

# A Study on Impact of Digital Marketing with Special Reference to Coimbatore City

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**Abstract—** The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, Cons, and importance of digital marketing in today's era. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing.

**Index Terms:** Digital marketing, internet, online advertising, internet marketing.

## INTRODUCTION

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. Advertising is defined by Richard F. Tall inner as "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." Advertising is normally done by a third party known as advertising agency. An advertising agency is a service-based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside

point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. Types of ad agencies are.

## STATEMENT OF PROBLEMS

- 1 Threats Of New entry
- 2 Bargaining Power Of Suppliers
- 3 Bargaining power of buyers
- 4 Threats of substitutes
- 5 Rivalry by existing competitors

## SCOPE OF THE STUDY

- To understand the element in digital media
- To understand the effectiveness of branding through digital media
- To understand the effort behind fulfilment of brands objective through campaigns

## OBJEVTIVES

- Analyzing the consumer buying behavior in digital era
- To know affinity in customers before purchase.
- To determine kind of media, would terminate the customer.
- To figure out consumption pattern will purchase a product.
- To understand post purchase behavior of consumer

## REASEARCH METHODOLOGY

Primary data: The observation method is the most commonly used method. Data pertaining to digital marketing process and most of information is collected from project guide in the company, questionnaire method is also very widely used in order to give a structure to the entire study.

Secondary data: Secondary data is collected from already existing sources in various organization brochures and records. Secondary data for the study were collected from the magazines, websites and other previous study. To meet the objectives, the study used qualitative research the descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources were magazines websites, books office executives and company data

#### Percentage analysis

The word Percentage is formed of two words ‘Per’ and ‘cent’. ‘Per’ means out of and ‘cent’ means hundred. Therefore, Percentage means out of hundred. The symbol for Percentage is %. Percentage is a fraction with denominator as 100. Percentage is used in making comparison between two or more series of data. Percent are used to describe the relationship. Simple Percentage can also be used to compare the relative terms.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

### REVIEW OF LITERATURE

This paper presents a literature review of, and classification scheme for, Internet marketing (IM) research. The review covers 270 journal articles published between 1987 and 2000 in three types of journals: marketing; economics, business, and management; and information systems and information technology. The results show that an increasing volume of IM research has been conducted in a diverse range of areas. A total of 96 percent of the papers were published in the last five years (1996-2000) of this 14-year study, and the significance of IM to e-commerce will increase in the future. The 270 articles are classified into five distinct categories: the IM environment, IM

functions, special IM applications, IM research, and other topics. A comprehensive list of references is presented. This review will provide a source for anyone interested in IM research, and will help to simulate further interest in the area. (E.W.T. Ngai, Department of Management, The Hong Kong Polytechnic University, Hung Home, Kowloon, Hong Kong, People’s Republic of China)

Interest in the problem of method biases has a long history in the behavioral sciences. Despite this, a comprehensive summary of the potential sources of method biases and how to control for them does not exist. Therefore, the purpose of this article is to examine the extent to which method biases influence behavioral research results, identify potential sources of method biases, discuss the cognitive processes through which method biases influence responses to measures, evaluate the many different procedural and statistical techniques that can be used to control method biases, and provide recommendations for how to select appropriate procedural and statistical remedies for different types of research settings. (PSYCINFO) Database Record (c) 2012 APA, all rights reserved.

In this paper, we present a literature review and classification scheme for electronic commerce (EC) research. The former consists of 275 journal articles published between 1993 and 1999 in nine journals that are appropriate outlets for EC research. The results show that an increasing volume of EC research has been conducted for 27 a diverse range of areas. The articles are classified and results of these are presented, based on a scheme that consists of four main categories: application areas, technological issues, support and implementation, and others. A comprehensive list of references is presented. Hopefully, this review will provide a source for anyone interested in EC research and help simulate further interest.

Eric W. T. Ngai, PhD, is an Assistant Professor in the Department of Management at The Hong Kong Polytechnic University. His current interests include electronic commerce, Web/EDI-based supply chain management systems, decision support systems and expert systems. He has published several journals including IEEE Transactions on Systems, Man and

Cybernetics, Expert Systems and Applications, Expert Systems, International Journal of Operations and Production Management, International Journal of Quality and Reliability Management and others.

**DATA ANALYSIS:**

**TABLE 1**

Get new products	Number of Responds	Percentage
Other sources	6	5.9
News	1	1
Advertisements	44	43.6
Family	10	9.9
Friends	40	39.6
Total	101	100

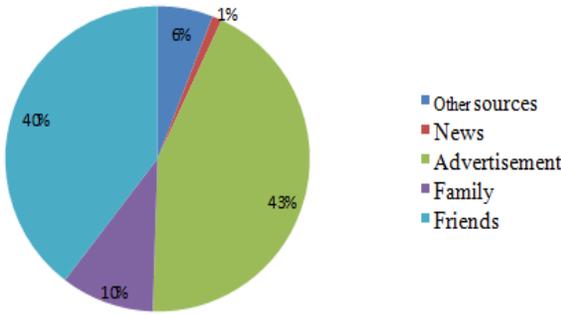
Source: Primary Data

**INTERPRETATION:**

The above table showing that the majority of the respondents are Advertisements (44), Other sources (40), Friends (10), Family (10), News (1).

**CHART NO: 1**

**CHART ON GETTING INFORMATION ABOUT PRODUCTS OF RESPONDS**



**TABLE 2**

Information before purchasing the product	Number of responses	Percentage
Yes	89	88.1
No	12	11.9
Total	101	100

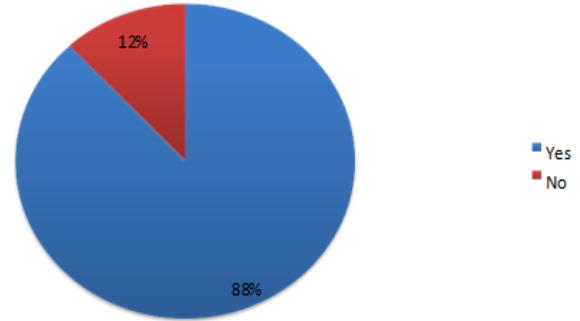
Source: Primary Data

**INTERPRETATION:**

The above table showing that the majority of the respondents are Yes (89), No (12)

**CHART NO :2**

**CHART ON GETTING INFORMATION BEFORE PURCHASING THE PRODUCT**



**Table 3**

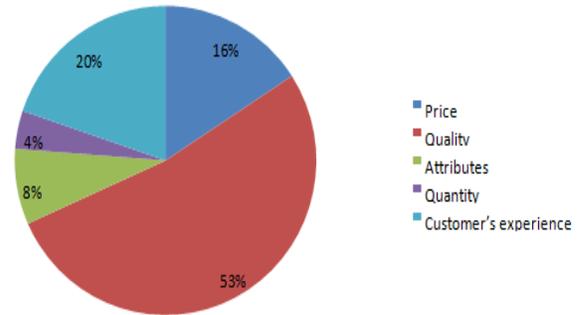
Type of Information will you collect	Number of responses	Percentage
Price	16	15.8%
Quality	53	52.5%
Attributes	8	7.9%
Quantity	4	4%
Customer's experience	20	19.8%
Total	101	101

Source: Primary Data

**INTERPRETATION:** The above table showing that the majority of the respondents are Price (16), Quality (53), Attributes (8), Quantity (4), Customer's experience (20).

**CHART NO : 3**

**CHART ON GETTING WHAT TYPE OF INFORMATION WILL YOU COLLECT:**



**FINDINGS AND SUGGESSTION**

- Indian customers are highly information seekers. They collect more information about quality, price and refer customer's experiences before purchasing a product.
- Advertisements have high impact for creating stimulus in Indian customers. But this stimulus will get in to action only through opinion leaders
- Indian consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels.

- One of the current trends in Indian youth and young Indians are watching the T.V programs via online portals. May be the main reason is convenience of time, they can watch programs which they had skipped due to some reasons.
- The same thing is happening for the newspaper also, people have more affinity towards online news portals. Here is the reason maybe they can get news updates exceedingly early; they do not need to wait for daily newspapers.
- More than 90% of the samples have a mobile or Smartphone and laptops or PC. 96% of samples have an internet connection is any of these gadgets, this showing the penetration of internet in India.
- If we take tablet, penetration in Indian is low. But it does not mean that no one is using tabs. More than 30% of samples have tablet. For brands they are getting three more platforms to reach their T.G and engage them.
- 33% of the samples are using these gadgets while they are with their friends, so just think about the reach. If one person noticed something which is cool and awesome, they will surely communicate to others.
- 25% of the samples are using these gadgets while watching T.V; it is again a barrier for brands which use TVC only. 21% of the samples are using this gadget for chatting and 16% are using for surfing. What are they surfing? It can be about a product, local events, or locations...etc.
- In this situation, one opportunity is again losing to brands and one opportunity is emerging for brands to reach their T.G. 48% of samples are telling they give more importance to online ads and 34 % of samples give importance to T.V.C.
- From the first part of this research itself, we know that customers are highly information seeker. It may be the reason for high trust in online ads. 50
- They can search for more information after seeing an ad or online is the only two-way communication channel for customers. 22% of the samples do research through their lap or PC before purchasing a product from the retail shop and 21% do research via mobile.
- Most of the Indians prefer to purchase from a retail shop only, but before going to retail shop they will seek information about the product through an online platform. Here is change
- happens in consumer buying journey, early times consumer belief a product only after seeing the product in a retail shop.
- But now Indian customers want to get conviction about a product before going to retail shop. So, from a marketer view they want to convince their customers before going to a retail shop.
- Brands want to build a cool presence over digital platforms because the customer will do research about the product after seeing an ad or after getting stimulated.
- Brands are getting more touch points to reach target group in a cost-effective manner.

## CONCLUSION

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, but it also consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two-way communication between brands and customers. Digital media is the best platform to convert a product to a brand. Because it is more cost effective, and it provide lot of touch points to marketer. Brands can be able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, but brands can also increase their customers, or they can retain their existing customers.

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