

Consumer Perception towards Digital Marketing

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ABSTRACT

We are living in the electronic world, where all the objects are one click away. Internet becomes the most important part of life for everyone. It also changed the marketing method. Now a day, online shopping sites gets high access due to internet and easy to access reason. Because of these changes, companies are using the electronic media to advertise. With the development of it technology, digital marketing is replacing the traditional marketing methods day by day. Due to electronic technology, companies can easily communicate with the customers directly and also provide the services to the customers. The main aim of digital marketing is attracting customers and allowing them to interact with the trade name through digital media. Digital marketing helps to build effective communication with the customers and determining their needs. The companies which are not using the digital marketing have huge gap with their competitors who are using the digital marketing.

Key words: Digital Marketing, Traditional Marketing, SEO, E-Commerce, URL

1. INTRODUCTION

Digital marketing as the term refers to marketing through digital technologies. Digital marketing has become more familiar and its importance and effectiveness is increasing speedily with time due to increasing use and importance of technology globally [10]. Digital marketing is also called the online marketing and internet marketing [1]. It is a type of marketing which one used to promote the products and services and also come to close to the customers by using the digital channels [2]. The digital channels transforming the business environment and creating the new challenges and opportunities. It also provides the opportunity to reach larger number of customer which is never possible before [5].

2. COMMON TYPES OF DIGITAL MARKETING

1. Mobile marketing

Mobile marketing is a marketing activity planned to market the product or services on smart phones, tablets and other mobile devices through websites, sms, mms etc. Its main objective is to reach the target audience through electronic devices. Mobile using for marketing because everything that can be done on a desktop is available on a mobile device. Large number of internet users using the Smartphone to access the internet. From opening an email to visiting company website to reading their content, it's all accessible through a small mobile screen.

2. Email marketing

Email marketing is a form of direct marketing by using electronic mail as a source of communicating marketable messages to viewers. It occurs when companies send commercial messages to a group of people with emails. Email marketing is an efficient way for the company to stay connected with customers as well as also promoting their business. With email marketing, company can easily and quickly reach target users or markets without the need for large quantities of print space, television or radio time or high production costs.

3. Social media marketing

Social media marketing (SMM) is the process of marketing of the products and services through social media sites like twitter, face book, and YouTube. Social media marketing is a powerful tool for all types of organizations to reach prospects and customers. SMM is a form of internet marketing that involves creating and sharing content of the organization on social media networks to achieve the marketing goals. It includes activities like text, images, videos and other content that attract

the customers. Customers are already interacting with brands through social media, if the company cannot speak directly to the customers through social media platform, than companies can miss to achieve their marketing targets.

4. Influencer marketing

Influencer marketing is a type of digital marketing in which main focus on the influential group of people rather than the target market. In this marketing, firstly identify the person that have high influence over the potential buyers and design all marketing activities around those influencers. That influencer creates high impact conversation with customers about the brand, products and services of company.

5. Paid search

Paid search marketing is also called the pay-per-click (ppc). It is an inexpensive and scalable form of web marketing which is designed to connect the ads with searchers actively seeking what company provides. The logic behind the paid search that the company bid for the ad placement in a search engines sponsored links for keywords related to the company and then company pay the search engine a small amount for each click.

3. OBJECTIVES

1. To know customer perception towards Digital Marketing.
2. To know the factors influencing customers to purchase online.

4. RESEARCH METHODOLOGY

Primary Data: The research is done through collection of data with the help of questionnaire.

Sample Size: The sample size is 128 respondent’s opinion from the customers who presently purchasing products with a help of digital marketing.

5. Data Analysis

	Category	Number of Respondents	Percentage of Respondents
Gender	Male	64	50
	Female	64	50
Age	Less than 20	28	22
	20-30	7	5
	30-40	26	20
	Above 40	67	52

S.No	Particulars	Category	Number of Respondents	Percentage of Respondents
1	Preference towards online shopping	Yes	93	73
		No	10	8
		May be	25	20
2	Digital marketing is more informative than traditional marketing.	Strongly Disagree	6	5
		Disagree	9	7
		Neutral	41	32
		Agree	56	44
		Strongly Agree	16	13
3	Digital Marketing is easy and effective to give feedback about product/service	Yes	119	93
		No	9	7
4	Product promotion is more effective through Technological Products	Strongly Disagree	5	4
		Disagree	7	5
		Neutral	15	12
		Agree	71	55

		Strongly Agree	30	23
5	Buying products online is easier than going to the marketplace.(Scale 1-6 Low to High)	1	4	3
		2	7	6
		3	16	13
		4	40	31
		5	33	26
		6	27	21
6	Most preferred device for getting the product online?	Mobile	98	60
		Laptop	46	28
		Pc	12	7
		PDA	8	5
7	Through which media you get to know about your desired products or Services	Television	58	32
		Radio	7	4
		Billboards	8	4
		Digital Media	108	60
8	Services for which you prefer to go online?	Medical Services (Appointment with doctor)	23	8
		Insurance Services	17	6
		Telecommunication Services(Online recharge etc.)	83	28
		Entertainment (like Booking Movie Tickets)	106	36
		Travel & Tourism(booking holiday packages)	64	22
9	Products for which you prefer to go online.	Jewellery & Cosmetics	23	8
		Electronic Appliances	83	29
		Apparels	53	19
		Books	58	20
		Grocery Products	38	13
		Health Care Products	31	11
10	Time Saving	Strongly Disagree	63	49
		Disagree	0	0
		Neutral	12	9
		Agree	53	41
		Strongly Agree	0	0
11	Ease of use	Strongly Disagree	43	34
		Disagree	2	2
		Neutral	17	13
		Agree	66	52
		Strongly Agree	0	0
12	Easily comparable with other brands	Strongly Disagree	62	48
		Disagree	0	0
		Neutral	8	6
		Agree	58	45
		Strongly Agree	0	0
13	Satisfaction Level	Yes	98	77
		No	8	6
		May be	22	17

6. Findings:

1. 73% of the total customers prefer the online shopping.
2. 93% of the customers thought digital marketing is easy and effective to give feedback about product /services.
3. People agreed about that the digital marketing provides more freedom of choosing products to the customers.
4. Most of the people are accessing the internet for the entertainment and telecommunication services of the online.
5. Most of the people prefer online shopping for electronic appliances and apparels and books. Some people used it for grocery products. But less people prefer online shopping for jewelry and cosmetics products.
6. Most of the people are agreed about that the time factor is play more important role on online marketing over traditional marketing.
7. Higher numbers of people are strongly agreed about that the brands are easily compared on online over traditional marketing.
8. According to over result we say that the higher number of people are agree that there is price difference in online marketing over traditional marketing.

CONCLUSION

Digital marketing has become the essential part of the companies. Nowadays, even small business owners using the digital marketing because it is a very cheap and efficient way to market his/her products or services.. The study reveals that people aware of the digital marketing. Customers use to prefer the digital channel to buy any products. Mostly people prefer shopping and electronic goods to buy through digital channel. And its came to known that the purchasing through digital marketing is more convenience against the earlier method of marketing. Customers are satisfied with products they bought through the digital channels and this point is considered as a positive sign for the growth of digital marketing and also gives positive response in customer purchase decision. Digital channels helps to increase the sales of convenience goods as it provides effective reach to the marketer.

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