THE AWARENESS ANALYSIS OF DIGITAL MARKETING IN RETAIL INDUSTRY- A STUDY WITH REFERENCE TO ANDHRA PRADESH

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ABSTRACT:

The current study carries numerous aspects like recent trends, attitudes of buyers and how they participate in the digital marketing in retail sector. The researcher identifying the satisfaction of the consumers, perceptions and their problems towards the digital marketing in retail stores. The researcher utilizes both the primary and secondary data for the research. The researcher uses books, magazines, newspapers, journals etc. as the second-hand data. And survey method is used as primary data for this research. Convenience sampling technique is used. The researcher analyzes the current study with the help of the percentages and mean.

KEYWORDS: Digital Marketing, Retail Sector, Customer Satisfaction, Recent Trends.

I. INTRODUCTION

Over the past two years, the shift to digital marketing has quickened and the customer experience has significantly improved. Strong headwinds, however pose a threat to the continuation of expansion since the pandemic issues with the supply chain and climate change continue to affect the retail industry. With these constraints digital marketing can be crucial to success. As merchants have adjusted to changing consumer requirements and tastes, many people now find it easier to schedule online appointments, engage in touchless shopping in stores, receive real-time updates on online deliveries and receive tailored services.

The retailers assess their current situation and make decisions regarding how effectively implement all of these changes. So that they can best retain customers and be prepare to turn more digital and user-friendly experiences in the future. The Retail sector should now concentrate on

the customer experience to increase loyalty and perhaps open up new markets by consolidating gains.

Here are the latest digital marketing trends in the retail industry to help retailers refine their strategy for 2022 and beyond to maximize growth.

DIGITAL MARKETING ROLE IN RETAIL INDUSTRY

The marketing budget is very limited for retailers especially for small firms. So that's why they are always looking for new alternative ways to bring new customers with unique promotions. In India the digital marketing for retail industry consuming time and aggressive if it is not planned and implemented appropriately.

Retailers are aware that there has been a significant shift in power towards consumer and it is now crucial to provide exceptional customer service. Retailers are experimenting with a variety of strategies to meet changing consumer expectations, alter the in-store experience, improve back-office operations do a lot more.

Several chains have opened concept stores in order to gauge consumer reaction to new products and services before launching them. For a variety of reasons, one could argue that the retail sector is one of those most impacted by the business digital transformation. By forcing firms to adopt to this transformation, the digital shopper has altered the landscape of retail. Currently a lot of merchants are searching for social media.

The forward integrating and backwards integrating are the digital transformation in Retail. The eCommerce companies will essential to stay competitive, customer focused and lead in a high level of customer engagement through forward integration.

Walmart, Topshop, Uniqlo, ASOS, and Primark all figured out how to tailor their online presence to their distinct target audience, products and brand messages. The following actions can help your business digital marketing efforts in the retail sector:

1. Identifying its speciality and concentrating on the channels where the target market is present.
2. Assuming risks in order to engage with more client segments through new technical growth.
3. Being open and honest about brand's objectives, offering's, principles and procedures online.

4. Establishing a private space where social media users can grow a dedicated fan following.

5. Experimenting with different digital marketing strategies to see which drives the most traffic and sales.

LATEST DIGITAL MARKETING TRENDS IN RETAIL INDUSTRY

Post- COVID-19 there are many digital channels are emerging and the demand will be increases with convenience and value from the brand. In the retail marketing mix, there are some digital marketing trends are there. Those are as follows.

1. **Personalization**

   The highly competitive market is Retail. The customer wants to receive what they expected. To capturing the attention of the customer the retailer is maintaining personalized messages in their journey. In the digital marketing the customer data privacy is the most important element and it became as a priority. For this Customer Data Platform is important and it helps analysing the customer data efficiently.

2. **Customer Engagement**

   It is done based on the customer centric marketing and data. The customer data is collected by the smart retailers and pool the data centrally and analysing the behaviours of the customers with some techniques across all the digital channels. Combination of both online and off line data help the retailer to get a 360-degree customer view.

3. **Mobile Optimization**

   In their marketing the retailers look for number alternative ways to enabling the optimal experience for mobile customers. For shopping in e-Commerce and retail the mobile marketing has become the source. The customers switch to other channels by browsing on social media and browse in app.

REVIEW OF LITERATURE

Nguyen Ngoc Hien and Tran Nguyen Huynh Nhu (2022) emphasis in their study that in business long-term plan the important element is digital marketing transformation. In their research they want to explain regarding how the digital marketing shows its effects on purchase intention. They focus on different digital marketing channels how they transform towards customer purchase intention.

Dr. K. Soundarapandiyan, Dr. Balasundaram Nimalathasan, (2020) they emphasis in their research that when the company wants to reach the customers and improve their brand awareness efficiently and effectively through the usage of digital marketing. They also concluded in their research that the digital media is one of the best platforms to transform a product into a brand. Through theses digital flatforms the brands can able to reach the customers effectively and efficiently.

Richa Mishra, Isha Pandey (2019) in their research they found that in India there are so many companies which are using digital marketing for gaining competitive advantage. Now today's world is more depending on the internet and at the same time it also helpful to the companies to connect with the people on larger dimension. For this purpose, so many youth people are getting employment. Depending on this the companies are easily handling their campaigns towards the targeted as per the business requirements.

RESEARCH METHODOLOGY

Objectives

1. To know the level of preference towards the retailors own brand.
2. To know the awareness about digital marketing products from different sources.

Sampling Technique

Researcher used convenience sampling technique and the respondents are having specific knowledge which is related to the research problem.

Data collection

The researcher collected a sample size of 100 respondents for this study. The time taken to complete the filling of the questionnaire was just 10 minutes. The researcher used questionnaire as the main instrument for the research.

Tools for the study

The researcher used the tools for analyzing the research is percentages, means and standard deviation.

Limitations of the study

In the progress of the research there are some limitations are encountered. Among those one of the limitations is small sample size. The researcher utilizes total 100 respondents for this research. And another limitation for this research is better things may emerge in the future.

IV.DATA ANALYSIS AND INTERPRETATION

Distribution of respondents according to the consumers'level of preference towards retailer's own brand.

S. No	Respondents' level of preference towards retailer's own brand	No of Respondents
1	Very High Preference	9.5
2	High Preference	28.5
3	Moderate	46.0
4	Low Preference	8.5
5	Very Low Preference	7.5
	Total	**(100)**

From the table-9.5 show very high preference towards to retailer's own brand, 28.5 of the respondents are with high preference, 46 per cent of the respondents are showing moderate preference towards retailer's own brand whereas 8.5 per cent of the respondents are with low level of preference and 7.5 per cent of the respondents shows very less preference. The same has been presented here under.

Respondents' level of preference towardsretailer's own brand
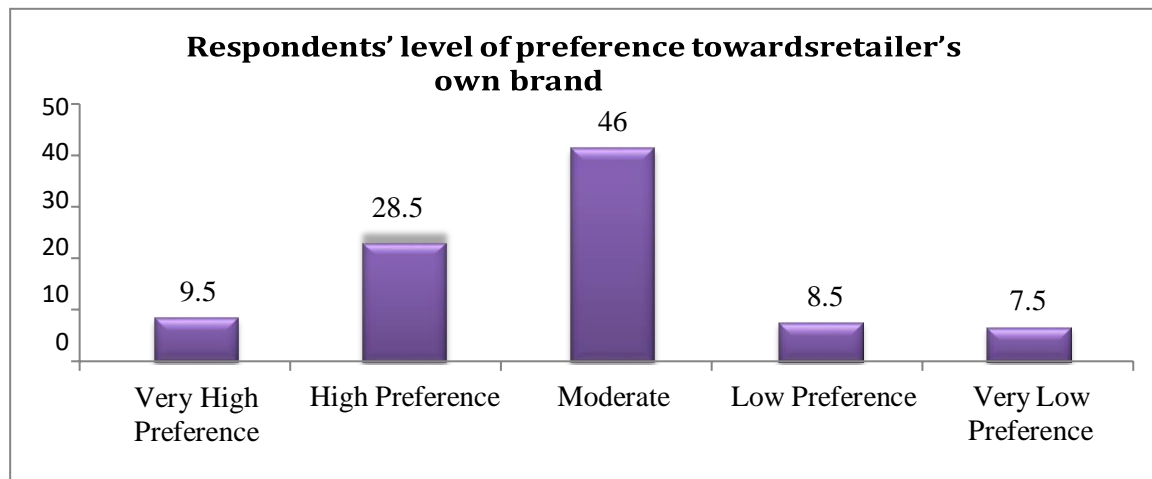
The Digital Marketing Products Information from media source

The digital marketing products information from media source	Never	Rarely	Monthly	Weekly	Daily	Mean	S.D
1. Blogs forums	40.5	37.5	11.0	6.0	5.0	1.97	1.100
2. Social networks	7.0	25.0	13.0	14.0	41.0	3.57	1.412
3. News websites	12.0	32.0	17.5	15.5	23.0	3.06	1.372
4. Books	21.5	26.5	19.5	15	17.5	2.80	1.395
5. Newspaper	8.0	23.0	18.5	16.0	34.5	3.46	1.374
6. Magazines	15.0	37.5	20.5	19.5	7.5	2.67	1.170
7. E-mail	7.5	20.5	18.0	19.0	35.0	3.53	1.348

Interpretation:

The above table representing the usage of the digital marketing products from media source. The rarely using source is blogs forum, magazines. The daily using source is social network, newspapers, e-mail. The weekly using source is news websites. The monthly using source is books. Through all these media sources, the people may know the information regarding the digital marketing products.

CONCLUSION

The researcher finally concludes in this study that the research is mainly focus in a particular geographical area and it reveals about the people aware of the digital marketing irrespective of their educational qualifications. The customer shows interest for buying the products through digital marketing. In this digital marketing most of the people shows interest for buying electronic goods. And also, this study reveals that there is a rise in purchase of clothes by the people through the digital marketing.

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