

THE POWER OF DIGITAL MARKETING, A COMPREHENSIVE ANALYSIS OF ITS INFLUENCE ON BUSINESS

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Abstract

With the ever increasing development in technology, the use of Digital Marketing, Social Media Marketing, and Search Engine Marketing is also increasing. Digital Marketing is used by the marketers to promote the goods and services to the marketplace. Digital Marketing place an important role in increasing the sales of goods and services. The purpose of this research is to study the impact of Digital Marketing, how it's an important tool for both marketers and consumers. We have also studied the impact of Digital Marketing and its influence on consumer buying behaviour. This research was done on base of a structured questionnaire for primary data and the sample size is 100 respondents.

Keywords: Digital Marketing, Promotion, Buying Behaviour, Marketing Communication.

INTRODUCTION

Digital Marketing is generally a wide term which consists of Internet Marketing, Social Media Marketing, and Search Engine Marketing. People are becoming highly social and also the use of Internet, Social Media, and Applications are increasing and becoming a necessary part of daily activities of every person. Digital Marketing helps a marketer to reach their products for customers via various channels like E-Mail Marketing, Social Media, Websites, E-Commerce, etc. A marketer, before launching any products or services, can conduct a survey online and take responses from potential customers, so that a marketer can launch according to the needs of customers, after analyzing the responses given by them. In this highly competitive market and technological advancements marketing practices have been changed from traditional practices to digital marketing. Digital marketing is a tool which can be used for expanding the business globally. With the help of digital marketing a buyer can also compare a product with another product and it also allows 24 hours of services to purchase, even it allows customers to return a delivered product if they are not satisfied with it.

LITERATURE REVIEW

Kaini (1998) - Innovation of new technology i.e. vide internet, helps in opening the gate for marketers and do online marketing to achieve their business goals.

Song (2001) - More choices are available for customers. So it is difficult to enterprise to build brand image. Online advertising is powerful marketing tool used for creating brand image and helps the corporate to increase the sale up to many extent.

Mort, et al (2002) - Due to advancement in technologies and market dynamics, digital market is rapidly growing.

Teo (2005) - The survey was conducted by firms in Singapore and findings revealed that digital marketing is effective marketing tool for gaining results.

Kucuk and Krishnamurthy (2007) - The study revealed that internet and virtual communities helps the consumers, societies and marketer to access and share information with others. It too helps in enhancing the communication skills also.

Basheer et al. (March, 2010) - The Study is on the impact of mobile advertising on consumer purchase decision. Findings revealed that there is a positive relationship between perceived usefulness of advertisement and consumer purchase decision.

Kee (2008); Godes & Silva(2012) - The Study revealed that 90% of consumer read online reviews of other consumer before make purchase decision. Consumer read at least four reviews before make their final decision of purchase.

Reviews play important role in purchase decision.

OBJECTIVE

1. To Study the impact of Digital Marketing on Consumer buying behaviour.
2. To study the awareness of Digital Marketing.

HYPOTHESIS

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.

RESEARCH METHODOLOGY

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.

RESULTS AND INTERPRETATION

After collecting data from respondents with the help of structured questionnaire, following are the results interpreted.

6.1. RESPONSES FROM ONLINE BUYERS

Several questions were asked to the respondents on their Age, Monthly Income, Occupation, etc. for understanding their profile and responses. The table below is the interpreted on the basis of the responses.

Figure 01: Responses from Online Buyers.

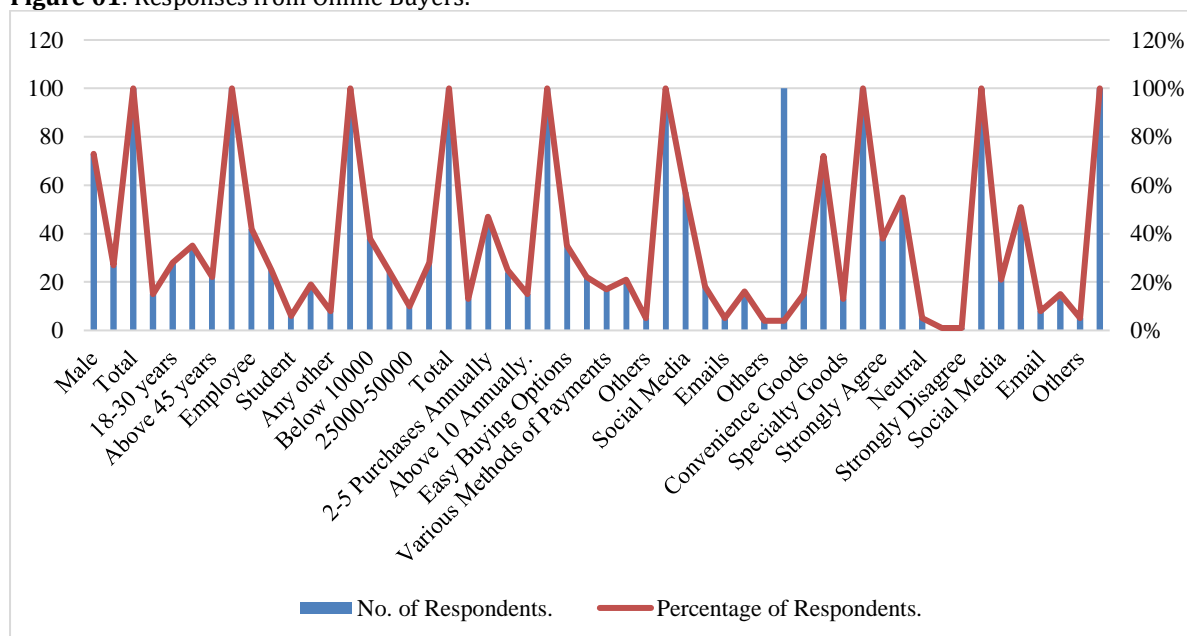


Table 01: Responses from Online Buyers.

	Category	No. of Respondents.	Percentage of Respondents.
Gender	Male	73	73%
	Female	27	27%
	Total	100	100%
Age	Below 18 years	15	15%
	18-30 years	28	28%
	31-45 years	35	35%
	Above 45 years	22	22%
	Total	100	100%
Profession	Employee	42	42%
	Business	25	25%
	Student	6	6%

	House-wife	19	19%
	Any other	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 Purchases Annually	47	47%
	6-10 Purchases Annually	24	25%
	Above 10 Annually.	15	15%
	Total	100	100%
Reasons for Online Shopping	Easy Buying Options	35	35%
	Wide Variety of Products	22	22%
	Various Methods of Payments	17	17%
	Lower prices	21	21%
	Others	5	5%
	Total	100	100%
Influence of Digital Channels to buy more	Social Media	57	57%
	Websites	18	18%
	Emails	5	5%
	Advertising	16	16%
	Others	4	4%
	Total	100	4%
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	55	55%
	Neutral	5	5%
	Disagree	1	1%
	Strongly Disagree	1	1%
	Total	100	100%
From which Digital Channel you bought products	Social Media	21	21%
	Websites	51	51%
	Email	8	8%
	Advertising	15	15%
	Others	5	5%
	Total	100	100%

6.2. 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

Figure 02: Relationship between monthly income and product preference to buy through digital channel.

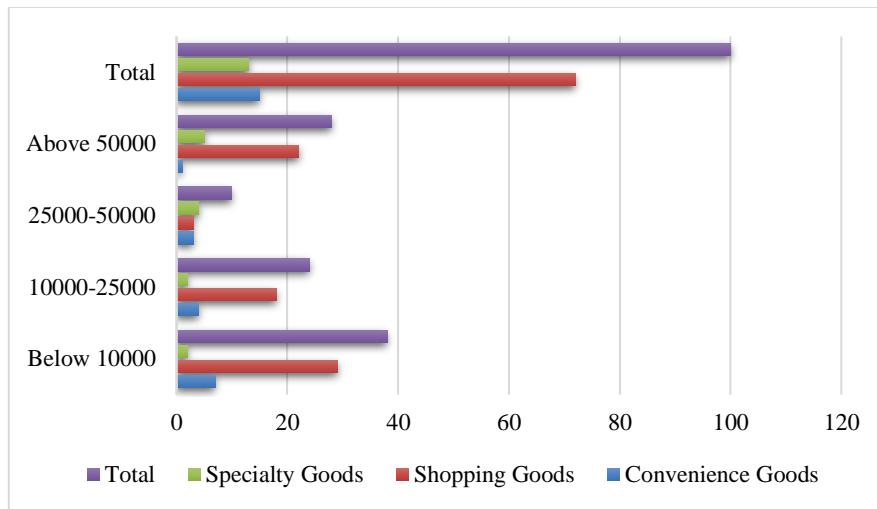


Table 2: Relationship between monthly income and product preference to buy through digital channel.

	Convenience Goods	Shopping Goods	Specialty Goods	Total
Below 10000	7	29	2	38
10000-25000	4	18	2	24
25000-50000	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.

6.3. 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.

Figure 03: Relationship between Customer Satisfaction and product buy through Digital Marketing.

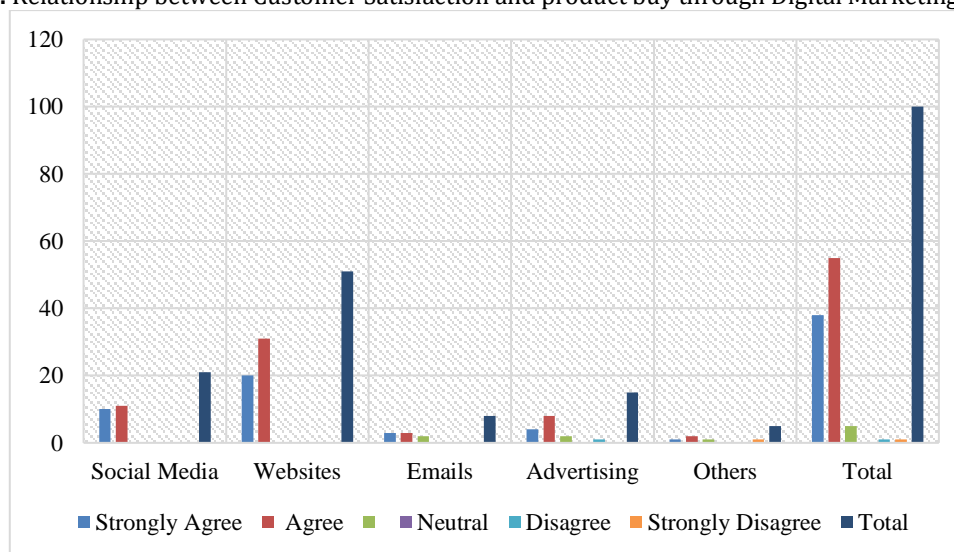


Table 03: Relationship between Customer Satisfaction and product buy through Digital Marketing.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Social Media	10	11	0	0	0	21
Websites	20	31	0	0	0	51

Emails	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.

CONCLUSION

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 levels 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.

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