



## An Empirical Study on Digital Marketing

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### Abstract

The marketing world is zestful and ever changing- trends, technology and tactics are never stagnant. That's why it's condemning that your business stays up to date with new development in the industry. A good way to remain updated with the brand new market trends is to keep an eye on marketing statistics.

Statistics come up with demographic information like number of potential consumers in a geographical area, their age, income, and preferences. Used a part of competitor analysis, statistics can identify the indispensable competitors, their market share and trends in the longevity of their products.

Digital marketing has a number of advancement and melioration in its strategies and this produces quicker positive results than traditional techniques, and is a more flexible form of marketing than conventional methods. Marketing products on online costs less than marketing them by a physical retail outlet. Internet marketing empowers to individualize proposal to consumers by building a profile of their purchasing history and inclinations.

Social networks rapidly proliferated. It is the most powerful platform on the internet where an organization can very easily touch countless peoples. Digital marketing has a vivid future for long term sustainability of the product or services in the ongoing technological market with all its pros and cons.

**Keywords:** Digital marketing, Social media, Statistics

### Introduction

In the last decade, an enormous change has occurred in field of marketing and advertising industry of India. Indian market is significantly changing with the enormous use of Internet and information technology. Marketing is the core business activity which has shifted from traditional platforms to modern digital platforms (Kiradoo, Giriraj, 2017). Digital marketing is one of the types of marketing which is widely used to promote products or services and to reach consumers using digital platforms. Digital marketing expand beyond internet marketing including platforms which do not require the use of internet. It includes SMS and MMS, social media marketing, advertising, search engine marketing etc. (Afrina Yasmin, Sadia Tasneem, Kaniz Fatema, 2015). For instance, with the rising influence of western culture, the food consumption patterns typically in Indian urban families have also been affected. The entry of new and modern players in food industry in the likes of Dominos, Mc Donalds, KFC have played a vital role in bringing about momentous change in lifestyles. For the smooth functioning of these restaurants they are facilitated with online food menu which is created in mobile applications. Mobile apps like Zomato, Swiggy, provide a variety of dishes from nearby restaurants so that the customers can easily place orders at their convenience. These mobile applications have an inbuilt tracking mechanism which helps the customers to speed up the delivery process online by tracking their orders and also the restaurants from which the food will finally be delivered. The applications also provide different modes of payment on delivery. The apps also have provision for feedback, where the customers can provide their real time feedbacks regarding the food, delivery facilities, can rate the food and give their suggestions. Information concern discounts are also made available on these apps. In most of the cases the prices are kept low in comparison to offline ordering. (Prakash Borah<sup>1</sup>, Anuj Verma<sup>2</sup>, Meenakshi Verma<sup>3</sup>, 2020).

The main purpose of this paper is to recognize the use of digital marketing in the competitive market. This study is carried out with the help of the general questionnaire method. Data was collected from a sample of 60 customers and

analysis is done using statistical tool. Statistics gives demographic profile such as the number of customers in a geographical area, their age, income and preferences. Statistics can recognise the competitors in the market industry, their market share and trends in the continuance of their products. With smart phones and associated digital media becoming the major source of entertainment, Marketers seeks to develop and retain a consumer base so products can be sold for a profit. Statistics is an important tool for marketing because they help in making knowledgeable decisions about how to best sell any product or service.

### Literature Review

Halimi, Anahita Bagherzad in 2011 evaluated the effect of culture on young consumer's intent towards online shopping in Malaysia. Malaysia is a multiracial country having people from varied backgrounds settled in there, the most notable being Malay, Chinese and Indian. The author here specially represented the buying pattern of consumers with distinct cultural backgrounds, as the individual culture based on values and beliefs influences the attitude and intentions of the user which in turn influences the customer's decision making process. The research work targeted to help the business firms to understand such cultural values and implement business strategies accordingly.

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

Amit Kumar Singh in 2013 concluded that Internet shopping has acquired a huge role in the 21st century, as the overwhelming majority of customers are active, filled with a robust calendar. In these situations, online shopping has been the least taxing and most appropriate form of shopping. The Internet has transformed the system for the purchaser's market, which has rapidly becoming a regional point of view. An online store evokes the outward likeness of the buying of merchandise much as Internet store managers, and this purchasing practice is called online purchasing. The current article is based on presumption of conventional model actions. This paper evaluates the behaviour and experience of Aizawl's online customers.

Dipti Jain in 2014 inferred that by now, the statistics of online shopping as seen with shoppers in India are distinct and several segmental variables additionally considered being the basic premise of the business division for retail. The primary focus of this investigate is to understand the influence of recognized risk, recognized pleasure, apparent value and presumed comfort factors on customer online shopping behaviour in Delhi. The suggestions put forward right now help to encourage the growth of Indian online selling in the prospect. Exploration searching also shown that the apparent danger negatively affects shoppers desire to buy digitally while seeing comfort, seeing accessibility, and seeing satisfaction have little impact on shoppers' minds regarding online shopping.

Andrew T. Stephen in 2015 focuses on the late-divided customer studies in computerized and electronic life marketing environments. Five subjects are formed: (1) I computerized society of customers; (2) Early advertisements reactions; (3) Effects of electronic circumstances on the conduct of purchasers; (4) Dynamic situations; and (5) casual online. All things aside, these papers shed light from various view point about how customers view, influence and are effect by the specialized circumstances under which they are structured as a noticeable feature of their day-to-day lives. Everything needs to be learned, so current knowledge would usually be excessively concentrated on viva-voice, which is only a bit of computerized customer experience. There are a few headings for potential work that permit experts to learn of a broader diversity of wonders.

Ashamayee Mishra in 2016 examined the realization, acceptance and influence of electronic commerce on the buyer's behaviour among the people in Odisha. Stratified sampling method was conducted for extracting sample size. So the Primary data collection technique was used for data gathering through questionnaires. So the data collected was non-parametric, the data analysis was performed implementing the chi-square test at 5% significance. The findings of the study showed that the online shopping has created its popularity among the consumers particularly in business to consumer model (B2C). The authors proposed that for meeting and fulfilling the demands of the consumers, the retailers should attract and motivate the consumers so that they can be the consumers in the online environment. To achieve this target on a repeat basis, it is required to understand and comprehend the buying behaviour of the consumers. Few highlights of the study as provided and analysed by the authors were: the age group



of 18-30 years is the most active in the use of internet; both the gender uses the internet as per their requirement; there exists a strong relation between income and buying behaviour; one can do transactions online despite of time and place.

Samreen Lodhi in 2017 inferred that the extension of developments in the corporate field of advertising is moving from newsletter and newspaper advertisement to other electronic marketing platforms. The present companies have focused on the preparation of the web page for the advancement of their products, as opposed to the demonstration of advertisements on TV, advertising, newspapers, articles and so on electronic selling is the actual fate of promotion, is swifter, less exorbitant and offers reliable details on time. This research shows that about 80-90 percent of people are involved in online marketing implementations, most of which take place on web media, because social network clients are not specific around sexual identity and age assemblage, so that anyone can see any kind of advertisement on any Facebook accounts. New clients are, for the majority part, consuming products by clicking on the site sale rather than reading articles, magazines or watching T.V. When existing clients are no longer obligated to companies, with the aid of the internet marketing agency, improve their merchandise or administrations to retain loyalty to their clients. To stay in today's business world, companies will accept electronic advertisements, electronic purchasing and electronic offering, web-based finance offices to buy electronic goods, ATM cards, portable communication, and other marketing tools. As the most notable accomplishment by any corporate company, the electronic marketing type by publicity is quickly obtained because they have more colours in electronic marketing rather than advertisement on certain industry instruments. Thanks to the rise in electronic marketing, electronic purchasing and transaction sand as a consequence of electronic purchasing and distribution of ATM cards and electronic purchasing, electronic shopping and electronic marketing, they have attained the best level of their growth.

Naseeth Ahamed Nizar in 2018 evaluates the effect of online existence marketing on the consumer's buying option. The point of the study is to define the word web-based life marketing and consumer purchasing conduct, to complete a written survey on customer buying activity and the consequence of online networking, to perform critical research with the aid of surveys and meetings on the impact of internet-based life advertisement and consumer sales, and to audit discoveries. This research depends on the study approach, since the experiment was dispensed 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 approach, the conference was guided to an alternative perspective as measured. The conference was governed by the three interviewees in Dialog Axiata. In fact, the usage of diary posts by former researchers has frequently contributed to critical analysis. In fact, the knowledge for this analysis was dismembered using the IBM SPSS calculation program. Currently, Alpha, Regression for Individual Factors, Correlation for both vulnerable and autonomous and distinct observations were initiated by using the SPSS tools for this study. The principle that has been initiated for this research has been accepted. Across the same manner, there was a notable constructive interaction characterized currently by allowing the analysis to show its general interest. This analysis aims to solve the problems of expertise of the papers of question. In fact, this study withdraws on a somewhat more practical and less complicated method for developing web-based social networking content in order to forecast customer purchasing behaviour.

Vaibhava Desai in 2019 focused on metaphysical understanding of digital marketing, how digital marketing assists today's business and some cases in the form of examples. Digital marketing is one of the type of marketing products or services online i.e. which make use of digital technologies mostly on the internet but also inclusive of mobile phones, display advertisements and other digital methods. Digital marketing's field grow from the year 1990s and 2000s has returned the way brands and businesses use technology for marketing. As digital platforms are increasingly desegregated into marketing plans and day-to-day life, and as people use digital devices rather than visiting physical shops, digital marketing campaigns are becoming more frequent and efficient. Digital marketing has a bright future for long term sustainability of the product or services in the current technological market with all it for and against.

Leticia Polanco-Diges , Felipe Debas, in 2020 inferred that in recent years, the appearance of new digital platforms of sharing economy has given rise to significant changes in consumer behaviour. This aims to cover an existing gap in the literature and to assemble the main digital marketing strategies, techniques that can be executed on these platforms in accordance with the objectives and primary values of this business model. First, we shape a framework of the sharing economy, including a discussion of the definition of the concept of SE, objectives, importance, and implications for consumer behaviour. It is based on previous literature on the two key terms "sharing economy" and "digital marketing" reclaimed from databases such as Web of Science and Scopus. The analysis of the results allow for the identification of the digital marketing strategies and approaches to apply on collaborative platforms and it tells the importance of digital marketing in the online environment as well as enhancing the user-generated content and e-word-of-mouth on these platforms.

Kiran Nair, Ruchi Gupta in 2021 has explored the various application of AI to social media and digital advertising professionals and agencies to specialize to an advanced degree and maintain alliance and creativity to bring a better return on investment. Digital marketers are unaware about the importance of AI applications while some others simply do not know how to execute it. AI is currently acting as a significant interference in digital and social media marketing worldwide. This paper can serve as a functional guide for social media marketers to implement Artificial intelligence applications to influence digital marketing strategies better.

Kedar Dunakhe, Chetan Panse (2021) paper acts as a starting point for several researches in the area of digital marketing and also to get the recap of the research that has happened and understand the pertinent research gaps that exist in the area of digital marketing. This indigenous in words of inferring the literature published on the topic related to “impact of digital marketing”, from years 2012 to 2020. As the world has been imposed to go digital due to COVID-19 outbreak, it has become all the more remarkable to take an account of developments in the field of “digital marketing”.

### Objectives of the study

The main objectives of the study are:-

- 1) To recognize the use of digital marketing in the competitive market.
- 2) To study the impact of digital marketing on decision of consumer's purchase.

### Research Methodology

**Primary Data:** The research is done through observation and collection of data through online questionnaires.

**Secondary Data:** Secondary data is collected from journals to make theory.

**Sample Size:** The sample size is determined as 60 customers.

### Data Analysis and Interpretation

#### Hypothesis 1-

$H_0$ : There is no significant difference between sources of information.

$H_1$ : There is significant difference between sources of information.

| Source of Information | Frequency | Expected Frequency |
|-----------------------|-----------|--------------------|
| Internet              | 42        | 15                 |
| Family                | 4         | 15                 |
| Friends               | 4         | 15                 |
| Advertisement         | 10        | 15                 |
| Total                 | 60        | 60                 |

$p$  – value = 0.0000000000000025168

Since,  $p$ - value is smaller than 0.05, thus we reject  $H_0$  and accept  $H_1$ , i.e. there is significant difference between sources of information. This shows that now a day's people prefer internet for updating their knowledge and for getting information about new products.

#### Hypothesis 2-

$H_0$ : There is no significant difference between types of advertisement on purchasing decision of customer.

$H_1$ : There is significant difference between types of advertisement on purchasing decision of customer.

**Actual data:**

| Brand social media presence influence purchasing decision of customer | Brand communication attracts the customer most |           |                |                      |           | Total |
|---|--|-----------|----------------|----------------------|-----------|-------|
|   | Banner ads                                     | Flash ads | Games, quizzes | Interactive fan page | Video ads |       |
| Never   | 1  | 3         | 1              | 0                    | 7         | 12    |
| Seldom  | 5  | 5         | 3              | 4                    | 23        | 40    |
| To a large extend   | 0  | 4         | 0              | 1                    | 3         | 8     |
| Total   | 6  | 12        | 4              | 5                    | 33        | 60    |

**Expected data**

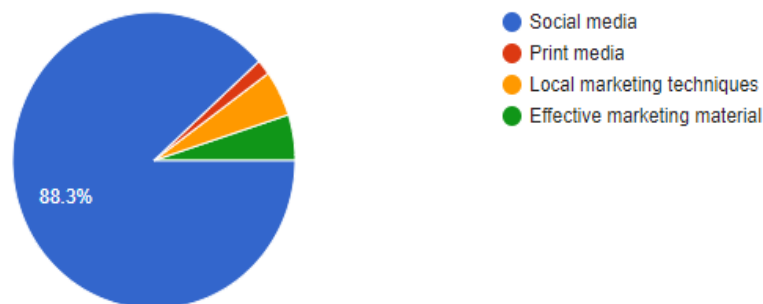
| Brand social media presence influence purchasing decision of customer | Brand communication attracts the customer most |           |                |                      |           | Total |
|---|--|-----------|----------------|----------------------|-----------|-------|
|   | Banner ads                                     | Flash ads | Games, quizzes | Interactive fan page | Video ads |       |
| Never   | 1.2  | 2.4       | 0.8            | 1                    | 6.6       | 12    |
| Seldom  | 4  | 8         | 2.6667         | 3.333333             | 22        | 40    |
| To a large extend   | 0.8  | 1.6       | 0.5333         | 0.666667             | 4.4       | 8     |
| Total   | 6  | 12        | 4              | 5                    | 33        | 60    |

$$p - \text{value} = 0.3955$$

Since the p – value is greater than 0.05 we accept the null hypothesis and reject alternative hypothesis i.e. there is no significant difference between types of advertisement on purchasing decision of customer.

According to you what is the best strategy to market the product on the international level?

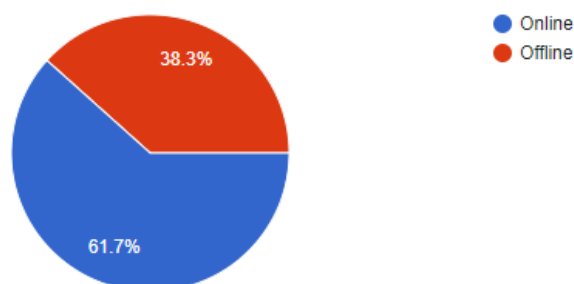
60 responses



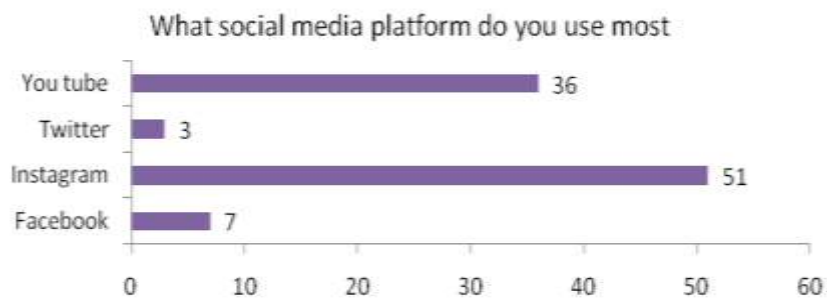
The above pie chart shows the best strategy to market the product on the international level. The maximum respondents feel that social media is the best platform to market the product.

Do you prefer to shop online or offline?

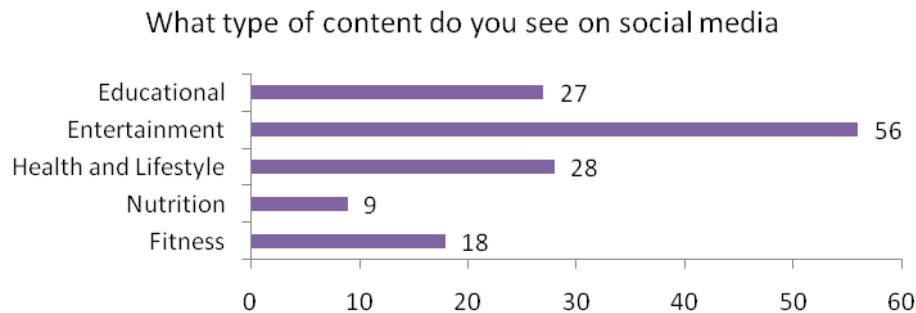
60 responses



The above pie chart shows that now a day's people prefer online shopping



The above graph shows that now a day's people are using Instagram.



The above graph shows that now a day's people use social media for entertainment, health and lifestyle and educational content.

### Limitation of the Study

This study covers selected consumers of India and was purely based on available of primary data. The sample size for the study was also limited to 60 respondents. Further this study could be conducted with bigger sample size, so that results could be generalised.

### Conclusion:

There are various sources of information for a consumer and the study in this paper using statistical tests shows that now a day's people prefer internet for updating their knowledge and information about new products. This simply implies that with the internet, all types of businesses, from multinationals to small and medium enterprises, have access to millions of prospective customers.

In order to pace up your digital market you have to advertise accurately, the advertisement can be done through banner ads, flash ads, games, quizzes, making interactive fan pages and video ads. Then the question arises that is there any significant difference between types of advertisement on purchasing decision of customer? Our study conducted on the 60 responses of the customers using statistical tools show that there is no significant difference between types of advertisement on purchasing decision of customer. So anyone can advertise in any way to promote their products and services.

Things to keep in mind to make your digital marketing more efficient- A properly designed interactive advertisement to make everyone understood what it speaks, one should have a social media page and promote it in simple, minimal and unique manner, should not make aggressive marketing which pesters the customers to share or like posts, must focus on customer related issues.

One should definitely use statistics to target their demographic audience, trends and what works for your products. Build short and long term strategies. Always make a plan that can be adapted and improved if trends or variables changes.

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