# "A STUDY ON CUSTOMERS' PERCEPTIONS TOWARDS DIGITAL MARKETING AND ADVERTISING"

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## INTRODUCTION

The worldwide usage of digital marketing is also showing an impact of the same in Indian Market too. Business organisations are spending a lot on the digital advertisements. Different industries are making use of digital marketing as per their needs or requirement. As per the report of IAMAI-Kantar ICUBE 2020 research published in Economic Times, in the next five years, the active Internet users in India is predicted to rise by 45 percent and will be reaching approx. 900 million by 2025, which were roughly 622 million in 2020. (Suginraj, 2017) with the reference of International Journal of Advance Research Foundation, has explained that India has been experiencing a golden time of digital marketing growth since 2013 and the trend is expected to continue at least through 2020.

As many people refer to it in different ways, the term "digital marketing" is used differently by everyone. It's also known as E-Marketing, Online Marketing, and Internet Marketing. Despite the fact that all of these phrases are connected in some way, there is a distinction between them (Rowan, 2002). Internet marketing is described as the use of the internet to promote and advertise goods and services. (Hanson and Kalyanam, 2007). Electronic marketing is the name given to e-marketing. Promotion and advertisement of items and services can be done using digital technology and a live internet connection (Hoge, 1993).

The present study focuses on the evolving research topic i.e. digital marketing and impact of digital marketing on the corporate sector. The impact of digital marketing plays an important and significant role for the business organizations. The following related literature is reviewed to fulfil or to meet the objectives of the study. For this purpose, different research articles, books, journal, research papers are analysed and reviewed.

## TOOLS AND TECHNIQUES OF DIGITAL MARKETING

Digital Marketing is a collection of various tools and techniques that allow us to explore things in greater

depth.

- SEO (Search Engine Optimization)
- SMO (Social Media Optimization)
- SMM (Social Media Marketing)
- SEM (Search Engine Marketing)
- Affiliate Marketing
- E-mail Marketing
- Content Marketing
- App Store Optimization (ASO)

**Search Engine Optimization (SEO)**

The process of optimising online content so that it appears as a top result in search engines such as Google, Bing, and Yahoo. It is the process of increasing a website's visibility in search results through the use of natural links. SEO is also referred to as Organic Search Results.

There are two types of SEO:

**a.** On Page SEO

**b.** Off Page SEO

**a. On Page Optimization**

On Page Optimization is defined as the type of SEO in which the optimized result is directly reflected on the website. On Page Optimization is one of the important techniques of SEO which is one of the main domain or mode of digital marketing.

**Following Techniques are used for On Page Optimization:**

- Keyword Research
- Title Tag Optimization
- Meta Tag Optimization
- Heading Tag Optimization
- URL Optimization and Rewriting
- Image Optimization
- Sitemap Creation (XML, HTML, ROBOT.txt)
- Content Optimization

**CHALLENGES IN ADOPTION OF DIGITAL MARKETING**

As per different authors, there can be different types of barriers or challenges in the adoption of digital marketing or during the creation of digital marketing strategies. Some of the authors like (El-Gohary, Trueman and Fukukawa, 2009), (Leeflang *et al.*, 2014), (Ištvanić, Milić and Krpić, 2017) etc. have identified few challenges like management of the received data, government policies, lack of finance, identification of right tools and technology, training of staff, changing customers' behaviour etc.

## OBJECTIVES

The current study focuses on the impacts of digital marketing on Indian business organisations as well as customers' perceptions towards digital marketing and advertising. To attain the study's stated goals and objectives, a systematic and scientific technique is used. This chapter, titled Research Methodology, covers a wide range of topics, including the study's need, research issues, scope, research design, and projected outcomes. The following are some of the components of a study design: sample, sampling methodologies, research instruments, data gathering methods, data analysis tools and techniques, and so on.

## STATEMENT OF PROBLEM

One of the most important and crucial aspects of the research process is defining the research problem. A research problem is essentially a statement about a concerned area; it could be a scenario or condition that needs to be improved, a query or problem that can be answered or eliminated in previous studies, literature, or alternative theories. To obtain good research results, it is critical to adequately identify a research problem by taking into account several characteristics or factors. Poorly specified research problems can cause a slew of issues, misunderstandings, and problems, all of which can have a detrimental impact on research design and study or research findings.

## NEED AND IMPORTANCE OF STUDY

As technical improvements and advancements are growing at a pace in all the sectors, Digital Marketing has become an important and vital feature or factor for business organisations in all sectors. Market research is one of the most important considerations for any firm looking to gain a significant competitive advantage in the marketplace. The current study, titled "**A Study on** customers' perceptions towards digital marketing and advertising,".

The companieswill have a detailed understanding of the various functions of digital marketing, its good and negative effects, as well as what customers think about this growing technical breakthrough in the field of marketing, i.e., digital marketing, by following the findings of this study. The opinions and impressions of customers are critical to every company's success. This work is significant since there is relatively little research being done on this topic, and there are very few specific papers available in this sector.

## HYPOTHESIS

$H1^1$: Identified motivating factors are influencing in adoption of digital marketing for business firms.

$H1^2$: There is a significance difference between the challenges faced by the firms and motivational factors in the adoption of digital marketing. $H1^5$: Digital marketing does influence consumers decision making.

## RESEARCH METHODOLOGY

Research Methodology is the systematic or a well-planned way of solving a research problem. It is the combination of different sampling techniques, data collection methods, the time to complete the study, the number of respondents, and different tools used for the analysis. In simple words, research methodology is the set of different methods used to conduct successful research. This chapter explains the scope of study, need of study, and the research design followed. The research design contains the different arrangements of which contribute to plan research methodology to achieve the set objectives. several components like sample, research instruments, method of data collection and analysis tools etc. For the present study, primary as well as secondary data shall be used. For the collection of primary data, I will select different companies (respondents) who are making use of digital marketing tools and techniques from the last six months and more.

## SAMPLING

The firms using digital marketing or different modes of digital marketing for the purpose of promotion and advertisements of their product and services. (Region: India), For this purpose, convenient random sampling technique will be used and the data will be collected through well-designed questionnaires.Customers are selected from different socio-economic and demographic backgrounds who are the internet users and have knowledge about digital marketing and advertisements.

## DATA COLLECTION

The current study was based on both primary as well as secondary data. Secondary data was collected through existing literature of digital marketing, different subsets of digital marketing and consumer behaviour, annual reports of the organisations, magazines, reputed journals, official websites and different verified data providing portals etc. Primary data of study was collected with the help of well-designed questionnaire. Questionnaire was designed by keeping all the necessary factors and all concerned objectives in mind.

## STATISTICAL TOOL AND TECHNIQUES

The data collected from different sources the results are mentioned in the tabular form as per the requirement of the analysis.In the present study, different mathematical tools like percentage have been used in the analysis of collected data.

Tabular analysis is a scientific analysis. In this type of analysis, the percentage values are calculated to find out the results. In the current study, the tabular analysis is used to draw some of the main results.

Ranking method of analysis is used to check the different aspects like, very important factor, the most effective factor or aspect, preferences, favourability etc. In the current study, ranking analysis method was

used to find out the most effective and preferred social media channel for the business organisations.

## FINAL DRAFT OF THE QUESTIONNAIRE (FOR FIRMS)

After purification process and selecting statements of the questionnaire, the final draft of the questionnaire (firms) was prepared. The final draft is prepared by keeping the data relevancy. The Cronbach Alpha value and the mean score values are relevant.

### Table 1.: Final Draft of the Questionnaire (For Firms)

| Sr. No. | Factors | Statements | Total |
|---|---|---|---|
| 1. | Changing Consumers Attitude | 1,2,3,4 | 4 |
| 2. | Organizational Factors | 5,6,7,8 | 4 |
| 3. | Technological Factors | 9,10,11,12,13 | 5 |
| 4. | Management Factors | 14,15,16,17 | 4 |
| 5. | Business Environment Factors | 18,19,20,21 | 4 |
| 6. | Challenges in the adoption of Digital Marketing | 1,2,3,4,5,6,7,8 | 8 |
| 7. | Effective Modes of Digital Marketing | 1,2,3,4,5,6 | 6 |
| 8. | Modes of Digital Marketing Impacting Firm's Sale | 1,2,3,4,5 | 5 |
| 9. | Social Media Channels | 1,2,3,4,5,6,7 | 7 |
|  |  | **Total** | **47** |

Source: Primary Data

The table 1 contains the part 1 of the questionnaire where there are 21 statements are mentioned which contribute towards the motivating factors in the adoption of digital marketing. The final questionnaire is mentioned in the Annexure 2. Questionnaire is refined many times after seeking comments, suggestions from research experts, industry experts and from the results of reliability analysis.

## RELIABILITY AND VALIDITY ANALYSIS

From the alpha value it is very much clear that there is a good inter-relatedness between heterogeneous constructs or statements.

### Table 2: Reliability Analysis of Factors Associated with Customers' Perception Towards Digital Marketing

| Factors | Item Statistics | | | |
|---|---|---|---|---|
|  | Mean | Std. Deviation | Corrected Item | Cronbach's Alpha |
| Time spent on digital platforms | 2.97 | 0.799 | 0.575 | 0.800 |
| Influencing Factors | 3.68 | 1.190 | 0.494 | 0.755 |
| Effective Digital Marketing Modes | 3.26 | 0.996 | 0.435 | 0.773 |

Source: Primary Data

Inter-relatedness between factors is as follows spent time on the internet (α=0.800), influencing factors (α=0.755), digital marketing modes (α=0.773) and social media channels (α=0.834). For the purpose of validation, a pilot study is conducted by taking a part of sample having 30 respondents on the 14 statements other than the four factors discussed above.

**Table 3 : Reliability Analysis of Preliminary Questionnaire (Customer)**

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | No. of Items |
| 0.787 | 14 |

Source: Primary Data

**Distribution Based on Type of Business Organizations**

Refer to Table 4., there are four types of business adopted in the study, and they are as follows sole proprietorship (60%) deduce 252, a partnership firm (10.5%) deduce 44, Corporation (24.8%) deduce 104, and semi-government (3.8%) deduce 16. The remaining participants (1%) deduce 4 are from another kind of businesses. Hence, most of the participants are from proprietorship firm (60%) and from corporation (24.8%).

**Table 4: Distribution Based on Type of Business Organisations**

| Type of business | Frequency | Percentage |
|---|---|---|
| Sole Proprietorship | 252 | 60.0% |
| Partnership | 44 | 10.5% |
| Corporation | 104 | 24.8% |
| Semi-Government | 16 | 3.8% |
| Others | 4 | 1.0% |
| **Total** | 420 | 100.0% |

Source: Primary Data through Questionnaire

**SUGGESTIONS AND RECOMMENDATIONS**

It is said that without the suggestions and recommendations, a study can not be considered complete. In this particular study, the recommendations and suggestions are for the owner of business organisations, Marketing/Digital Marketing Managers because the study will contribute for different marketing, promotional and advertisement activities.

• This research will give main idea about the different motivating factors towards the adoption of digital marketing.

• The present study can help the managers in giving insight of different challenges involved in adoption of digital marketing.

• Customers' Changing Attitude and Technological factors, Organisational, Management and Business Environment etc. are found the main factors of motivation towards the adoption of digital marketing. So, business organisation can focus more on these areas.

The value of Cronbach Alpha was 0.787 which is reliable as per the Thumb Rule of Cronbach. So, it is cleared from the calculated value of Cronbach Alpha that our data is reliable and valid for further study. After analysing the reliability & validity of preliminary questionnaire, Final draft of the Questionnaires (Customer) was developed.

## CONCLUSION

The present study has explained the impact of digital marketing on the growth of the business firms. But as we know that this is the time of Technological advancements, everyday we are seeing so many technological shifts and advancements and things are getting changed. In future, application and role of different upcoming technologies like Artificial Intelligence (AI), Data Science and Machine Learning (ML) in the digital marketing can be the future research aspect.

In the present study the results are from overall corporate industry but in future particular industry-wise studies could be another future research aspect. In the present study the five factors are considered for the motivational factors in the adoption of digital marketing, but in future with the help of comprehensive or systematic literature review more motivational factors in the adoption of digital marketing.

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