

**DIGITAL MARKETING AND ITS IMPACT; A STUDY WITH  
REFERENCE TO KARKALA REGION.**

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***Abstract:***

***“Inspiration is the most important part of our digital strategy.”***

***Paull Young***

**Keywords:**

**D**igital Marketing,

**P**romotion,

**C**onsumer buying behaviour,

**M**arketing communication.

*Marketing has always been about connecting with your audience in the right place and at the right time. Digital Marketing is used by the marketers to promote the goods and services to the market place. Digital Marketing places an important role in increasing the sales of goods and services. 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 purpose of this research is to study the impact of digital marketing and its influence on the consumer buying behaviour. This study concentrates on the magnitude of digital promotion for both customers and marketers. This research has been done using the structured questionnaire and the sample size is 60. Collected data has been analyzed with the help of statistical tools and techniques.*

## INTRODUCTION

In every era, marketing has evolved based on what the customer is using. If you go back in history, you can see that at times when customers used Radio, it gave birth to radio advertising and marketing. Next, we got the boom of televisions; it is one of the widely used devices globally, which allowed the companies to reach a mass audience with TV ads. Even today TV advertising is one of the most used advertising strategies for companies. Since the boom of the Internet, more customers started using the Internet, which gave birth to a new era of marketing originally called Internet marketing, which is now called Digital Marketing. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing is 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. Digital marketing is 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. Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses multiple channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. As we know that the digital marketing industry is growing, this brings more opportunities to professionals in this industry. 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.

### **OBJECTIVES OF THE STUDY**

1. To Study the impact of Digital Marketing on Consumer buying behaviour.
2. To focus on the basic comparison between traditional and digital marketing.
3. To study the awareness of Digital Marketing.

### **REVIEW OF LITERATURE**

Various studies have been examined which have studied about the digital marketing and its impact. Most of the studies reflect the importance of the digital market in the present scenario.

**Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015)**, digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet.

**Vinerean, Cetina, Dumitrescu, and Tichindelean (2013)**, in digital marketing, understanding consumer behaviour is key for marketing success as consumers have

embraced utilising the internet and online socialising tools.

**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 extents.

**Basheer et al. (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.

According to **Parsons Zeisser and Waitman (1996)**, "In the developed world, companies have realised the importance of the digital marketing. In order of businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely".

**Yulihhasri, (2011)**, they can make comparison with other related products. Digital marketing allows 24 hours of service to make purchase for the consumers. Prices are transparent in the digital marketing.

**Chaffey (2013)**, digital marketing is the use of the technologies to help the marketing activities in order to improve the

customer knowledge by matching their needs.

**RESEARCH METHODOLOGY**

To study the impact of digital marketing on various parameters, a structured questionnaire for collecting primary data. Primary data was collected from 60 respondents. Respondents are selected from Karkala region. Sample Size for this study is 60 who are purchasing products or services through digital channel. The data was analyzed and hypothesis is tested with Statistical tool like chi-square test. Secondary data is collected from journals, books and magazines.

**SCOPE OF THE STUDY**

The scope of the present study has to understand how digital marketing is influence the people to buy the products or services. As we are know that most of people go through the digital market. The present study has focusing on the impact of digital marketing on consumer buying behaviour.

**TRADITIONAL MARKETING AND DIGITAL MARKETING**

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or

services using digital channels to reach consumers. Some comparisons are presented below:

<b>Traditional Marketing</b>	<b>Digital Marketing</b>
Traditional marketing includes print, broadcast, direct mail, and telephone.	Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click.
Success of traditional marketing strategies can be celebrated if the firm can reach large local audience.	Success of digital marketing strategies can be celebrated if the firm can reach some specific number of local audiences.
24/7 year-round exposure is not possible.	24/7 year-round exposure is possible
Limited reach to the customer due to limited number of customer technology.	Wider reach to the customer because of the use of various customer technologies.
It is conventional way of marketing; best for reaching local audience.	It is best for reaching global audience.
It is difficult to	It is easier to measure

measure the effectiveness of a campaign.	the effectiveness of a campaign through analytics.
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 business products and services.
Responses can only occur during work hours.	Response or feedback can occur anytime.
Expensive and time-consuming process.	Reasonably cheap and rapid way to promote the products or services.

**HYPOTHESIS OF THE STUDY**

**Null hypothesis:** Digital marketing does not have any impact on the buying behaviour of customer.

**Alternative hypothesis:** Digital marketing has impact on customer buying behaviour.

**Table No.: 1**

The below table shows the digital marketing influences the consumer buying behaviour.

	Consumer Buying Behaviour		
	Influenced	Not Influenced	Total
Digital Marketing Users	55	9	64
Non-digital Marketing Users	5	6	11
<b>Total</b>	<b>60</b>	<b>15</b>	<b>75</b>

**Table No.: 1.1**

	Consumer Buying Behavior		Total
	Influences	Not Influences	
<b>Digital Marketing Users</b>	55 <i>51.20</i> ( 0.28)	9 <i>12.80</i> ( 1.13)	<b>64</b>
<b>Non-Digital Marketing Users</b>	5 <i>8.80</i> ( 1.64)	6 <i>2.20</i> ( 6.56)	<b>11</b>
<b>Total</b>	<b>60</b>	<b>15</b>	<b>75</b>

$$\chi^2 = 9.615, \quad df = 1, \quad \chi^2/df = 9.61, \quad P(\chi^2 > 9.615) = 0.0019$$

Expected values are displayed in italics individual  $\chi^2$  values are displayed in (parentheses)

At 5% level of significance the Rejection Region is

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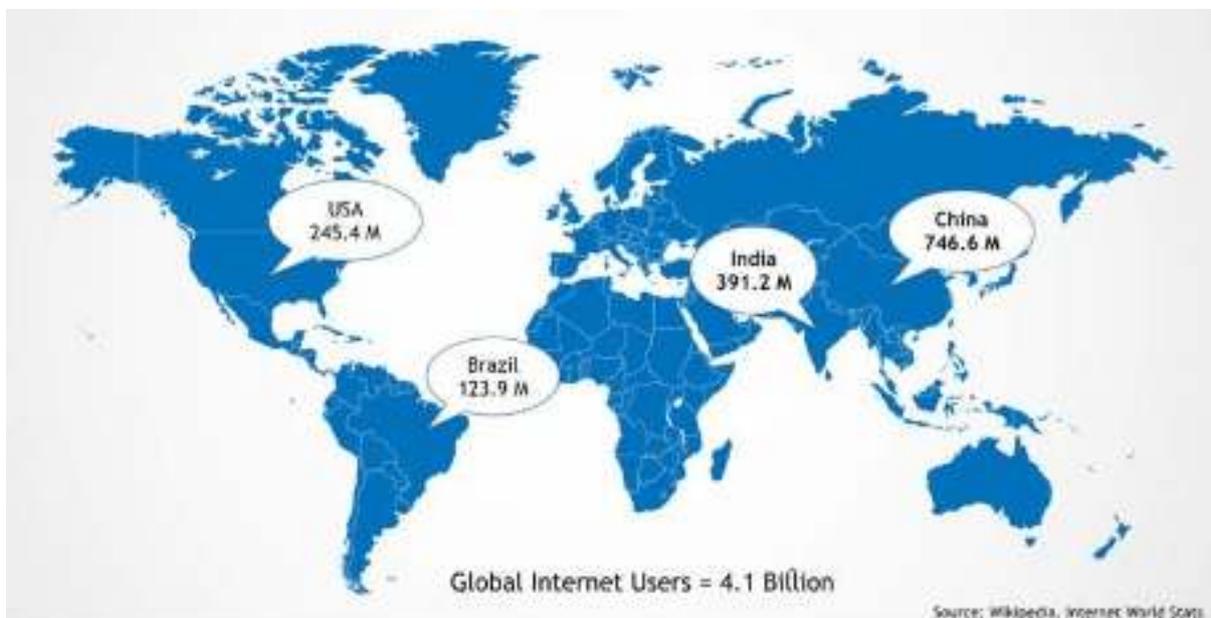
**RR:**  $p \text{ value} < 0.05$

**RR:**  $0.0019 < 0.05$

**Since the p value is less than 0.05, we reject the null hypothesis and we conclude that digital marketing influences the buying behaviour of customers.**

## **WHY COMPANIES USE DIGITAL MARKETING?**

The importance of digital marketing works not only in favour of marketers, it provides something innovative to the consumers too. Digital marketing is the one of the easier way to reach consumer and understand the consumer's needs. As per statistical report more than 4.1 billion people are using internet. According to Forbes, 82% of consumers conduct research online. And, Tech Crunch reports that 79% of people shop online. Digital marketing tactics has proven to be the most cost-effective way to reach potential customers.



As we can clearly understand from the above stats that in the next few years

more users will be connected to the internet, which gives more scope for

digital marketers to reach target audience globally.

### **ADVANTAGES THAT DIGITAL MARKETING BRINGS TO CUSTOMERS**

With rapid technological developments, digital marketing has changed customers buying behaviour. It has brought various advantages to the consumers as given below:

- Stay updated with products or services: Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.
- Greater engagement: With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.
- Clear information about the products or services: Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information
- which customers can rely on and make purchase decision.
- Easy comparison with others: Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.
- 24/7 Shopping: Since internet is available all day long, there is no time restriction for when customer wants to buy a product online.
- Share content of the products or services: Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.
- Apparent Pricing: Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers. Company may regularly changes the prices or gives special offers on their products or services and customers are always in

advantages by getting informed instantly by just looking at any one mean of digital marketing.

- Enables instant purchase: With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.

#### **FINDINGS BASED ON THE STUDY**

- Digital marketing have a greater future in the present market.
- Consumers are satisfied through purchasing digital marketing.
- People find it safe mode of online purchase.
- Price and information related to the products and services are transparent.
- Most numbers of respondents that is 22.6% feels that online shopping have simple buying procedures; others feel that they can have a broad variety of products, products with lower price, a variety mode of payments etc.
- Income of respondents mainly falls in the range of Rs. 10,001 to Rs. 25,000 that is 42.9%.

#### **SUGGESTIONS BASED ON THE STUDY**

- Improve technical advancement in 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 need to provide about the product to the online shoppers.

#### **CONCLUSION**

The conclusion of digital marketing is very much important for the digital marketers. Digital marketing is about utilizing digital technology to achieve marketing objectives. It has been found that digital marketing influences the buying behaviour of customer. 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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