

A STUDY ON DIGITAL MARKETING AND ITS POSITIVE IMPACT AND NEGATIVE IMPACT ON BUSINESS

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Abstract

Digital Marketing is a part of Marketing. Modern people want to do marketing of their products in this competitive world and to survive in this cut throat competitive world. The method of marketing is traditional marketing i.e. Ads in TV, Newspaper, Distribution of pamphlets, use of billboards and many more. Now the modern methods are different from the traditional ones. The use of digital marketing, connecting with the customers digitally through Whatsapp, Instagram, Twitter, LinkdIn, Snapchatt, You Tube, and many modern tools. Digital marketing helps the businessmen in generating leads, businessmen is able to know the percentage of conversation rate, Whether he is on the right track or not, business plans are successful or not.

Digital Marketing helps to reach the target audience, helps in website landing, market segmentation, targeting and position is possible with the use of digital marketing. Digital marketing is strategy to achieve the goals of the organization. It is just like the feasibility study of the market. Now the future is of the digital marketing, and there is vast scope for businessmen, industries, and for the skilled employees. Apart from positive impact of digital marketing there is negative impact also like, excessive use leads to depression, lack of personal touch with the customers, monopoly and future is dark for the generation who are far behind from the technology.

Key words: Target Marketing, Search Engine Optimization, Positioning, Conversation rate, Artificial Intelligence.

Introduction:

Digital marketing also called online marketing. Digital marketing is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media and web based advertising, but also text and multimedia message as a marketing channel. Digital marketing is the act of promoting and selling product and services by leveraging online marketing tactics such as social media marketing, search engine marketing and e mail marketing. Strong digital marketing will help (1) It will make it easier to create awareness and engagement both before and after the sale. (2) You can convert new buyer into rapid fans who buy more (3) Word of mouth and social media presence give the benefits of growth, affiance and excellence in the market.

Digital marketing is the process of promoting a brand service or product on the internet. The 21st century has proved the developing a web presence in most companies. One of the technologies which really brought information revolution in the society is internet technology and is rightly regarded as the third wave

Digital marketing is an umbrella term for the marketing of products or service using digital technologies mainly on the internet, but also including mobile phone, display advertising and any other digital media.

Digital marketing is the components or marketing that uses the internet and online based digital technologies such as desktop computers, mobile phone and other digital media and platform to promote products and services.

Digital marketing also called online marketing refers to all marketing efforts that occur on the internet. Digital marketing strategy building process customer indemnification, understanding customer persona , business objective identification. Goal setting . Resource allocation, Action/Execution and analysis.

Review of Literature:

“A study of the Growth digital marketing in Indian scenario” By Kishore Kumar, Pramana Research Journal ISSN NO: 2249-2976 Volume 9, Issue 1, 2 388 to 394 focus role of digital marketing in Indian scenario. Objective of this paper is to study the opinions of consumer, company and third parties agency with regard to the growth of digital marketing. Research paper also focus on the evolution and history of digital marketing.

“A study on analysis of digital marketing” by Dr. Tejas B Vyas research reflects to identify the tools and techniques of online marketing, to determine the strategies used in digital marketing. The marketing is changing rapidly, conversion from traditional marketing to digital marketing. The study also help the reader to understand online buying behavior of Indian patrons.

“Digital marketing: Concept and Aspects” By Sandeep ponde and Arjite Jain, International journal of advance research (IJAR) ISSN 2320-5407 Int. J. Adv. Res. 7(2), 260-266 research reflects that Internet and electronic commerce technologies are changing the total economy and shifting business models, revenue streams, customer bases, and supply chains. Research papers focus on advantages of digital marketing like Global reach, Lower cost and apparent pricing, track able, measurable results, personalization, Openness, social currency, improved conversion rates, shopping 24/7.

“A study on digital marketing and its impact” by P. Sathya International journal of science and research ISSN (Online) 2319-7064 shows the difference between traditional marketing v/s digital marketing, and shows that digital marketing has turn out to be crucial part of approach of many companies. Digital marketing may achieve something more if it consider consumer desires as a peak priority.

“Digital marketing: A Review” by Dr. Mrs. Vaibhava Desai International journal of trend in scientific research and development (IJTSRD) ISSN 2456-647 reflects digital marketing a boost to today’s businesses. B2B Digital marketing, B2C Digital marketing, Website traffic, Content performance, remarketing, game advertising,

Objectives of Digital Marketing:

- (1) To study the impact of digital marketing on demographic factors.
- (2) To study the awareness of digital marketing in business community.
- (3) To understand the process of lead generation
- (4) To examine the role of digital marketing in promoting new services and products
- (5) To determine the digital marketing in expanding the market.

Research Methodology:

Primary Data: Data is collected through interview. Structured questionnaire is made and data is collected personally for 100 respondents.

Secondary Data: Secondary data is collected from research articles, books magazines and from you tube videos to develop the theory.

Sample Size: The sample size is determined as 100 respondents and opinions from the respondents are taken.

Hypothesis :

Ho : There is no significant relationship between demographic factors and buying behavior of consumers

H1: There is significant relationship between demographic factors and buying behavior of consumers.

Table No. 1 List of online buyers

Gender	Category	Number of respondents	Percentage of respondents
	Male	46	46%
	Female	50	50%
	Others	04	04%

Age	Below 18 years	Number of respondents	Percentage of respondents
	18 – 30 years	35	35%
	31- 50 years	45	45%
	51 and above	10	10%

Profession	Respondents	Percentage
Housewife	20	20%
Employee	24	24%
Businessmen	38	38%
Students	12	12%
Any other	06	06%

Monthly Income	Respondents	Percentage
Below 10000	42	42%
10000-30000	22	22%
30000-50000	18	18%
50000-100000	18	18%

Results:

The data was collected by using survey method. Structured Questionnaire used for collection of primary data. Analysis was based on the 7 point Likert Scale System

Response and points: Strongly Agree Point 7, Agree Point 6, Agree to some extent Point 5, Undecided Point 4, Disagree to some extent Point 3, Disagree Point 2, Strongly Disagree Point 1

Internet awareness is the need of the hour: 90% strongly agree with the statement, 10% disagree with the above statement.

Digital marketing is new tool to reach the customers: 65% strongly agree with the statement, 10% are undecided with the above statement, 15% disagree with the above statement up to some extent, 10% disagree with the above statement.

Increase in the traffic, explore new knowledge, wider exposure: 75% strongly agree with the above statement, 8% are undecided and 17% strongly disagree with the above statement

Suggestions:

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

Findings:

- Digital marketing have a greater future in the present market.
- People find it safe mode of online payment
- Ratio of male consumer is very high in online shopping that is 70%
- Income falls in the range of Rs. 10001 to Rs. 20000 that is 49%
- Examples of various companies are purchasing more than other online shopping that is 53%
- 54% resident feel that availability of online information about product and service is outstanding.
- 46% of the residents purchase the products 2 to 3 times

Conclusions:

- We need to accept that change is inevitable,
- Our willingness to adopt is permanent to achieving new level of success.
- Digital marketing is the way to connect with the people
- The innovation of digital marketing will stretch to both online and offline world
- Use of digital marketing has made it possible to get insight into our target audience like never before.
- Digital marketing spot new market niches and offer specialized services

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