

## A Digital Marketing Experimental Study

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### Abstract

The marketing industry is vibrant and dynamic; trends, technologies, and strategies are always evolving. That's why it's vital that your company keeps up with new developments in the field. Monitoring marketing data is a smart approach to staying current with emerging market trends.

Statistics reveal demographic details about a region's potential customers, including their numbers, ages, incomes, and preferences. Data may be employed to identify key rivals, their customer base, and patterns in the lifespan of their products as part of competition analysis. Digital marketing represents a more versatile kind of advertising than old approaches and has seen a number of advancements and improvements. This leads to quicker positive effects than previous techniques. Promoting things online is less expensive than doing so through a physical store. By creating a profile of consumers' buying habits and preferences, internet marketing enables the personalization of proposals to customers.

Social networks spread widely very quickly. It is the most effective website available, allowing a company to easily reach numerous individuals. In spite of its benefits and drawbacks, digital marketing has a bright future for the lengthy viability of the item or service in the evolving technology market.

**Keywords:** Digital Marketing; Internet marketing; Social network; technology market

### Introduction

A huge development has taken place in India's advertising and promotion sector during the past ten years. With the widespread use of the web and computer technology, the Indian market is significantly altering. The primary corporate activity that has moved from conventional platforms to contemporary digital platforms is advertising (Chung, 2001).

A countless marketing strategy that is frequently used to advertise goods or services and connect with customers online is digital marketing. Outside online marketing, digital advertising encompasses methods that do not involve the Internet. This includes SMS and MMS, advertising on search engines, and advertising on social media.

For example, the normal food intake patterns in Indian metropolitan households have also been impacted by the growing Western cultural influence. Significant changes in lifestyles have been facilitated by the introduction of new and contemporary firms in the food sector, such as Domino's, McDonald's, and KFC. These restaurants are provided with an online meal menu made on mobile applications for efficient operation. Customers may simply place orders at their leisure using mobile applications like Zomato and Swiggy, which provide a range of foods from neighboring restaurants.

By monitoring customers' purchases and the eateries where the food will ultimately be served, these smartphone applications' built-in tracking mechanisms enable customers to expedite online product delivery. As well, the applications offer numerous delivery-based payment options. Consumers can provide feedback about the food, and delivery options, rate the food, and make ideas through the apps' feedback functionality.

With these apps, data about discounts are also made available. When compared to offline purchasing, prices are typically kept low. Recognizing the application of digital marketing in the cutthroat industry is the primary goal of this essay.

With the aid of the generic survey questionnaires, this study was conducted. Data was gathered from a sample of 60 clients, and statistical tools were used for the analysis. Statistics provide a demographic makeup, including information on a region's population, age, income, and preferences. Statistics help identify the market industry's rivals, as well as their customer base and patterns in the development of their products. Marketers work to build and retain a customer base so that goods can be sold for a gain as mobile phones and related digital media become the primary means of entertainment. Statistics is a crucial marketing tool since they enable informed choice regarding the best ways to market any good or service.

## Review of Literature

The impact of culture on young Malaysian consumers' intentions about online buying was studied by Jain and Srivastava. People of many different races have settled in Malaysia, with the most noteworthy groups being Malay, Chinese, and Indian. This author here specifically portrayed the purchasing behavior of customers from diverse cultural backgrounds, since each culture's set of values and beliefs has an impact on the user's attitude and intentions, which in turn affects the customer's decision-making process. The goal of the research was to provide business firms with the knowledge they needed to recognize these cultures and values and adapt their business plans accordingly (Kumar, 2012). The Internet technologies manifesto is the thing that all of the major proponents have been holding on to, according to Srivastava Priyanka's 2012 statement. As television promoters, we seek to increase the visibility of the internet. Taking everything into account, they plan to promote it through television ads, including the visual impacts of everyday speech and additional knowledge calculation. The marketers' objective is to make their advertising particularly inclusive. Given that a large portion of the activity is finished, intuitive marketing enables customers to become somewhat involved. With this connection, interactions should drive the brand's mentalities (*Srivastava Priyanka (2012) —A Study On Impact Of Online Advertising On Consumer Behavior (With Special Reference To E-Mails), International Journal Of Engineering And Management Science, Study On Impact Of Online Advertising On Consumer Behavior*).

In 2013, Amit Kumar Singh came to the conclusion that Internet shopping has grown significantly in the 21st century because the vast majority of consumers are active and have full schedules. Online purchasing has proven to be the most convenient and sensible option in these circumstances. The structure of the buyer's market has changed thanks to the Internet, and it is now quickly becoming a regional viewpoint. Online stores conjure the appearance of acquiring goods in a manner similar to Internet store administrators; this buying behavior is known as online purchasing. The premise of the current paper is the assumption of traditional model actions. The behavior and experiences of Aizawl's internet clients are evaluated in this essay (Hanna, 2003)

According to **Huang** conclusion, the figures for shopping online as observed by Indian consumers today are distinct, and a number of segmental characteristics are also taken into account as the fundamental building blocks of the business units for retail(Huang, 2016).

The main goal of this investigation is to comprehend how client online shopping behavior in Delhi is influenced by recognized risk, recognized pleasure, apparent value, and presumed comfort elements. The recommendations made at this time support the potential expansion of Indian internet retail. Research has also revealed that consumers' desire to purchase digitally is negatively impacted by the perception of danger, although consumers' perceptions of comfort, accessibility, and contentment have minimal bearing on their opinions of online buying(Hwang et al., 2011)

In 2015, Andrew T. Stephen concentrates on the late-divided consumer research in digital and online marketing settings. The following five topics are established: (1) The computerized society of consumers; (2) Early advertising reactions; (3) The effects of electronic circumstances on consumer behavior; (4) Dynamic situations; and (5) Casual online. All things considered, these studies provide insight from many angles on how customers perceive, affect, and are affected by the unique conditions in which they are set up as an obvious aspect of their daily life. Current knowledge would typically be overly focused on viva-voice, which is only a small portion of computerized customer experience because everything needs to be acquired. Many headings for possible work allow professionals to learn of a project(Kumar, 2012)

In 2016, Ashamayee Mishra investigated how consumers in Odisha were aware of, accepting of, and affected by electronic commerce. The sample size was determined using a stratified sampling procedure. As a result, questionnaires were used as the primary data collection method. Because the data were not parametric, they were analysed using the chi-square test with a 5% level of significance. The study's findings demonstrated that the popularity of online purchasing, especially in the business to consumer model, has increased among customers (B2C). The writers suggested that businesses should entice and inspire consumers to become customers in the online environment in order to meet and fulfil their requests (Lee, 2007).

### Aims of the research

- 1) To recognize the utilization of online marketing in the cutthroat industry is one of the study's primary goals.
- 2) To examine how digital marketing affects customer decision-making regarding purchases

### Research Techniques

Primary Data: This research is conducted through observing and online questionnaires are used to gather data.

Secondary Information: To create a theory, additional information is collected from journals.

Sample Size: A total of 60 clients will make up the sample.

### Analysis and Data Interpretation

The first hypothesis, H<sub>0</sub>, states that there is little to no variation in the information sources.

H<sub>1</sub>: Information sources differ significantly from one another.

Sources of Info	Freq	Exp Freq
Internet	42	15
Family	4	15
Friends	4	15
Publicity	10	15

p – value = 0.000000000000025169

We reject H<sub>0</sub> and accept H<sub>1</sub>, i.e. there is a substantial difference between the data sources, because the p-value is less than 0.05. This demonstrates that today's consumers prefer the web for learning new things and discovering novel businesses(Lisi, 2011).

Hypothesis 2 (H<sub>0</sub>): There is no discernible difference in how different styles of advertising affect consumers' purchase decisions.

H1: The impact of various advertisement kinds on consumers' purchasing decisions varies

Actual Figures Customers' buying decisions are influenced by brand image on social media.	Branding is what draws customers in the most					
	Banner	Flash	Games & Quiz	Interactive fan's	Video	Sum

significantly.

Customers' buying decisions are influenced by brand image on social media.	Branding is what draws customers in the most					
	Banner aid	Flash aid	Games & Quiz	Interactive fan's page	Video aid	Sum
not at all	1.3	2.5	0.7	1	6.5	12
Rarely	4	7	1.67	3.33	23	39
Considerably	0.7	2.6	1.54	0.67	3.3	9
Sum	6	12	4	5	33	60

p – Value = 0.3956

Even as p-value is higher than 0.05, we dismiss the alternate theory and agree with the null

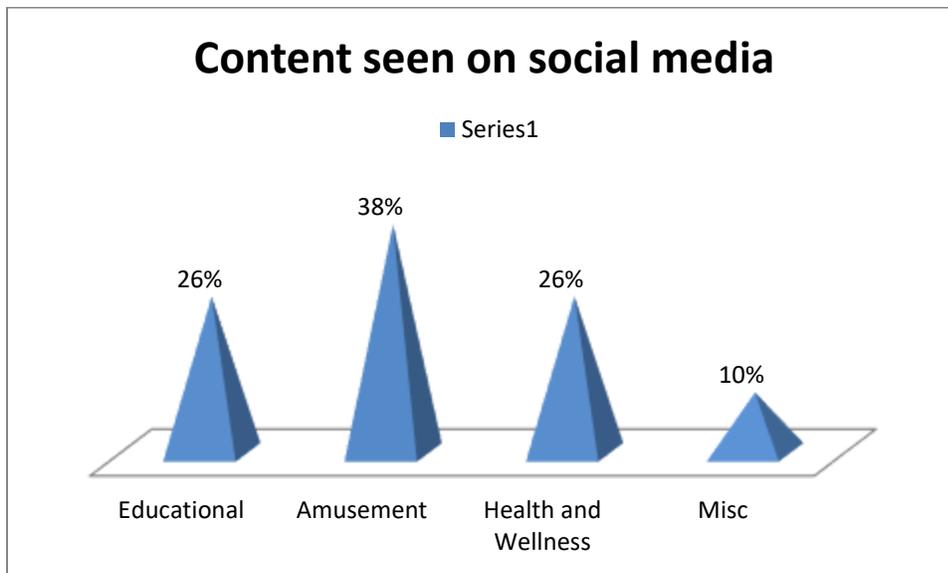
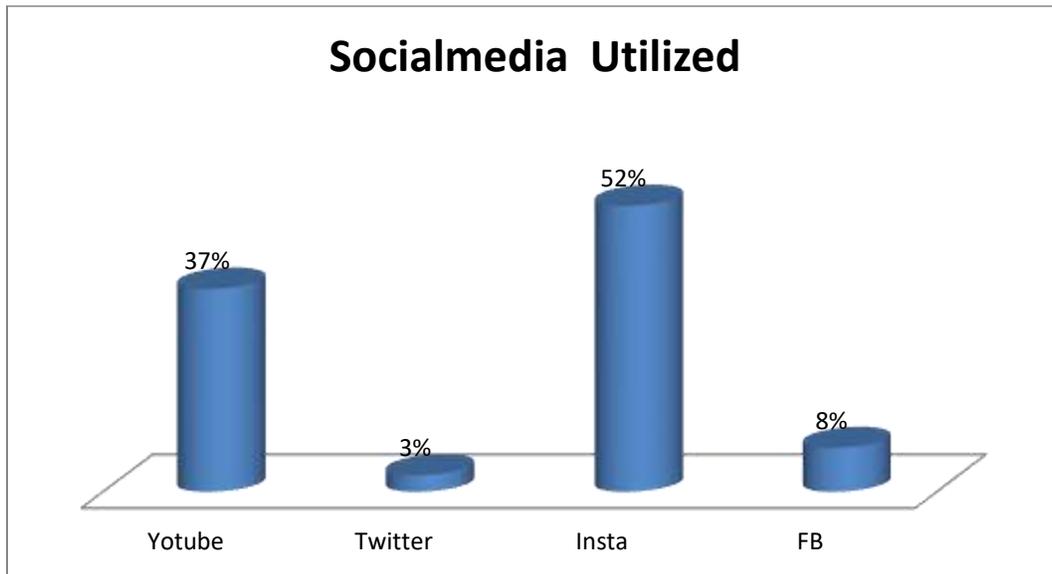
	aid	aid		page	aid	
not at all	1	3	1	0	7	12
rarely	4	7	2	3	24	40
considerably	0	3	0	2	3	8
Sum	5	13	3	5	34	60

hypothesis that there is no discernible difference in the effects of different types of advertising on consumer purchasing decisions(Yasmin et al., 2015).

The most effective method for marketing the product internationally is depicted in the pie chart ahead. Most respondents agree that the internet is the most effective tool for product marketing (Liu, 2002)

This pie chart above demonstrates that people nowadays favour internet buying.





According to the graph image, people utilize social media in modern society to access amusement, lifestyle, and health-related and instructional content(Macias, 2000).

**Constraints of the Study**

This study, which only used publicly available source data, focuses on a subset of Indian customers. The original study sample size was capped at 60 participants. Additionally, a larger sample size may be used in this study to ensure that the findings could be extended.

## Conclusion

There are many informational resources available to consumers, and this study's use of statistical testing reveals that today's consumers prefer the web for keeping up with new items and information. This merely suggests that all organizations, from large corporations to small and medium-sized businesses, have access to millions of potential clients thanks to the internet. You must accurately promote in order to grow your online presence(Sheth & Sharma, 2005). This can be done by banner advertisements, flash commercials, games, quizzes, creating active fan pages, and adverts. The question of whether there are any notable differences in how different styles of advertising affect consumer purchase decisions then arises. Our analysis of 60 customer replies using statistical tools reveals that there is no discernible difference between the effects of different ad formats on consumer purchasing decisions(Yasmin et al., 2015). So, anyone can use advertising to market their goods and services. Observations to make your internet marketing more effective One should create a social media profile and promote it in a straightforward, understated, and distinctive way. Aggressive marketing that nags customers to share or like postings is not appropriate; instead, one should concentrate on customer-related topics. Using data to target demographic audiences, trends, and what performs for your items is unquestionably a good idea. Create both short- and long-term plans. Always develop a strategy that can be modified if trends or other factors alter.

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