**REASEARCH PAPER ON DIGITAL MARKETING**

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**INTRODUCTION**

In the modern world, we are surrounded by digital media. We use our smartphones, computers, tablets, TVs and games consoles to access the internet for all kinds of reasons. And, as we’ll explore in our introduction to digital marketing, this constant connectivity is a goldmine for marketers. If you’ve always fancied getting started in digital marketing, this is the article for you. We take a look at what exactly it is, why it’s important, what different types there are, and how you can get a job in the industry.

The first step in our introduction to digital marketing is to determine what it is exactly. Essentially, it’s a term used to describe any marketing efforts that take place on the internet or on a digital device. There are many different channels that businesses use to entice customers into buying their products and services. As we’ll see, there are many elements that go into digital marketing, as well as a host of different devices businesses can market on. It’s a practice that goes from the subtle to the obvious, and it often takes a variety of specialisations working together to be effective.

**OBJECTIVE OF DIGITAL MARKETING**

To achieve your business mission and online objectives, you need clear digital marketing strategies to guide your promotional activities online. Each campaign you build and every ad you execute must always be connected to your target audience and suit your marketing goals. This article gives you information on some of the main objectives of digital marketing.

* **Contract a brand:**

Constructing a brand is one of the important objectives of digital marketing. The aim of digital marketing also involves setting up a new brand. Constructing a brand not only represents placing your organization name in people’s minds.

known brands that are particularly associated with successful relationships are also more trusted by consumers.

* **DEVELOP REVENUE**

Increasing revenue is the primary objectives of digital marketing. Luckily, the internet gives every company several opportunities to boost their Performance . By combining SEO with pay per click, or PPC ads, your company will increase the probability of getting identified by potential clients.

You will put yourself as an expert in your field with tactics such as content marketing and social media marketing that also cares about your customers.

* **BROOST LOCAL SEO**

Apart from companies concentrating on raising revenues in some geographic areas, many small businesses are focusing most of their marketing efforts on enhancing their **local SEO**.

This means developing a selection of posts on their pages to draw local consumers who are searching for the services they provide.

While the amount of research that involves both your sector and your city is obviously less than what merely defines a product or form of company, these fighters appear to generate far more skilled traffic.

**BOOST TRAFIC**

Not all visitors can make a purchase at your place. It’s just the path of the internet that you have got to recognize.



 Furthermore, if none of the visitors to your site make transactions (or contact you), they are likely to attract “unskilled” visitors or others who do not wish to become clients.

You will increase the return on investment of your marketing strategies as well as your performance by targeting your ads to other individuals and trying to attract different and skilled people.

## **PAID ADVERTISEMENT**

Paid ads are one of the easiest objectives of digital marketing which has a number of ways of getting to our target audience and selling your goods or services.

Simply create an ad, choose the target audience based on demographics, venue, interest, etc., allocate the budget for effort, and you’re finished.

One of Google Adwords ‘ most popular advertisement channels has paid off. Google Adwords can be used to view ads on web sites, its related websites, YouTube, etc.

They give paid ads on Facebook, Twitter, Linkedin, [Quora](https://learn.g2.com/what-is-quora), and several other social networks.

You can also do paid ads or direct partnerships in the field that concerns you, through contacting influencers, bloggers, etc.

## **Email Marketing**

It is also another really important form in digital marketing. In this, it uses direct mail to meet potential customers.

Email marketing for individuals with an email base with their current customers may be handled internally or by an outside organization.

To that site, you may also find multi-vendor email lists and cold mail promotions, but this might not work because they did not want to accept emails.

 The biggest challenge of email marketing is to make sure that the emails sent hit the client’s inbox (instead of heading to the spam folder where people barely recognize them).

In the end, use solid innovative content and subject line to get the full open rate of email.

* **HYPOTHESIS OF DIGITAL MARKETING**

To study the awareness of Digital Marketing. HYPOTHESIS OF THE STUDY.

H01: **There is no significant relationship between monthly income and product preference to buy through Digital Channel**.

H02: **There is no significant relationship between Customer Satisfaction and product buy through Digital Marketing.**

* **METHOD OF RESEARCH**

To Study the impact of Digital Marketing on various parameters, A Structured questionnaire for collecting primary data. Primary data was collected from 100 respondents. Respondents are selected from Mumbai District, Maharashtra. Primary data in structured format was collected via direct questioning to respondents, which is direct through survey method. Sample Size for this study is 100 who are purchasing products or services through digital channel. The data was analyzed and hypothesis is tested with Statistical tool like chi-square test.

**Table-1:** Responses from Online Buyers.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Category | No of respond | Percentage of respond |
| gender | Male | 75 | 75% |
| Female | 23 | 23% |
| total | 100 | 100% |
|  |  |  |
| Age | Below 18 years | 15 | 15% |
| 18 to 30 years | 28 | 28% |
| 31 to 45 years | 35 | 35% |
| Above 45 | 22 | 22% |
| total | 100 | 100% |
|  |  |  |
| profession | Employee | 42 | 42% |
| business | 25 | 25% |
| student | 6 | 6% |
| House wife | 19 | 19% |
| others | 8 | 8% |
| total | 100 | 100% |
| Monthly income | Below 10000 | 38 | 38% |
| 10000-25000 | 24 | 24% |
| 25000-50000 | 10 | 10% |
| Above 50000 | 28 | 28% |
| total | 100 | 100% |
| Frequency of Online Purchase | Once annually | 13 | 13% |
| 2-5 purchase annually | 47 | 47% |
| 6-10 purchase annually | 25 | 25% |
| Above 10 | 15 | 15% |
| total | 100 | 100% |
| Reason for online shopping | Easy buying option | 35 | 35% |
| Wide Variety of Products | 22 | 22% |
|  |  |  |
| Various Methods of product | 17 | 17% |
| Lower price | 21 | 21% |
| Other | 5 | 5% |
| total | 100 | 100% |
| Influence of Digital Channels to buy more | Social Media | 5 | 5% |
| Website | 18 | 18% |
| Email | 5 | 5% |
| Advertising | 16 | 16% |
| other | 4 | 4% |
| total | 100 | 100% |
| What kind of Product you would prefer to buy through Digital Channel | Convenience Goods | 15 | 15% |
| Shopping Goods | 72 | 72% |
| Specialty Goods | 13 | 13% |
| total | 100 | 100% |
|  |  |  |
| Customer Satisfaction in Purchase through Digital Channel | Strongly Agree | 38 | 38% |
| Agree | 35 | 35% |
| Neutral | 5 | 5% |
| Disagree | 1 | 1% |
| Strongly disagree | 1 | 1% |
| total | 100 | 100% |
| From which Digital Channel you bought products | Social media | 21 | 21% |
| Email | 51 | 51% |
| Website | 8 | 8% |
| Advertising | 15 | 15% |
| Other | 5 | 5% |
| Total | 100 | 100% |

**Chi Square Test:** Relationship between monthly income and product preference to buy through Digital Channel. To Study the Relationship between monthly income and product preference to buy through Digital Channel, the clubbed table is as follow

Table 2: Relationship between monthly income and product preference to buy through digital channel.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Convenience Goods | Shopping goods | Speciality goods | total |
| Below 10000 | 7 | 29 | 2 | 38 |
| 10000 to 25000 | 4 | 18 | 2 | 24 |
| 25000 to 50000 | 3 | 3 | 4 | 10 |
| Above 50000 | 1 | 22 | 5 | 28 |
| Total | 15 | 72 | 13 | 100 |

The data can be easily interpreted from the above table 2. Hypothesis testing is done to be more précised.

H01: There is no significant relationship between monthly income and product preference to buy through digital channel. According to the calculation, calculated chi-square statistic is 15.2929. The p-value is .018097. The result is significant at p < .05, with 0.05 level of Significance. Hence the null hypothesis is rejected and there is a significant relationship between monthly income and product preference to buy through digital channel.

3 **Chi Square Test:**

Relationship between Customer Satisfaction and product buy through Digital Marketing To study the relationship between Customer Satisfaction and product buy through Digital Marketing, the clubbed table is as follow.

Table3: Relationship between Customer Satisfaction and product buy through Digital Marketing.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Strongly agree | agree | neutral | disagree | Strongly disagree | total |
| Social media | 10 | 11 | 0 | 0 | 0 | 21 |
| Website | 20 | 31 | 0 | 0 | 0 | 11 |
| Email | 3 | 3 | 2 | 0 | 0 | 8 |
| Advertising | 4 | 8 | 2 | 1 | 0 | 15 |
| Others | 1 | 2 | 1 | 0 | 1 | 5 |
| total | 38 | 55 | 5 | 1 | 1 | 100 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

the data can be easily interpreted from the above table 3. Hypothesis testing is done to be more précised.

H02: There is no significant relationship between Customer Satisfaction and product buy through Digital Marketing. According to the calculation, calculated chi-square statistic is 41.459. The p-value is .000475. The result is significant at p < .05, with 0.05 level of Significance. According to above analysis, Null hypothesis is rejected. In other words, there is significant relation between customer satisfaction and buying the products through Digital channel.

**Suggestions**

1) Improve technical advancement in promotion of digital marketing.

2) Collect and implement the feedback provided by the consumer in the right way.

3) Provide a transparent and good service to the consumer before and after purchase.

4) Creating awareness among the people about digital marketing.

5) Complete description need to provide about the product to the online shoppers.

**CONCLUSIONS**

With the Research conducted, It has been found that there is a relationship between monthly income and the products purchased by them. Monthly Income of people plays an important role to buy different products through Digital Channel. It has also been found that there is a significance difference between the satisfaction level of customer with purchasing products online. Most of the Customers are satisfied with the products purchased through Digital Channel. A company can do lot more through Digital Marketing if they understands and delivers what consumer needs.