primary Data

From the Table, it is clear that the perception of young consumers regarding the effectiveness and risk about each digital marketing tool have an influence on their basic awareness. The null hypothesis on the relationship between the perceptions and basic awareness of young consumers got rejected in each digital marketing tool, where the 'P' value is less than 0.05. So, it can be concluded that there is significant relationship between the perceptions of the young consumers and their awareness level.

#### **4. Significance of Influence of Perceptions of the Young Consumers on their Awareness Level Towards Each Digital Marketing Tool**

The predictability of the awareness level of the young consumer on the basis of the perception about effectiveness and risk was analysed by using regression analysis and its result is given in Table 6. The 'R' value from the analysis represents the quality of prediction of awareness level on the basis of perceptions the young consumers. In the case of Social Media Marketing

(SMM), the 'R' value is 0.491, which indicates the average level of prediction and the prediction quality is above the average in all other digital marketing tools. This means that the quality of prediction of the awareness level on the basis of the perception of the young consumers is good.

The 'R<sup>2</sup>' value from the analysis represents the proportion of variance of the depended variable which can be predicted by using the independent variables. In Social Media Marketing (SMM) technique, it is 0.241 and it is 0.480 in E-mail marketing. In all other marketing tools it is more than 50 percentages. The overall fitness of the regression model can be analysed by using 'F' and 'P' value for this set of data. The 'P' (sign.) value of the same is less than 0.05, which means that the both the perceptions of the young consumers can significantly predict their overall awareness level towards digital marketing tools.

**Table 6**

**Significance of Influence of Perceptions of the Young Consumers on their Awareness Level towards Each Digital Marketing Tool**

Dependent Variable	Basic Awareness							
Independent Variables	Perception regarding Effectiveness, Perception regarding Risk							
Digital Marketing Tools	SMM	EMM	SEO	SEM	CNM	IM	CMM	DM
<b>R value</b>	0.491	0.693	0.895	0.735	0.804	0.871	0.803	0.776
<b>R<sup>2</sup> value</b>	0.241	0.480	0.801	0.540	0.646	0.758	0.645	0.602
<b>F value (ANOVA)</b>	18.604	54.107	234.996	68.575	106.77	183.16	106.13	88.607
<b>Sig. (P value)</b>	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Source: Primary Data

Table 7 shows the unstandardised coefficients, which show the extent of variability of depended variable (awareness level) according to change in one independent variable when others are kept constant. From the analysis, it is able to interpret that the variation in the awareness level of young consumers according to the change in their perceptions is positive. The 'T' and 'P' values show the significance of perceptions in predicting the awareness level of young consumers towards digital marketing tools. Perception about the effectiveness of each digital marketing tool is statistically significant in predicting their awareness level, where the 'P' value is less than 0.05. Perception about the risk involved in each digital marketing tool can be used to predict the awareness level of young consumers because it has the 'P' value is less than 0.05. But this conclusion not hold good in the case of Campaign Marketing. To be more specific, the perception

about the risk factor is not statistically significant in predicting the awareness level of the young consumers in the case of Campaign Marketing.

**Table 7**  
**Coefficient and of Significance of Predictability of Each Factor**

Digital Marketing Tools	Perception About Effectiveness			Perception About Risk		
	B Value	T Value	P Value	B Value	T Value	P Value
Social Media Marketing	0.366	4.262	0.000	0.212	2.695	0.008
E- Mail Marketing	0.574	5.779	0.000	0.233	2.658	0.009
Search Engine Optimisation	0.744	10.285	0.000	0.190	2.764	0.007
Search Engine Marketing	0.501	5.890	0.000	0.226	2.699	0.008
Content Marketing	0.525	7.184	0.000	0.368	4.885	0.000
Influencer Marketing	0.644	8.627	0.000	0.288	3.892	0.000
Campaign Marketing	0.714	7.702	0.000	0.070	0.801	0.425
Display Marketing	0.455	7.446	0.000	0.333	5.581	0.000

Source: Primary Data

### Conclusion

From the analysis of the basic awareness level about each digital marketing tool, it is found that the Social Media Marketing is the one which most of the young consumers are aware about. It is also found out that there is great influence of the perceptions of the consumers regarding the effectiveness of application and the risk on their awareness level about each digital marketing tool. But when we consider the factor of perception of risk, it is not statistically significant in predicting awareness level in the case of Campaign Marketing. The study investigated whether there is any change in the awareness level of the young consumers according to the change in different demographic variables and it can be concluded that the difference in the family income of the young consumers can bring a change in their awareness level towards digital marketing tools, whereas the gender and educational qualification of the respondents do not make any change.

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