

# Study on Digital Marketing

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## 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.*

## 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

Secondary 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 opinions from the customers who are presently purchasing products with the help of digital marketing.

### Research Instrument

This study uses Wilska’s (2003) instrument to measure perceptions of professional. All measures adapted use five-point Likert scales. Various non-statistical validity checks were made before the questionnaire’s actual implementation. Firstly, all of these constructs were adopted from earlier studies providing acceptably reliable and valid measures. Secondly; these measures had acceptable reliability figures mostly stated regarding Cronbach’s alpha above 0.5. They have reported a reasonable internal consistency among the items. Finally, these measures were processed in a systematic manner in the earlier stages of the research project. In addition to these steps, pre-testing of the questionnaire was also performed.

### Data Collection

The strategy of using advertising agencies and their clients’ worked well regarding questionnaire administration and provided a suitable environment necessary for target participant’s involvement, motivation and convenience. All questionnaires were properly filled and 100% response rate was achieved

### Traditional Marketing Vs Digital Marketing

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 a local audience.	It is best for reaching a global audience.
It is difficult to measure the effectiveness of a campaign	It is easier to measure the effectiveness of a campaign through analytics.

### Digital Marketing

Companies have been through a lot of changes in a very short period since the beginning of the 21st century thanks to the opportunities provided by the advances in technology. The usages of information and communication technologies have increased day by day by companies for the purpose of introducing their products and getting to know their customers. This increase was linear

throughout the years. Moreover, companies have been using IT in the trade with other companies. In this system which is called “business to business” electronic infrastructure is used. In order to leave their rivals behind, companies use electronic trade and digital marketing actively (Bulut et al., 2006). In this way, a two-sided connection is established between the customers and the companies. Digital marketing is very much different from the traditional marketing (Vernal, 2012:39).

Since the condition of digital marketing is different, brands which cannot be rivals under normal conditions can be rivals to one another. Digital marketing aims to serve customers as quickly as possible and expects guidance from customers instead of trying to change their perception like traditional marketing. Through digital marketing, customers can easily and quickly reach products and services and have an opinion about them by comparing similar products, and therefore, speed up the purchasing process. Also, the time spent while shopping is normally seen as a big problem, but now with the online shopping, this problem seems to be out of the way (Cop & Oyan, 2010:100). The main objective of online marketing is to use existing infrastructure to make a profit. Development, pricing, promotion and distribution of goods are also done online. The benefits that digital marketing provides can be considered as a revolution for the marketing world (Karaca, 2012:40).

### **Analysis Digital Marketing**

The data were analyzed in some stages. Firstly, exploratory factor analysis was used to determine the factor structure of items related to marketing professional perception towards digital marketing. Secondly, a summated score was calculated for resultant digital marketing factors and finally, individual differences were measured for marketing professional mindset factors. Factor analysis was conducted for the digital marketing perception mindset scale using a multi-step process which includes three steps;

- (a) Extracting the factors;
- (b) Labeling the factors
- (c) Creating summated scales and examining the descriptive statistics.

Analysis of 12 items related to the digital marketing perception scale, using the maximum likelihood method of extraction with direct oblimin rotation, yielded a four-factor solution, to which various criteria were then applied for refinement. Initially, the solution was examined to determine whether all the factors satisfied the Kaiser criterion (eigenvalues (1) and they did. All the items loading on each separate factor were found to cohere to some degree, and therefore they were included in their respective factors. The above analysis resulted in a final four-factor solution, comprising 12 items, all with communality values greater than 0.3.

### **Digital Marketing and Measurability**

Digital ads have different parameters compared to the ones in traditional marketing. Traditional ads are measured by using methods like Gross Rating Point (GRP). On the other hand, for the ads in digital media, more distinctive methods, such as CPM (Cost Per Mile), CPC (Cost Per Click), is used (Açikel and Çelikel, 2012:13). With regards to advertising companies, the Internet comes up with realistic values then it comes to measurability.

Advertising gains more importance with every passing day since it is used to reach customers by giving information about the products. Advertisements help form a positive perception about the products and, therefore, gain customers' loyalty and commitment. Customers, on the other hand, have the opportunity to make healthy decisions thanks to detailed information regarding products and services in ads (Gökaliler and Sabuncuğlu, 2008:1314-17). In this way, companies get measurable feedbacks in return for the ads in digital media. What's more, it is much more

efficient to advertise in digital media in comparison to traditional ads. This leads the way for digital marketing industry to grow at high speed. By the advances in technology, we may encounter new ways of advertising method each day. The fact that band capacity has enhanced and that the technology is easily affordable nowadays make it easier to reach the target audience with the help of video ads.

### **Advantages of Digital Media**

The biggest advantage of digital marketing is to be able to reach the target audience by using interactive media. Certain models have been developed to have the most efficient results from digital marketing. The moment when customer needs and requests are met properly is also the moment when customer satisfaction and loyalty is achieved (Molla and Licker, 2001:136). Moreover, the researches show that companies' efficiently using online marketing cares deeply about mutual communication in an aim of increasing customer loyalty and commitment (Srinivasan et al., 2002). In addition to all these, digital media provides an advantage in competition, decreases personnel expanse and advertising cost. Nowadays, customers have all the information they need about the products or services at their feet thanks to the Internet. As a result of this fact, they can easily compare products and services and therefore reach a quick decision about which ads to purchase. Search engines like Google, Yahoo, Bing and Ask are available 24/7. Online shopping sites have drastically increased in number. Furthermore, basic problems such as distribution, storage, payment and security have been overcome now. Delivery systems have been developed with the infrastructure investments. Shipping and cargo transactions are now being handled smoothly. Banks, financial institutions and retailers together have been developing return policies along with the precautions against payment frauds. Most companies make a great deal of investment in a purpose of forming a proper basis for secure shopping (Karahasan, 2013:62-65).

### **Conclusion**

Digital marketing has to turn out to be a 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. A company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

With an increasing rate of technological developments, tablets, smart phones and other electronic devices have become common everyday items. Correspondingly, people who use social networks and e-mails have been using digital media for shopping. Search engines make web surfing much easier for people. Additionally, the process of decision making in purchasing has become much less difficult for promotional videos and comments about the products help customers decide. The most important difference between digital and traditional marketing is that in digital marketing the data is used properly.

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