

Impact of Digital Marketing on Consumers Purchase

Dr.S.Vimali

*Head, Assistant Professor in Business Administration
Syed Hameedha Arts and Science College, Kilakarai*

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Mr.K.Ajmal Khan

*Assistant Professor in Business Administration
Syed Hameedha Arts and Science College Kilakarai*

Abstract:

Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of digital marketing is concerned with consumers and allows the customers to intermingle with the product by digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of a firm's sales. 100 respondents opinion a recollected getting the clear picture about the present study.

Introduction Digital marketing is often referred to as 'online marketing,' 'internet marketing' or 'web marketing.' The term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred to as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013.

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

Objectives

- The main purpose of this paper is to recognize the usefulness of digital marketing in the competitive market.
- To study the impact of digital marketing on consumers purchase.

Methodology Applied

Primary Data: The research is done through observation:

- And a collection of data through questionnaires. **Secondary Data:** Secondary data is collected from journals, books and magazines to develop the theory. **Sample Size:** The sample size is determined as 100
- Respondent’s opinion from the customers who were presently purchasing products with the help of digital marketing.

Traditional Marketing Vs Digital Marketing:

Table 1 The following table lists a few points that differentiate digital marketing from traditional marketing

Traditional Marketing	Digital marketing
Communication is unidirectional. Means, a business communicates about its products or services with a group of people	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services
A medium of communication is generally phone calls, letters, and Emails.	A medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching	There is always a fast way to develop an online campaign and carry out changes in its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for the general public. It is then made to reach the specific audience by employing search engine techniques.
It is the conventional way of marketing; best for reaching the local audience.	It is best for reaching the global audience.
It is the conventional way of marketing; best for reaching the local audience.	It is best for reaching the global audience.
It is difficult to measure the effectiveness of a campaign	It is easier to measure the effectiveness of a campaign through analytics.

Advantages of Digital Marketing To Consumers And Analysis

Digital marketing technologies permit the customers to keep on with the company information rationalized (Gangeshwer, 2013). These days a lot of customers can way on the internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers know how to visit the company’s website, examine concerning the products and make an online purchase and afford feedback. Consumers get complete information related to the products or services (Gregory Karp, 2014). They can make a comparison with other related products. Digital marketing allows 24 hours of service to purchase for the consumers. Prices are transparent in digital marketing (Yulihhasri, 2011).

Table 2 Profile of Online Buyers

	Category	Number of Respondents	Percentage of Respondents
Gender	Male	70	70%
	Female	30	30%
	Total	100	100%
Age	Below 18 Years	17	17%
	19-30 years	25	25%
	31-45 years	33	33%
	Above 45 years	25	25%
	Total	100	100%
	Category	Number of Respondents	Percentage of Respondents
Profession	House Wife	11	11%
	Employee	50	50%
	Business	23	23%
	Students	8	8%
	Any other	8	8%
	Total	100	100%
Monthly Family Income (in Rs.)	Below 10000	21	21%
	10001-20000	49	49%
	20001-40000	25	25%
	Above 40000	5	5%
	Total	100	100%

Table 3 Awareness of Online Shoppers

Particulars	Number of Respondents	% of Respondents
Knowing online shopping	100	100%
Not knowing online shopping	-	-
Total	100	100%

Table 4 Availability of Online Information about Product

Particulars	Number of Respondents	% of Respondents
Excellent	54	54%
Good	38	38%
Average	7	7%
Poor	1	1%
Total	100	100%

Table 5 Reasons for Choosing Online Shopping

Particulars	Number of Respondents	% of Respondents
The wide variety of Products	23	23%
Easy buying Procedures	38	38%
Lower Prices	19	19%
Various Modes of Payments	14	14%
Others	6	6%
Total	100	100%

Table 6 Frequency of Online Purchasing

Particulars	Number of Respondents	% of Respondents
purchase once Annually	12	12%
2 - 5 Purchases Annually	46	46%
6-10 Purchases Annually	26	26%
11 Purchases and above Annually	16	16%
Total	100	100%

Findings

Digital marketing has a greater future in the present Consumers are satisfied by purchasing the digital

- market. A ratio of male customers is very high in online shopping • People find it the safe mode of online purchase.
- Marketing. Awareness about online shopping is 100% among the
- that is 70%. Income of respondents mainly falls in the range of Rs.
- Respondents. Employees of various companies are purchasing more
- 10,001 to Rs. 20,000 that is 49%. Most numbers of respondents that are 38% feel that online
- than others through online shopping that is 50%. shopping have simple buying procedures;
- others feel that they can have a broad variety of products, products with 54% of respondents
- feel that availability of online
- lower price, a variety mode of payments, etc. information about Product & 46% of the
- respondents purchase the products 2 to 5 times
- Services is outstanding. Annually.

Suggestions

- Improve technical advancement in the promotion of digital marketing.
- Collect and implement the feedback provided by the consumer in the right way.
- Provide a transparent and good service to the consumer before and after purchase.
- Creating awareness among the people about digital marketing.
- Complete description needs to provide about the product to the online shoppers.

Conclusion

Digital marketing has to turn out to be the crucial part of the approach of many companies. At present, still, for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. The company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support the company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

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