



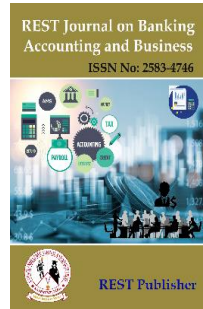
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# A Study on The Impact of Digital Marketing in Tiruvannamalai District

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**Abstract.** Digital marketing is a style that is becoming increasingly popular in this age of digitization. The concept of Internet marketing, which is evolving into a key digital marketing platform, along with electronic devices like digital billboards, mobile, tablets, and smartphones, gaming consoles, and many other devices that aid in digital marketing, are all contributing to the trend's rapid growth. With its cutting-edge digital marketing, Flip Kart has established a specialized market for online retailers to compete with physical stores, demonstrating the effectiveness of online marketing. The case study examines how Flipkart.com implemented a variety of digital and online marketing methods to flourish and achieve greatness in the field of digital marketing. The example also explains how Flip kart, which introduced fresh ideas to the realm of digital marketing, has achieved great success in the internet marketing industry. And in a few years, it will become clear that digital marketing is taking the place of traditional marketing. Many marketers may place digital marketing at the top of their list of priorities, and they may be seeking for creative ways to market online, lower cost per lead, raise click-through and conversion rates, and find out what's trending in the field.

**Keywords:** Digital Marketing, Online Shopping, Marketing.

## 1. INTRODUCTION

The practice of using digital platforms and technologies to advertise goods and services and build relationships with potential clients is known as digital marketing. It may be utilized in a variety of ways to reach people all around the world and is an extraordinarily strong and versatile instrument. Mobile phones, PCs, and other digital media and platforms are only a few of the many digital technologies that are used in digital marketing to send advertising messages. Depending on the aims of the campaign, it can be utilized for B2C (Business to Consumer) or B2B (Business to Business) marketing. More reach, better targeting, individualized messaging, and higher ROI are just a few of the unique benefits that digital marketing provides (Return on Investment). Additionally, it enables organizations to stay abreast of technological advancements and marketing trends. Businesses may use digital marketing to expand their audience reach and visibility with the correct plans and approaches. Digital marketing is the practice of promoting goods and services via online platforms like social media, search engine optimization, email, and mobile. It is a type of marketing that enables companies to connect with their target markets online, forge bonds with them, and increase sales. To establish a strong online presence, digital marketing combines a number of technologies, including analytics, social media, content marketing, search engine optimization (SEO), search engine marketing (SEM), email marketing, mobile marketing, and more. Digital marketing is an effective tool for companies to connect with their target audience and have meaningful conversations with them. Because it enables companies to customize communications for customers, message recall and purchase intent are more likely. Businesses can also use digital channels to track client behavior and spot potential growth opportunities. Marketers may better understand the requirements and preferences of their customers and adjust their services by employing digital analytics and other data-driven strategies. Due to its potential to reach individuals worldwide, digital marketing also allows organizations access to a bigger audience than traditional marketing platforms. Digital marketing is a crucial instrument for promoting company growth and success, from producing interesting content to precisely delivering targeted advertisements. By sending clients individualized messages that foster enduring relationships, it gives businesses the chance to efficiently reach a huge audience.

## **2. REVIEW OF LITERATURE**

Silviu stanciu, Riana Iren Radu (2020) found that the need to adapt the educational system and prepare it for conducting face-to-face activities with an online counterpart; the ability of some SME companies to respond to critical incidents and identify market segments; the reevaluation of the national agro-food system (primary production - agricultural, industrial processing, and trade), national investments, and governmental support measures. The agro-food industry is reliant on imports, and the emergence of some dire circumstances may cause the population's food supply to become unstable. Agriculture production is influenced by weather, and state investments in a national irrigation system are minimal. Darshana Bhagawati, Dev Malya Dutta (2018) This study is connected to a review of the literature done to determine the variables affecting digital marketing. The primary goal of this study is to determine the variables that affect digital marketing. According to this report, digital marketing is the backbone of a country and has been extremely important to the banking, tourist, health, and educational sectors. Digital marketing has not been extensively studied in West Bengal's educational industry, leaving room for future study. Dr. Anand patil (2018) found that the development of digitalization in marketing and its effects on consumers are the subject of this essay. Identifying the effects of digitalization on marketing is the main goal of this study. This study reveals that the customers are more positively affected by digitization than other groups. Even small business owners now have access to extremely effective and affordable means of selling their services and goods. The negative effects of digitalization can be transformed into valuable business opportunities by influencing customers and raising awareness. Digital and electronic channels are now a significant part of many organizations' marketing efforts. Dr. Madhu Bala, Mr Deepak Verma (2018) This study is connected to a critique of digital marketing (the current and future trends in marketing). Finding out how children, adolescents, and teenagers use digital marketing media is the major goal of this study. This study concludes that digital marketing has a positive financial impact on business and is cost-effective. Consumers are using the internet more to seek out and search than old or conventional methods to find the greatest bargain from distributors across India.

## **3. SCOPE OF THE STUDY**

To comprehend the components of digital media, the efficacy of branding using digital media, and the work involved in achieving a brand's goal through campaigns.

## **4. STATEMENT OF PROBLEM**

In recent years, there has been a growth in the use of digital marketing. Yet, just like other forms of promotion, digital marketing cannot guarantee customers. From the start of Covid-19, the majority of businesses and stores have turned to digital marketing to promote their goods. As a result, everyone should have inventive and imaginative marketing. Customers have more selections and options from which to choose. The advertisement has attracted customers' attention and ought to persuade them to purchase the product. As a result, the former impact of digital marketing has been diminished in the current environment.

## **5. OBJECTIVES OF THE STUDY**

To evaluate the Digital Marketing on Consumer buying behavior. To analyzing the customers awareness of digital marketing.

## **6. RESEARCH METHODOLOGY**

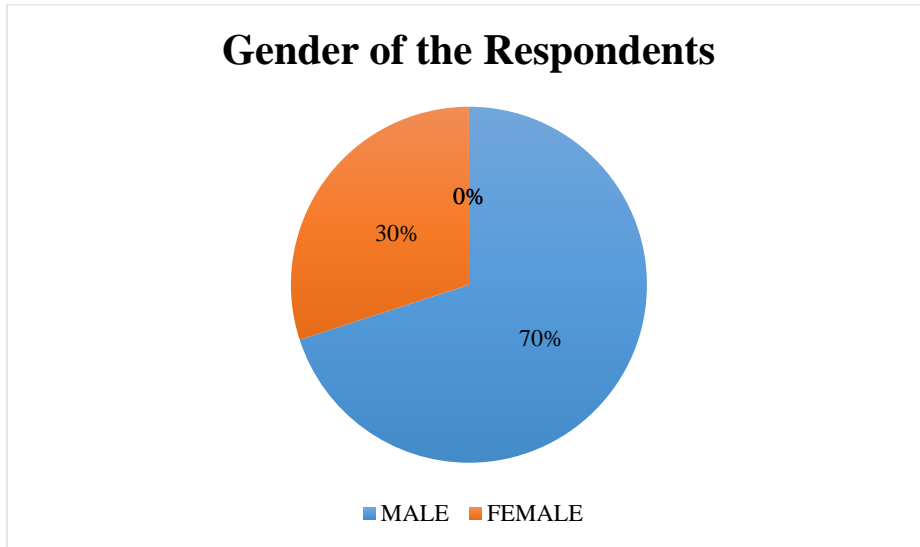
To research how different factors are affected by digital marketing, a structured survey for gathering first-hand information. 50 respondents provided the primary data that was gathered. Those who respond are chosen from the Tiruvannamalai District. Direct questioning of respondents, a direct survey method, was used to gather primary data in a structured style. 50 participants in this study's sample size are making digital purchases of goods or services. Simple percentage analyses were done on the data.

## 7. DATA ANALYSIS

**TABLE 1.** Gender of the respondent

Gender of the respondent	Male	35	70
	Female	15	25

**Interpretation:** From the above table it is showing that the maximum number of respondents are male over female.

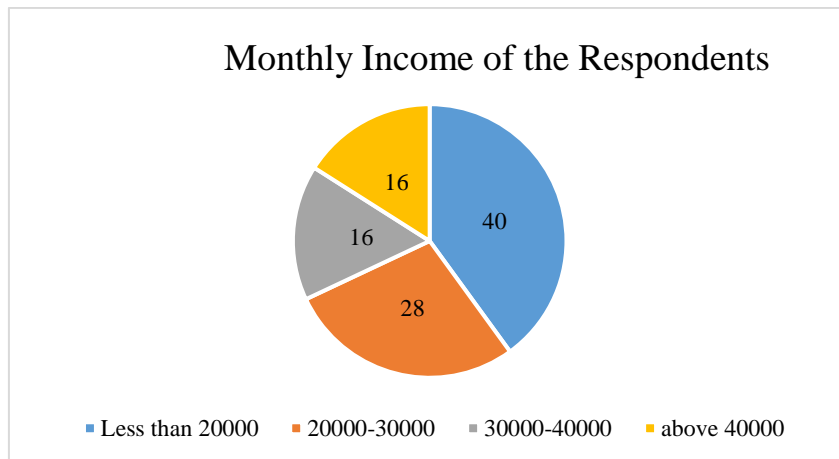


**FIGURE 1.** Gender of the Respondents

**TABLE 2.** Monthly Income of the Respondent

Less than 20000	20	40
20000 - 30000	14	28
30000 - 40000	8	16
Above 40000	8	16

**Interpretation:** From the above table it is showing that the maximum number of respondents are less than 20,000 monthly income group.

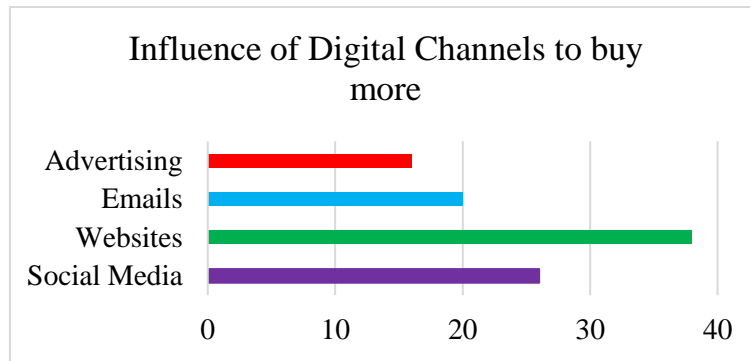


**FIGURE 2.** Monthly Income of the Respondents

**TABLE 3.** Influence of Digital Channels to buy more of the Respondent

Social Media	13	26
Websites	19	38
Emails	10	20
Advertising	8	16

**Interpretation:** From the above table it is showing that the maximum number of respondents are influence by digital channels to buy more websites.



**FIGURE 3.** Influence of Digital Channels to buy more

**TABLE 4.** What kind of Product you would prefer to buy through Digital Channel of the Respondent

Convenience Goods	16	32
Shopping Goods	22	44
Specialty Goods	12	24

**Interpretation:** From the above table it is showing that the maximum number of respondents prefer to buy shopping goods.

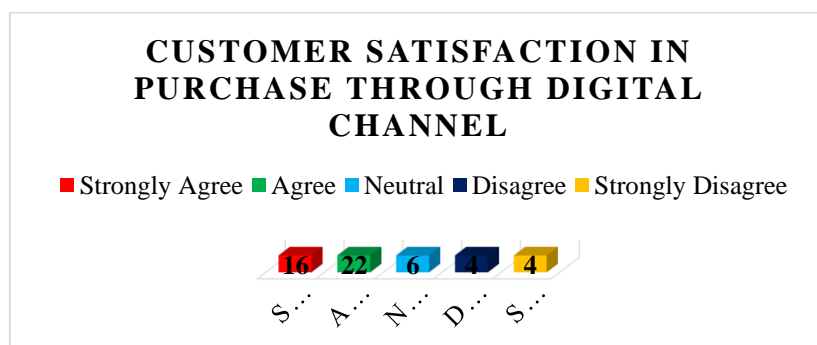


**FIGURE 4.** What kind of Product you would prefer to buy through Digital Channel

**TABLE 5.** Customer Satisfaction in Purchase through Digital Channel of the Respondent

Strongly Agree	16	32
Agree	22	44
Neutral	6	12
Disagree	4	8
Strongly Disagree	4	8

**Interpretation:** From the above table it is showing that the maximum number of respondents customer satisfaction in purchase through digital channels is Agree.



**FIGURE 5.** Customer Satisfaction in Purchase through Digital Channel

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## 8. FINDINGS

The results of the current study make it abundantly evident how bright the future of digital marketing is. Social media websites have a greater impact on the respondents when they make online purchases of items. The level of client happiness online is also way too high. Digital marketing helps businesses make money. The majority of the sample is made up of male respondents. Consumers consider social media marketing that includes images and videos to be the most effective kind of online promotion.

## 9. SUGGESTIONS

The potential for technological advancement is greater with digital marketing. There may be ways to increase the transparency of the system for buying and selling commodities and services. It's crucial to have a suitable feedback mechanism in this area. More product familiarity with consumers is recommended. It's crucial to effectively convey the attributes of the product in the commercial.

## 10. CONCLUSIONS

According to the research, there is a connection between a person's monthly salary and the things they buy. People's monthly incomes are a major factor in determining the things they purchase through digital channels. Also, it has been discovered that there is a significant variation in customer satisfaction with online goods purchases. The majority of customers are happy with the things they buy through digital channels. A business may do much more with digital marketing if it recognizes and meets customer wants.

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