



An Overview of Digital Vs Traditional Marketing & Its Impact on White Goods in the Pune Region.

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Abstract

The purpose of this research paper is to find out the impact of digital marketing Vs traditional marketing on purchasing behavior of consumers. Consumers are more likely than ever to conduct product research and make purchases online. Any company's marketing strategy must include a digital marketing strategy since it enables them to connect with clients where they are most active online. It's not the only tactic that can work, though. Because people want to buy in both brick-and-mortar and online establishments, traditional media is equally crucial.

The manner in which messages are conveyed to customers distinguishes digital marketing from traditional marketing the most. In the first, messages are disseminated by a variety of media, including print, radio, television, billboards, and direct mail. The latter, on the other hand, uses digital channels like websites, social media, and email to communicate.

The present study focuses on the impact of traditional & digital marketing factors responsible for purchasing behavior and decision-making on the purchase of white goods

Keywords –Traditional Marketing, Digital marketing, White goods, Purchasing behavior, the impact of media

I. INTRODUCTION

The manner in which messages are conveyed to customers distinguishes digital marketing from traditional marketing the most. In the first, messages are disseminated by a variety of media, including print, radio, television, billboards, and direct mail. The latter, on the other hand, uses digital channels like websites, social media, and email to communicate.

We do, in fact, live in a digital age where social media and internet marketing have a big impact on how people behave and how businesses operate. Businesses must adjust to this new reality.

The only way to deal with the enormous changes brought on by technology, ongoing demand and supply growth, supply chain lengthening, and a large amount of data is to automate every activity. Although the new era of communication has arrived, experts advise businesses to continue using classic strategies and to attempt combining digital marketing with conventional campaigns to reach their objectives. Websites, social media, and content marketing are all part of the process known as digital marketing. These resources can improve a business's internet visibility.

The Emergence of Digital Marketing in India

History demonstrates that India's digital marketing industry doesn't grow rapidly. Digital marketing first appeared in India as a result of the country's internet boom, which was a significant development in and of itself. Very few people had ever heard of "digital marketing" before 1996.

In 2000, SEO and internet marketing gradually gained popularity in India. However, digital marketing is nothing more than online marketing, or e-marketing, which relies heavily on the internet. Back then, access to the internet was limited, making it impossible to imagine whether or not India would see a full-fledged digital marketing boom. People waited for the time when true growth would take on its proper form despite their interest.

Particularly in developing nations like China and India, several organizations in the Asia Pacific region have made significant investments in digital advertising. Significant funds have been spent in India on both digital platforms and technical advancement. Because more people are using digital platforms, especially younger people, there has been an increase in demand, which is helping the industry expand.

The expansion of the digital marketing market is being fuelled by the increase in smartphone sales across India. One of the world's biggest marketplaces for cell phones is in India. It has a large consumer base that includes everyone from youth to senior citizens. India, a market with a medium level of maturity, has a high development potential. The nation is the second-largest online market in

the world, with a sizable population of internet users who log on frequently to social media and digital platforms. The demand for computers, mobile phones, and other electronic gadgets has increased as a result of people relying more and more on the Internet. Increased demand for these electronic mediums is driving demand for digital advertising, which in turn is driving up the demand for digital

Market Segmentation

Digital marketing is the practice of promoting services and goods related to digital media, mostly online and notably through mobile devices, advertising displays, and other media. Search engine optimization (SEO), search engine marketing (SEM), content marketing, content management, campaign marketing, social media marketing, and social media optimization, as well as display advertising books, data-driven marketing, e-commerce marketing, e-mail direct marketing, optical discs, and games, have all become very well-known in the field of digital marketing. Additionally, digital marketing is now relevant to non-internet platforms that offer digital media, including mobile phones (SMS and MMS), call-backs, and on-site mobile ringtones.

Based on type, the market is segmented into:

- Email Marketing
- Search Engine Optimization (SEO)
- Blogging and Podcasting
- Social Media Marketing
- Influencer Marketing
- Digital OOH Media
- Affiliate Marketing
- Content Marketing

Internet Era of India – 2008 Onwards

In 2008, India began to experience a rapid expansion of the internet. Being able to observe how the nation changed and developed under the influence of the internet while using search engines like Google was a beautiful experience. In the sector of digital marketing, a lot of businesses and organizations began to provide services.

The people of India were first exposed to a new marketing technique through SEO, social media marketing, content marketing, etc. People became aware that the recently introduced marketing strategies may increase brand recognition and boost revenue. Consequently, traditional marketing techniques like billboards, print ads, TV, etc. progressively became obsolete.

Business owners became aware of their brands' substantial Google presence. By the end of 2010, a lot of well-known brands and small-scale companies decided to make minor SEO adjustments on their own websites and run paid or organic internet advertisements to expose their brands to the target audiences.

Since every element of life has been more digitalized as a result, it may be said to be a technological movement that has improved digital marketing in India.

Present Scenario of Digital Marketing

Perhaps the most rapid invention in history is the drive toward digitalization. It seems amazing that it has spread to 50% of the population of the emerging nation in just under 20 years. India today believes that digital marketing is the backbone of business and that its various channels, including SEO, content marketing, PPC, social media marketing, etc., are crucial for boosting exposure, sales, communication, and reach.

But just like any other specialist, a skilled digital marketer must keep up with changes in digital marketing that occur over time, as well as develop new talents and learn more.

Types of Digital Marketing

1. Content Marketing

A subset of digital marketing known as "content marketing" focuses on producing and disseminating various forms of content in order to increase leads and sales. A blog, social media posts, videos, infographics, podcasts, and other media are all examples of content. The user-friendly, SEO-heavy material draws in new customers naturally.

If you want your content marketing to be successful, you must keep your target audience in mind. Sales are increased through quality content, which also enhances brand reputation, trust, and loyalty. Content is a key component of all digital marketing mediums. Without business-specific content, SEO, SEM, social media marketing, email marketing, and PPC cannot exist.

2. Marketing via search engines (SEM)

SEO's paid counterpart, search engine marketing, or SEM, is what was previously described. A business can buy advertising space that displays on the SERPs with the aid of SEM. An essential element of search engine marketing is establishing a connection between SEO and PPC. On Google, it is simple to identify sponsored search results. Additionally, the search engine giant places these pages

first in the search results and adds a small "Ad" sign to the URL. You may drive traffic to your website and raise your Click Through Rate (CTR) by maintaining a combination of SEO and SEM.

3. Pay Per Click (PPC) advertising

Pay Per Click, also known as PPC, is a strategy for increasing website traffic that involves paying the publisher each time one of your ads is clicked. PPC is comparable to SEO's paid variation. Google Ads is one of the most widely used PPC models. It enables you to purchase prominent SERP positions on Google. Other channels include LinkedIn-sponsored messages, Twitter ad campaigns, and paid Facebook advertisements.

PPC and Search Engine Marketing (SEM) are relatively similar, however, PPC also includes affiliate marketing and display advertising.

4. Social Media Promotion

Every organization's digital marketing strategy must include social media. You may enhance brand awareness, drive more traffic to your website and social media pages, and generate leads by promoting your business on numerous social media platforms.

There are similarities between social media marketing and a number of other digital marketing strategies, including SEO, SEM, PPC, and content marketing.

The following are the channels to employ for social media marketing:

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- Snapchat
- Pinterest

1. Influencer Marketing

One of the newest types of digital marketing is influencer marketing. People who have sizable social media followings are used in this. These influencers can be hired by businesses to promote their goods or websites.

The influencer represents your brand on social media. To raise awareness of your company, he or she could highlight your product in posts, videos, or other media on their blog or website. For instance, worldwide icon Priyanka Chopra posted about her \$14,000 Amazon registry before she wed Nick Jonas. She mentioned how much fun it was to create an Amazon wedding registry guide and urged her fans to look at it for ideas. In the meantime, Amazon promised to make a \$1,000,000 donation to UNICEF in Priyanka Chopra's honor.

Although many major firms do it these days, hiring celebrities expressly is not necessary for influencer marketing. A well-known individual on social media with a few thousand devoted followers might also be utilized if your business is smaller. The potential of influencer marketing is enormous when done well.

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2. Email Advertising

Email marketing is the practice of promoting your business by sending emails to your clientele. A newsletter is one strategy for expanding on email marketing. When visitors arrive at your website, you can invite them to subscribe to the newsletter. Then you might employ this platform to provide them with frequent updates regarding your goods and services.

The most effective email marketing campaigns use a subscriber list that was built via your content rather than one that was bought by the business. Recognize that the users that subscribe on their own are the ones who are most likely to interact with your brand, therefore you should target them appropriately. Email marketing can be used to raise brand awareness, cultivate a devoted following, and solicit candid feedback from customers.

3. Mobile Advertising

People utilize smartphones more than any other technology in the modern world. Their mobile devices serve as a one-stop shop with all the convenience needed. So why not utilize this to focus on a possible clientele?

Apps or SMS can be used for mobile marketing. Apps may perform the same functions as your website and are becoming more and more popular among mobile phone users. It's possible that more users will interact with your app than with the website. Making an app that is straightforward, simple to use, and intuitive is crucial. Additionally, the software allows you to send recurring push

notifications. This will maintain their interest in your product. In the meanwhile, SMS can be used to alert users about limited-time deals and promotions.

Table-1 Advantages & Disadvantages of Digital Marketing

Top Digital Marketing Benefits	The negative aspects of digital marketing
<ul style="list-style-type: none"> • Global Reach • Local Reach • Less Expensive • Simple to Use • Effective Targeting • Several Techniques • Different Content Types • Measurable, traceable outcomes • Personalization • Increases in conversion rates • It's simple to interact with customers and win their loyalty. • Interact with customers at every stage • Consistently produce leads • Spend less on marketing 	<ul style="list-style-type: none"> • Heightened rivalry • Training abilities • Time-consuming • Feedback and grievances • Privacy and security concerns • Technology Dependability Accessibility Challenge • Technical difficulties • globally based rivalry • Maintenance Costly brand-neutral actions • Internet scamming • The probability that your advertising tactics will be imitated

Traditional Marketing

Any promotional materials that appear offline are considered to be a part of traditional marketing. Marketing experts can interact with their target audience in person by using conventional marketing. These marketing materials are often put in locations where their target market is more likely to see, hear, or engage with them. Billboards, direct mail campaigns, and radio and television advertising are some examples of conventional marketing.

Because it reaches audiences who spend time away from their computers and smartphones, traditional marketing is significant. Placing your adverts in areas where lots of people congregate in public can also reach a larger audience. Building brand awareness and attracting more potential clients can be achieved by placing billboard or bus advertisements throughout the neighborhood. Traditional marketing strategies, such as television and radio commercials, print materials, or newspaper advertisements, can help you connect with local customers and increase your brand recognition in the neighborhood if one of your company's objectives is to appeal to a local audience.

Traditional Marketing Methods

1 Handout

A handout is often a printed piece of advertising for a company, occasion, or sale, like a flyer or brochure. You can make these flyers and post them in common areas where locals congregate to inform them about promotional activities going on at your business. You can hand out brochures at events or when you visit clients to discuss the features of a product or to provide information about a firm. These flyers can be stored for later use by prospective customers who want to learn more about a business or product.

2. Signage/Billboards

Billboards are often located along highways or busy roadways. They show commercials and brand images. Typical billboards include pictures and supporting text to deliver a succinct but memorable message to the audience as they drive by. Your audience will be more likely to recognize and remember your brand thanks to creative billboard adverts. If your objective is to increase local or national brand recognition, billboards can reach a large audience from a variety of locations.

3. Direct mail

Direct mail marketing involves mailing printed information, such as letters or postcards, to potential consumers' addresses who reside in your target neighbourhood. People who have shown interest in the business or its products can receive direct mail. Sending direct mail products to neighbours of the business is an additional choice. These direct mail pieces might increase their familiarity with the firm and make them aware of how conveniently close it is to their residence.

Direct mail is frequently used by many businesses, including non-profit and fundraising organizations, as an emotive marketing strategy. They could introduce their business and the cause they support in letters. The beneficiary and the organization may feel more personally connected as a result.

4. Newspaper adverts

You may reach more potential clients with print advertisements by using channels like newspapers or magazines. Newspaper ads can inform readers about a brand, its location, and its items if you're trying to increase brand awareness in the neighbourhood. In order to increase the number of sales leads, identify the periodicals or reading materials that your target demographic frequently consumes.

5. Promotion of events

With event marketing, you can produce promotional materials to display at business gatherings like conferences, conventions, and seminars. To draw visitors to your booth so they may learn more about the business and its products, you can build booths and larger materials like signage or banners. To attract local attention, think about setting up comparable booths at other regional events, such as fairs or festivals. You can also take part in sponsorships, such as those of athletic events, to raise exposure to your business.

6. Radio and TV

Making radio and television advertising is another approach to becoming known locally or nationally. You can create and market innovative advertisements that inform consumers about your company and the goods you're selling. Listeners and viewers may become interested after hearing or viewing these broadcast commercials, which may prompt them to discover more about the business or get in touch with you.

7. Make a cold call

This kind of marketing, often known as telemarketing, relates to businesses that conduct phone-based sales of their goods and services. Companies can use cold calling for business-to-business (B2B) and business-to-consumer (B2C) purposes. Using a cold-calling technique enables you to speak with potential clients and discuss the product you're offering and how it can address any issues that they or their business may be experiencing. This enables you to establish a more trustworthy relationship between your business and potential clients.

8. Marketers

Nothing compares to face-to-face interactions when a salesperson may observe the reactions of a possible consumer.

Sales are as much a psychological game as it is about better understanding a customer's wants. Additionally, people are much less inclined to close the door in a salesperson's face than they are to simply hang up their phones.

Yes, salespeople are invasive, but this strategy has been successful for many years and is still effective today. However, because there is a high need for skilled salespeople, they are still quite pricey when compared to other conventional marketing strategies.

9. Telemarketing

Traditional marketing techniques like telemarketing uses phone calls, faxes, texts, and web conferencing to connect with consumers. In the 1970s, telemarketing rose to prominence and was seen as one of the best ways to communicate personally with customers. One of the best things about telemarketing is that it enables you to respond right away to all questions from clients or potential clients.

Telemarketing is subject to stringent laws and restrictions, and its success rate is also quite low. For instance, telemarketing techniques like cold calling only have a 2% success rate, and that's even for highly qualified individuals.

Table-2 Advantages & Disadvantages of Traditional Marketing

Advantages of Traditional Marketing	Disadvantages of Traditional Marketing
<ul style="list-style-type: none"> • Reaching Local Audiences is Simpler • A Permanent and Well-Known Mode of Marketing. • Trustable. • Audience expansion • Reusable components • Credibility • Traditional Media for Brand Exposure is Known and Approachable 	<ul style="list-style-type: none"> • Customer Interaction is minimal or non-existent. • Marketing Campaigns That Are Hard to Measure • Expensive. • fewer segments • Limited Impact • Mixed Results

II. LITERATURE REVIEW

Archana Jain & Varsha Srivastava (2021) stated that digital marketing is a more flexible kind of marketing than old approaches and has seen a number of advancements and improvements. This leads to quicker positive effects than previous techniques. Marketing things online is less expensive than doing so through a physical store. By creating a profile of consumers' buying habits and preferences, internet marketing enables the personalization of proposals to customers.

Social networks spread widely very quickly. It is the most effective platform on the internet, allowing a company to easily reach numerous individuals. With all of its benefits and drawbacks, digital marketing has a bright future for the long-term viability of the product or services in the evolving technology market.

Richa Goel et al (2017) concluded that technology and digital marketing are related, as are social elements and digital marketing. The vast majority of those surveyed are familiar with the idea of digital marketing, which has been useful during the demonetization era. Respondents are still a little wary about internet marketing, though. Because of its simplicity, portability, range of products, and affordable costs, digital marketing has gained acceptance.

Reena Malik (2017) suggested that the use of digital marketing channels has become crucial for brand promotion. Today, it has even become a very affordable and effective alternative for small enterprises to sell their goods or services.

Digital marketing is limitless since anyone, anywhere may share the content. To advertise a firm and its goods and services, digital marketing can be carried out through a variety of devices, including smartphones, tablets, laptops, televisions, and media, including social media, SEO (search engine optimization), videos, content, e-mail, and much more. From the study, we can also draw the conclusion that every component of digital marketing has a favorable relationship with sales and boosts sales for diverse businesses. To determine the optimal strategy for improving digital marketing success, businesses should develop creative customer experiences and targeted media tactics.

Destina Paningrum et al (2023) found that business marketing uses digital or internet tools for a variety of purposes. This is due to the fact that, when compared to traditional marketing tactics, online marketing can implement marketing innovations in a way that is successful, efficient, and profitable. This is included since all activities are now applied to all business areas, including marketing, not just education. The fact that every person, especially customers, has used digital applications not only in personal matters like studying but also in making transactions and purchases, especially if the world is protected, is another reason why the application of digital technology is relevant for use in the field of business marketing.

Rosário & Cruz (2019) suggested that digital marketing serves more as a communication tool than a marketing factor. In this regard, its behavior should be researched and examined as a potent tool for media that migrate from analog to digital, such as TV, radio, and the press.

As a true "electronic bride," this new box transforms the world and combines and enhances traditional media in new formats. However, it also has implications for marketing, affecting everything from product development to value-based pricing, as well as logistics and distribution, processes, productivity, quality, and communication.

Rajiv Kaushik (2016) found in India, digital marketing has grown over the past few years. There are several opinions regarding it. But the truth is that provided businesses have the skills to use it correctly, digital marketing offers great potential to boost sales. An efficient digital media strategy can provide advantages like enhanced brand recognition and loyalty. Digital marketing campaigns provide to cost savings, increased inbound traffic, and improved search engine rankings.

Unni(2020) confirmed that the 'EKB Model' is the most often used model for analyzing consumer behavior. There are several variations and consequences between digital media marketing before and after. However, a consumer still goes through all of the "EKB Model" steps in his buying cycle after engaging in digital media marketing. With this, we can draw the conclusion that digital marketing has altered how consumers interact, search, and communicate with businesses, their goods, and services. However, it did not alter the process a consumer goes through to buy a good or service (the "Purchase Cycle").

R. Thirumalai Kumar & K.N. Marimuthu (2020) While digital has become a more affordable means of achieving marketing goals in recent years, organizations should not ignore more established techniques that can assist magnify and advance their efforts. It's crucial to consider conventional vs. digital as a chance to engage customers holistically rather than as a "either/or" decision depending on your individual aims.

Raluca Dania (2016) estimated that Despite predictions a few years ago that the era of traditional marketing was coming to an end, research has shown that this is not the case. It is true that both the number of individuals using the internet and the amount of time they spend online is constantly increasing. In conclusion, attempting to combine the two techniques is the greatest option for a firm when it comes to efforts to increase market visibility and brand awareness. In contrast to the older demographic of consumers who are accustomed to and devoted to traditional marketing materials and still spend time watching television, listening to the radio, and reading periodicals, data suggest that the younger population tends to spend more time online.

Paşcalău & Urziceanu(2020) argued that online marketing is global and offers equal opportunities for access to both organizations and individuals. 34% of the planet's population has access to the Internet, which means an unprecedented possibility of disseminating information, plus the advantage of the disappearance of physical borders between states (Reinartz, W.J., 2003). Thus, companies in one country can promote, sell or offer their services in another country, which is a huge advantage for their development. At the same time, hundreds of millions of potential customers around the world can document themselves, or search for or buy products from another geographical location. another advantage is the fact that in online marketing the discriminations related to the ethnic framework, to the type of business, to its size disappear, thus being attacked the monopolies that until now certain companies had in a country in a certain field.

Hanieh Mirzaei (2012) illustrated that Internet marketing is the ideal approach for businesses to market locally or globally because it is a more reasonable, inexpensive, and quick way to reach out to consumers directly. As a result, both types of marketing can aid in the success of traders and marketers. Each of them has its benefits and drawbacks. In contrast to electronic marketing, which will go beyond the limitations and target the demographic of internet users, traditional marketing has a low domain of effect. Additionally, using the internet would be more affordable, quicker, and appropriate for marketing.

Hanieh Mirzaei et al (2012) found that when compared to other forms of marketing, internet marketing is more affordable, quicker, and a better option for businesses looking to advertise locally or globally. As a result, both forms of marketing can assist marketers and dealers in conducting business. Each has benefits and drawbacks. On the other hand, employing E-marketing will reach beyond the borders and expose products and services to the demographic of internet users. In traditional marketing, consumers can see and

touch really goods or services, but the domain of effect is low. Additionally, using the internet would be more efficient, convenient, and quick for marketing. The benefits of E-marketing are generally far bigger than those of traditional marketing.

Objectives of the study

1. To study the traditional and digital Marketing practices in the Consumer Durable Industry
2. To understand the process of purchasing white goods
3. To investigate factors affecting purchasing decision
4. To suggest measures to the problems

IV.METHODOLOGY

265 samples were used, and the researcher employed both primary and secondary data. In this study, the researcher took into account the viewpoints of various age, gender, marital, socioeconomic, and educational groups. Saturation occurs when the majority or all of the senses are obtained. When including more people in a study does not yield new insights or data, saturation has set in. Because of this, in the researcher's opinion, the sample size was adequate to address all perspectives, and a larger sample size would not significantly alter the findings.

According to Patton (1990), the time provided, resources available, and study objectives may be the best ways to establish the qualitative sample size. In this case, Google Forms were used to collect the data. In order to conduct the study, the researcher used convenience random sampling. A self-administered, closed-ended questionnaire with a Likert scale ranging from 1 to 5, where 1 denotes strongly agree and 5 denotes strongly disagree, was utilized by the researcher in a descriptive research design. In addition to being asked about their age, gender, marital status, and level of education, respondents were also asked why they preferred digital marketing over traditional marketing and whether they thought it was effective or not.

The reliability test was assessed using Cronbach's coefficient alpha model after the data had been processed using Jamovi software. The researcher employed descriptive statistics including frequency, mean, and standard deviation, cross-tabulations, and inferential statistics made up of regression analysis and ANOVA during the data analysis, which was carried out using the statistical program Jamovi. To gather reviews of the literature, secondary sources including journals and articles were used.

The purpose of the research was to determine why digital marketing is so successful. The survey was sent out to friends, family members, close acquaintances, and co-workers. The survey's drawback was that the sampling wasn't random.

V. RESULTS AND DISCUSSION

Table 3 -Checking the response rate

Total Questionnaires	Number of Respondents	%
No. of a questionnaire filled correctly	265	77%
No. of questionnaires filled incompletely	35	10%
No of the questionnaires were unreturned	45	13%
Total no. of a questionnaire sent	345	100%

Table 3 shows that the total number of questionnaires sent out was 345 out of which only 265 were filled by the respondents, 35 respondents did not fill in the questionnaires correctly, and 45 questionnaires were unreturned.

Test for reliability analysis using Cronbach's alpha. A measure of internal consistency, or how closely a set of objects are related to one another as a group, is known as Cronbach's alpha. It is regarded as a gauge of scale dependability.

Table 4 – Reliability Statistics

Cronbach Alpha	N of Items
0.899	21

Table 4 demonstrates that, with an alpha value greater than the required cut-off of 0.6, all scales were trustworthy. The dependability is 0.819, indicating that the data are trustworthy and may be used to test the hypothesis. There are 21 variables in total.

Table-5 Frequencies of Gender

Gender	Counts	% of Total	Cumulative %
Male	121	45.7 %	45.7 %
Female	144	54.3 %	100.0 %

Table-6 Age

Frequencies of AGE			
AGE	Counts	% of Total	Cumulative %
Below 25 Years	10	3.8 %	3.8 %
25 to 35 Years	135	50.9 %	54.7 %
36 to 45 Years	95	35.8 %	90.6 %
46 to 55 Years	11	4.2 %	94.7 %
Above 55 Years	14	5.3 %	100.0 %

Table-7 Frequencies of Education

Education	Counts	% of Total	Cumulative %
Undergraduate	12	4.5 %	4.5 %
Graduate	125	47.2 %	51.7 %
Postgraduate	125	47.2 %	98.9 %
Doctorate	3	1.1 %	100.0 %

Table -6 Frequencies of Employment Status

Employment Status	Counts	% of Total	Cumulative %
Unemployed	45	17.0 %	17.0 %
Employed	175	66.0 %	83.0 %
Own Business	45	17.0 %	100.0 %

Table-6 Frequencies of Family Size

Family Size	Counts	% of Total	Cumulative %
One	10	3.8 %	3.8 %
Two	50	18.9 %	22.6 %
Three	100	37.7 %	60.4 %
Four	80	30.2 %	90.6 %
more than 4	25	9.4 %	100.0 %

Table-7 Frequencies of Marital Status

Marital Status	Counts	% of Total	Cumulative %
Single	9	3.4 %	3.4 %
Married	230	86.8 %	90.2 %
Widowed	10	3.8 %	94.0 %
Divorcee	16	6.0 %	100.0 %

Table-8 Proportions - YouTube

Level	Count	Proportion
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YouTube	Observed	1	0.00377
	Expected	88.3	0.333
Yes	Observed	193	0.7283
	Expected	88.3	0.333
No	Observed	71	0.26792
	Expected	88.3	0.333

χ^2 Goodness of Fit

χ^2	df	p
214	2	< .001

Table-9 Frequencies of YouTube

You Tube	Counts	% of Total	Cumulative %
Yes	194	73.2 %	73.2 %
No	71	26.8 %	100.0 %

Table 10 Frequencies of Facebook

Facebook	Counts	% of Total	Cumulative %
No	71	26.8 %	26.8 %
Yes	194	73.2 %	100.0 %

Table-11 Frequencies of Television

Television	Counts	% of Total	Cumulative %
Yes	220	84.6 %	84.6 %
No	40	15.4 %	100.0 %

Table-12 Frequencies of Radio

Radio	Counts	% of Total	Cumulative %
Yes	31	11.7 %	11.7 %
No	234	88.3 %	100.0 %

Findings

- More than 80% of consumers and shoppers do their research on the internet before making a purchase of a good or service.
- Nearly 60% of Indian adults regularly use Facebook.
- LinkedIn is actively used for marketing by 94% of B2B marketers.
- By 2023, mobile will make up more than 70% of all digital advertising expenditures.
- Social media is identified as the most successful content marketing approach by 90% of B2C companies.
- Snapchat is gaining popularity amongst young generation
- Most of adult's surf on the website before purchasing
- Content of the websites matters when it comes matter of navigation on website
- Radio advertisement is not considered as marketing of products
- Television is playing important role in purchasing of products

Conclusion

It is evident from the study of the data gathered that there is a relationship between technology, digital marketing, and social media. digital marketing and other variables. The vast majority of those surveyed are familiar with the idea of digital marketing, which has been useful during the demonetization era. Respondents are still a little wary about internet marketing, though. Because of its simplicity, portability, range of products, and affordable costs, digital marketing has gained acceptance.

A valuable customer base can be found on social media sites like Facebook, Instagram, and YouTube, where the majority of respondents are active. More than half of the sample spends longer than two hours online. The sample primarily relies on online media

to learn more about the goods they are interested in purchasing. According to the data, respondents prefer doing both online and offline shopping.

Respondents continue to favour internet product reviews less and less. The main determinants of digital marketing include target market, content, budget, and media outlets.

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