



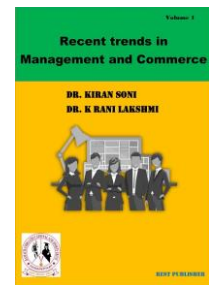
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A Study on Digital Marketing Awareness among Students

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Abstract

Internet revolutionized the world in more ways than we can think of. Countries which were far apart are now closer than ever. An American has become the digital neighbor of an Australian. Les Français is just a mouse click away from the Fijians. Apart from establishing communication it has dramatically altered business, education, economy, marketing and various other fields. As online market grew so did the business in it. It has paved the way for a new kind of marketing as well. Digital Marketing can be said to be any form of marketing of products or services that involves the use of digital technologies. It is mainly done on the internet but also includes other electronic devices like mobile phones, display advertising, television, radio and any other digital medium. There actually exists a huge market for digital marketing. The worldwide ad spending in the digital advertising market is expected to amount to 365,554 million USD in 2020. In India the amount spent on digital marketing has risen steadily from 15.4 billion INR in 2011 to 160 billion INR in 2019. By 2024 it is expected to touch 539 billion INR. In this paper, we are trying to find out the awareness among students about digital marketing. The opportunities which this market offers are many. With one of the largest youth populations and ever-growing internet presence, digital marketing could be a major game changer for India. With a thriving youth population, India can easily become the market leader in digital marketing services, provided adequate training and skill development programs are offered to the youth. So, this paper explores the students' knowledge about digital marketing, its technical terms, its working and career opportunities in the digital marketing field. The study is mainly focused on college students.

Keywords – Digital Marketing, Social Media, Digital Marketing Careers, Online Ads, Digital Marketing Awareness

1. Introduction

The World Wide Web has shrunk the world into a global village. The reach of the internet exceeds far beyond the seven seas. The growth of the web was faster than that of any other digital medium. With the changing times the marketers have shifted their focus to digital realm. And during the 1990s the term "Digital Marketing" was coined. Digital Marketing can be said to be any form of marketing of products or services that involves the use of digital technologies. It is mainly done on the internet but also includes other electronic devices like mobile phones, display advertising, television, radio and any other digital medium. For any business it is very important to keep up with the times lest they be left behind. With more and more people being added to the internet family everyday it is very important to learn about online marketing and its implications and impact.

2. Literature Review

Electronic marketing as defined by *Hoge & Cecil C* is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. (The electronic marketing manual - 1993) E-Marketing began even before the internet. It started with the use of telegraphs in the nineteenth century. But as of now the situation is different with internet taking over and connecting the people across the globe. *Philip Kotler* in his book "Marketing 4.0" calls the youth to be trendsetters. They are not very easy to impress. But once impressed they become loyal customers. To influence them digital marketing is one of the best options as most of them are hooked on internet and technologies. As *Ian Dodson* says in his book "The art of digital marketing" (2016) was always the informed and empowered consumer that shaped the digital marketing. It is unlike traditional marketing where the marketer talks and consumer listens. Digital marketing is interactive. And now everyone is now empowered as internet is readily available to them. So, the youth, especially the students need to be informed too. Then only they can shape the future digital marketing efforts. They need to know that they are in power. And according to their interest only digital marketing campaigns will be formulated.

The main objectives of the study are to learn

- ❖ The degree of knowledge of students on Digital Marketing as a whole
- ❖ The understanding of students about the online advertisements
- ❖ Whether the students think of digital marketing as a feasible career opportunity

RESEARCH METHODOLOGY

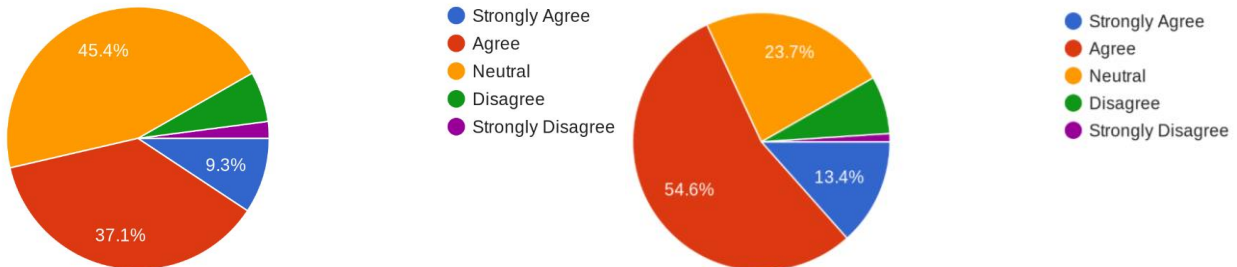
Both primary and secondary data were used for the study. The responses of the students were collected through google form. Using SPSS software, the reliability analysis and regression analysis of data was done.

DEMOGRAPHICS

The data was collected from 97 students across India. Most of them (92.8%) belong to the age group of 20 to 25 years. 59.8% of the respondents were female and 40.2% were male. Half of them (52.6%) are currently pursuing PG courses while 46.4% of them are pursuing UG courses.

QUESTIONNAIRE RESPONSES

I know what the term Digital Marketing means and its working



Right off the bat 54.6% of the respondents agree that they know about digital marketing. 13.4% of them are very confident in their knowledge of digital marketing. They together make up 68% of the total population. Only a mere 8.2% have no or little idea about digital marketing.

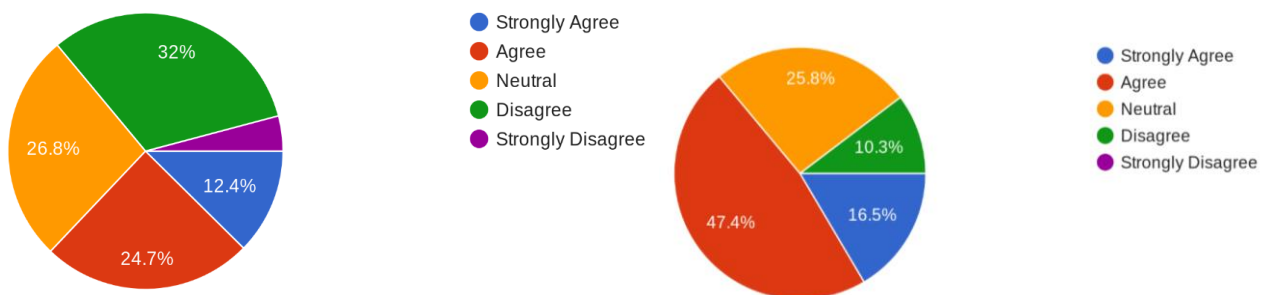
The digital marketing industry in India is worth \$68 BILLION!

Do you believe this statement to be true?

The respondents are almost equally divided on this matter. A chunk of 46.4% (37.1% and 9.3%) believe the statement to be true. Another chunk of 45.2% have taken a neutral stand on the statement. Only about 8.3% of the respondents found this statement too good to be true.

Familiarity with digital marketing terms like

Search engine optimization (SEO), Content marketing, Social Media Marketing(SMM) etc

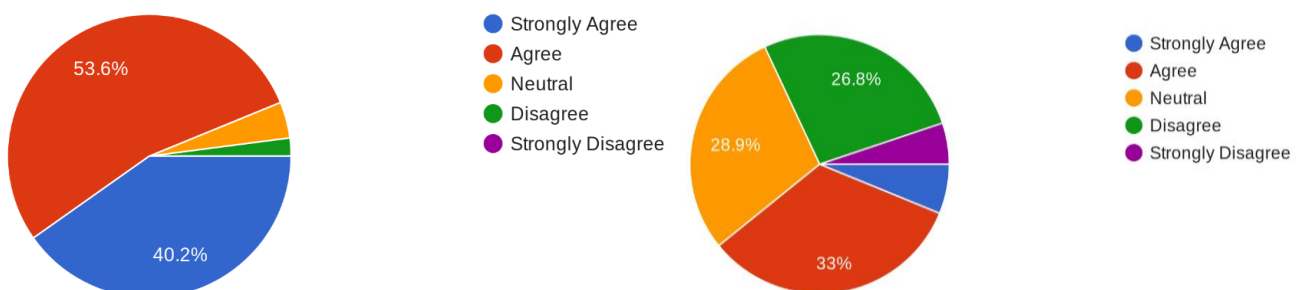


24.7% of the respondents have a good familiarity with digital marketing terms while 12.4% have a thorough knowledge of these terms. Together they make up 37.1% of the population. 26.8% has taken a neutral stance and 36.1% have admitted that they are unfamiliar with these terms.

Do you think that you are being constantly targeted through digital marketing?

Majority of the respondents, 63.9% to be exact, believe that they are being constantly targeted through digital marketing. 25.8% of them have no opinion on this matter whereas very few (10.3%) of them don't believe in this statement.

Do you believe that social media advertisements are affecting the purchase behavior of people?

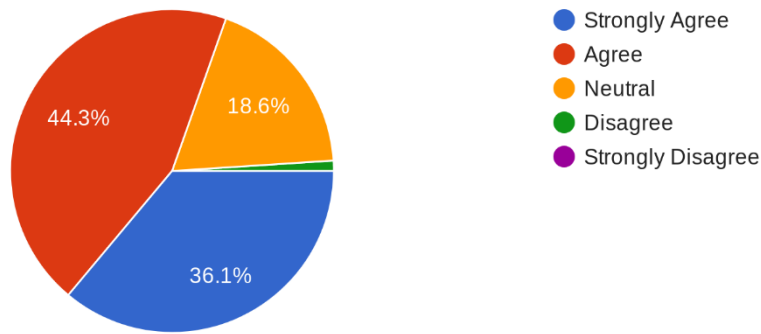


93.8% of the respondents believe that social media advertisements affect the purchasing behaviour of the people. Majority believe in the influence of social media ads. Only 2.1% have the opposite opinion and the rest 4.1% have taken a neutral stance.

Do they have a clear-cut idea about who is creating these social media advertisements?

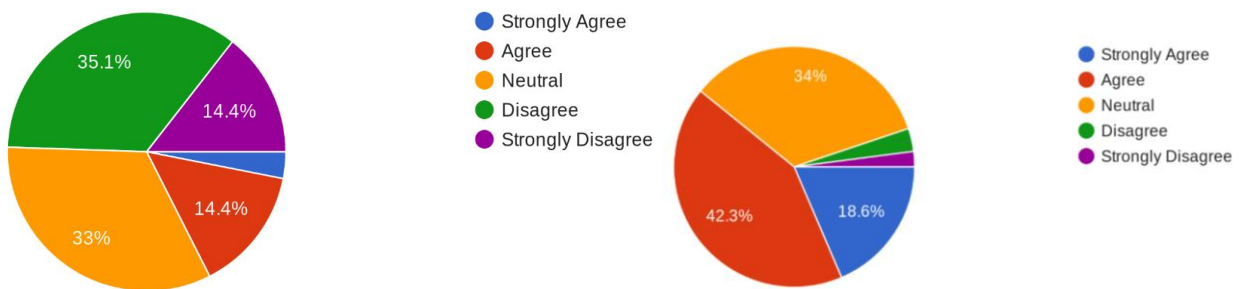
39.2% of the total respondents have a clear-cut idea about the creators of the online advertisements. 32% have no idea about the people creating social media advertisements. 28.9% of the respondents choose to stay in the in-between.

Do you think there is a good career opportunity in Digital Marketing?



A lion share of the respondents (80.4%) think that there is a good career in the field of digital marketing. A small portion of 18.6% have taken a neutral attitude towards the statement. And an even smaller portion of 1% believe that digital marketing cannot offer any career opportunities.

Choosing a career in digital marketing



Majority of the respondents (49.5%) will not choose digital marketing for their career. 33% have no opinion on this matter. Those who would choose digital marketing for their career is limited to 17.5%

Do you believe digital marketing is the upcoming best career opportunity along with space technology & Artificial Intelligence (AI)?

More than half of the respondents (60.9%) believe that digital marketing is at par with AI and space technology in offering future careers. 34% students have gone over to the neutral zone. And a very few of them (5.1%) don't regard digital marketing as an upcoming giant in career opportunities.

ANALYSIS

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.700	.704	9

We are getting a Cronbach's alpha of 0.700. It means that the data is reliable

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.583 ^a	.340	.280	.70104	2.165

a. Predictors: (Constant), Choosing_DM_as_career, Influence_of_social_media_Ads, market_worth_68\$_billion, Constant_target_of_DM, Creators_of_social_media_Ads, Good_career_opportunity_in_DM, Familiarity_of_terms, Upcoming_career_opportunity_in_DM

b. Dependent Variable: sound_knowledge_about_DM

.280 is the value of adjusted R square. So, we can say that dependent variable, sound knowledge of digital marketing, is explained 28% by the independent variables

Value of Durbin-Watson is 2.165. It neither below 1.5 nor above 2.5. It means that that there is no autocorrelation.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	22.237	8	2.780	5.656	.000 ^b
	Residual	43.248	88	.491		
	Total	65.485	96			

a. Dependent Variable: sound_knowledge_about_DM

b. Predictors: (Constant), Choosing_DM_as_career, Influence_of_social_media_Ads, market_worth_68\$_billion, Constant_target_of_DM, Creators_of_social_media_Ads, Good_career_opportunity_in_DM, Familiarity_of_terms, Upcoming_career_opportunity_in_DM

The data is significant at 1%. It also means that the model fits nicely.

Model		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	1.00	.614	1.633	.106		
	market_worth_68\$_billion	-.163	.095	-1.709	.091	.822	1.217
	Familiarity_of_terms	.370	.075	4.924	.000	.738	1.355
	Constant_target_of_DM	.124	.089	1.388	.169	.855	1.170
	Influence_of_social_media_Ads	.212	.125	1.694	.094	.774	1.293
	Creators_of_social_media_Ads	-.033	.085	-.387	.700	.676	1.479
	Good_career_opportunity_in_DM	.071	.114	.627	.533	.714	1.401
	Upcoming_career_opportunity_in_DM	.153	.101	1.511	.134	.650	1.539
	Choosing_DM_as_career	-.001	.079	-.007	.994	.799	1.251

a. Dependent Variable: sound_knowledge_about_DM

We can see that there are three variables which are significant. And there is a fourth variable (upcoming career opportunity) which came too close to being significant.

Findings

The major findings of the study are as follows.

- The students have a general idea about what digital marketing is.
- They are not so familiar with the technical terms of digital marketing.
- Many believe that digital marketing is constantly targeting them and influencing their purchasing behavior
- Majority don't have an idea about the creators of online advertisements
- Many students believe that digital marketing offers good career opportunities and has good future career prospects
- However, most of them won't choose a career in digital marketing

Suggestions

- Students should be offered courses in digital marketing to make them more employable.
- Students should be motivated to take up careers in digital marketing to tackle the rising unemployment rates.
- Companies should focus more on digital marketing to reach and influence the tech-hooked students and youth

Conclusion

Digital marketing is a rapidly growing sector. With the number of internet users increasing everyday digital marketing has become a feasible career opportunity. And its influence exists beyond borders. With a thriving youth population, India can easily become the market leader in digital marketing provided adequate training and skill development programs are offered to the youth. Students have a general awareness about digital marketing. But technical skill development is very much required in this area

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