

A STUDY ON CUSTOMERS PERCEPTION ABOUT DIGITAL MARKETING**Dr. L. Kanore¹, Dr. S. Bachhav² and Dr. D. Gaikwad³**¹ASM's Institute of Professional Studies, Pimpri, Pune²ASM's IBMR, Chinchwad, Pune³WPU RISE Digital learning Pvt Ltdlalitkanore@gmail.com¹, shamaissm@yahoo.co.in², dashrath88@gmail.com³**ABSTRACT**

Digital marketing is widely used now a days by the companies to attract more number of customers. People are widely using digital marketing tools to know about the products, to buy the products. It is very important for the organizations to study the customers perception about it. The objective of this research is to study customers perception about digital marketing at present scenario. The researchers have used descriptive research design and non probability convenience sampling method for the present study. The findings of this study will be helpful to the digital marketing companies and other companies also to design their digital marketing strategies for the betterment of their business.

Keywords: Digital Marketing, Customers Perception, Social Media

Introduction**What is Digital Media Marketing or Digital Marketing?**

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance. The importance of digital marketing works not only in favour of marketers but it provides something innovative to the consumers too. Let us have a look and understand the importance of digital marketing.

"Marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks".

Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing. Advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts

made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

Why We can do Digital or Online Marketing?

Digital marketing helps you reach a larger audience than you could through traditional methods, and target the prospects who are most likely to buy your product or service.

- You can target only the prospects most likely to purchase your product or service.
- It's more cost-effective than traditional marketing methods.
- Digital marketing lets you outrank bigger players in your industry.
- Digital marketing is measurable.

Who can do Digital Marketing?

Anyone in any field can use Digital Marketing. Most of the people implement it to create awareness. Students who are determined can also use it to earn money out of their college or school life. Business professionals can use it to run any campaign for their products. Entrepreneurs to share their business ideas and to ask for funding, marketing professionals to do a survey or to increase the website's ranking.

- It is complicated.
- It's a vast subject, it is not only about product and services but more than that.
- Unlike marketing it does not generates direct sales.

- You should have a proper understanding of the basic concepts used in digital marketing.
- In-depth knowledge of the subject requires hard work and patience.

Does digital marketing work for all businesses?

Digital marketing can work for any business in any industry. Regardless of what your company sells, digital marketing still involves building out buyer personas to identify your audience's needs, and creating valuable online content. However, that's not to say all businesses should implement a digital marketing strategy in the same way.

1. B2B Digital Marketing-If your company is business-to-business (B2B), your digital marketing efforts are likely to be centred around online lead generation, with the end goal being for someone to speak to a salesperson. For that reason, the role of your marketing strategy is to attract and convert the highest quality leads for your salespeople via your website and supporting digital channels.

2. B2C Digital Marketing- If your company is business-to-consumer (B2C), depending on the price point of your products, it's likely that the goal of your digital marketing efforts is to attract people to your website and have them become customers without ever needing to speak to a salesperson.

Why is digital marketing preferred over traditional marketing?

This is the era of digital marketing and the prospects are extraordinary. Some of the reasons contributing to the success of digital marketing over traditional marketing are –

- Cost-effectiveness
- Higher internet penetration
- Easy analysis, better tracking of leads and performance & usually better performance-focused ROI
- Better interaction with customers
- Faster / Real-time optimization
- Global reach
- Easy access to product/service information for consumers

Literature Review

Riegner (2007) Reports that in type of customer response, online marketing of goods has been strongly re-impacted. Social behaviour has changed significantly due to internet marketing and the creation of social networks.

Pooja Mann, Nidhi (2008) Investigated the influence of the web in advertising and her studies showed there are several advantages in internet marketing, which means that it should be used very carefully along with several means of meeting select clients. Finally, internet marketing has evolved in a rather positive way.

Sivasankaran (2017) Digital marketing has been defined as tactics and techniques used to reach customers online. Today, a lot of businesses market their goods or services using digital platforms. Scanning today is a one-hour need. Indian young people use smartphones to access the Internet much of their time. Companies cannot however ignore the use of any smartphones. Besides touring and ticketing, the digitisation has led to a sea change, we now deliver and sell clothes, Care for appearance, goods, literature and even investment banking online.

Venkatesh and Easaw (2015) Different factors have been identified that have marked growth for online cab services. The factors that have fostered the regulated cab facility extension are growing the disposable incomes of the middle-class customers, rising living standards, access to the Internet on a round-the-clock basis, growing cab efficiency, lack of quality public/government cab service, development of street infrastructure, increased demand for safety and security, etc

Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is a system and in-depth study for any particular subject. Its purpose is to find out answer to questions through the application of scientific methods. It involves collection, analysis and interpretation of data. It deals with the application and utilization of data.

The research design proposed to be used in the study is “descriptive research design”. The descriptive research design is used for analysing and studying the process of Business Development. It is very simple & more specific than explanatory study.

Objectives of the Study

- To study the concept of digital Marketing.
- To identify the products purchased by customers using digital media.
- To study the awareness of customers about digital marketing tools.

Sample

Sample means a representation of the whole universe by a small population. Samples for this research are under Indian youth and young Indians, who come under 17 to 45 year age groups and who have online presences.

Sample size

The number of sample units selected from the total population is called sample size. Sample size selected for this study is 105.

Tools

Tools used for this research is an online questionnaire, which consist of 15 questions.

Data Source:

There are two types of methods used in data collection i.e., primary data & secondary data.

- Primary Data:

It is a firsthand data which is collected by me only. The different way of collecting primary data is personal interview, questionnaire, survey etc.

- Secondary Data:

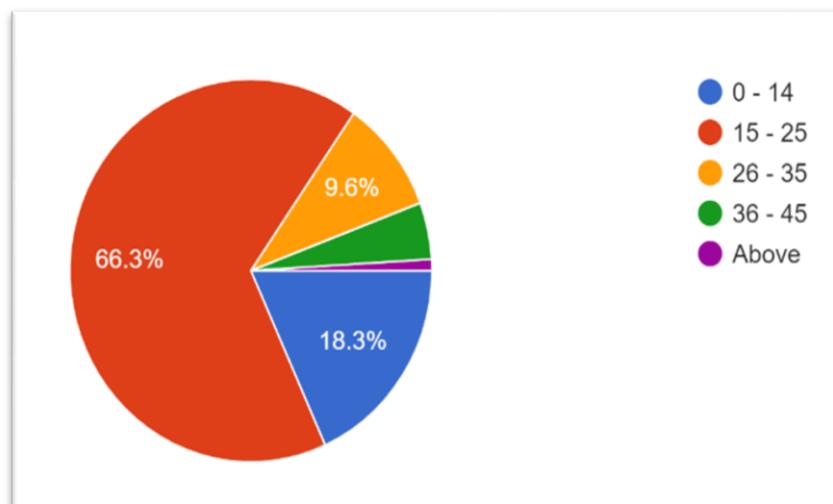
Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies.

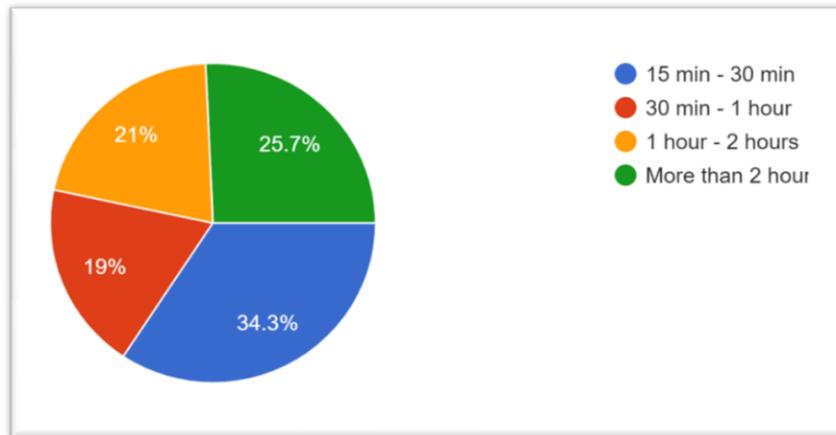
Data Analysis

The Google form was distributed to the respondents via email and WhatsApp. The respondents also diversified on their professional front where some of them are students involved in higher studies, businessmen, private jobs, teacher, Manger, Engineer and Government employees.

Age of the Respondents

The respondents vary within the age of 20-above 45 years. But most of the respondents with in the age of 15 – 25. More than 60% respondents within the age of 15-25 and 18.3% under 15. Only 9.6% within the age of 26-35.

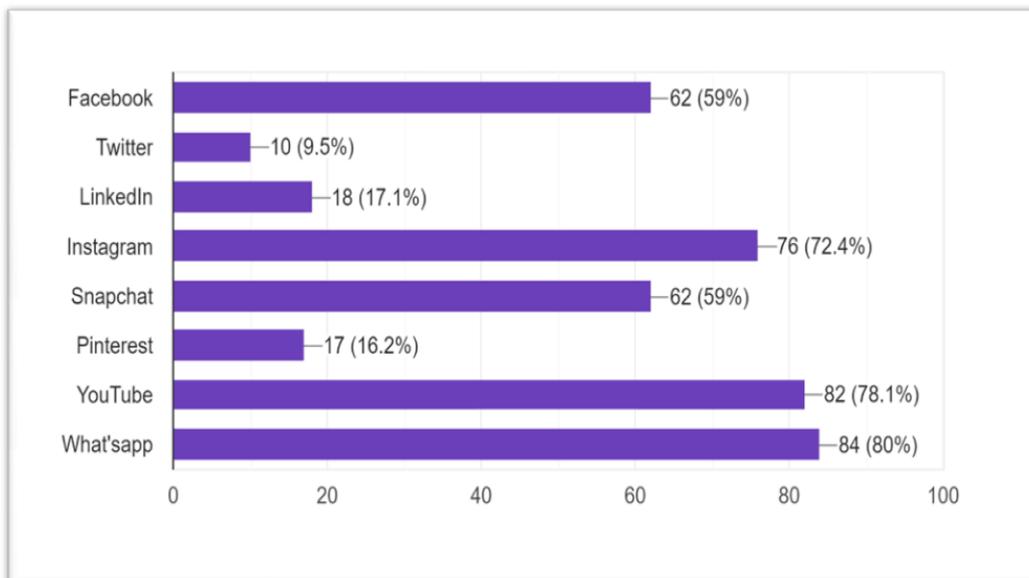




How much do you spend on social media?

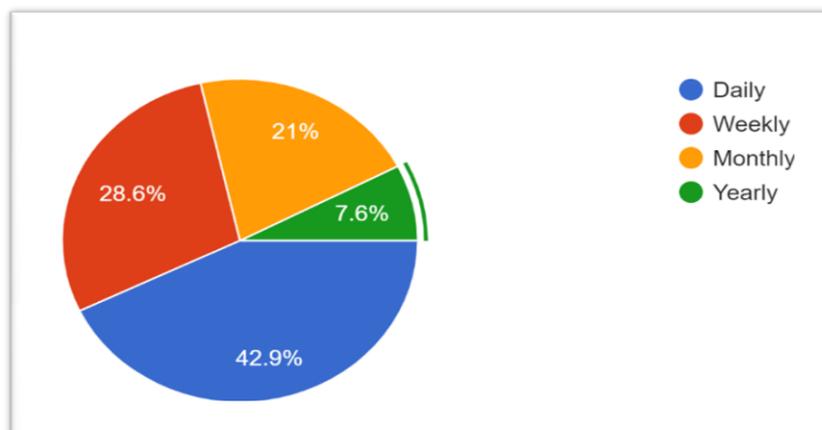
We can see clearly in the graph that every person spend time on social media. Every person is aware about social media and spend time on it at least minimum 15-30 mins every day. Also 25% people spend more than 2 hours on

On which social media platforms you are active on?



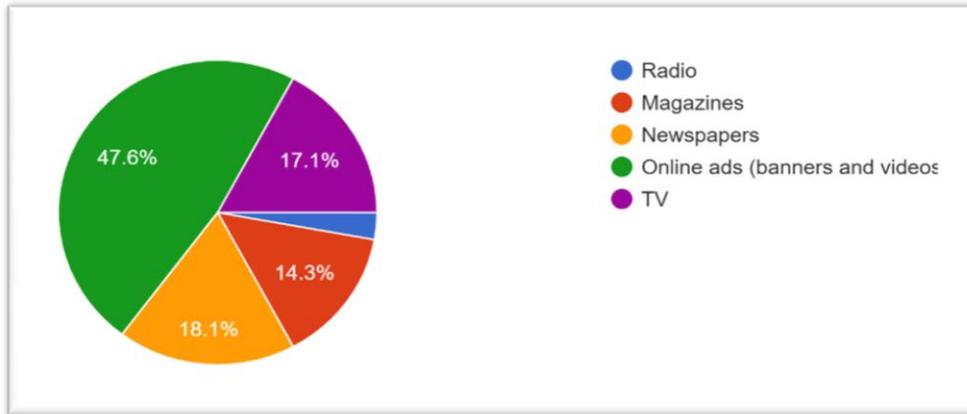
Most of the respondents are using WhatsApp, YouTube, Instagram and Facebook. On second position over 62 peoples are using Shap chat.

How often are you updating content on your social media?



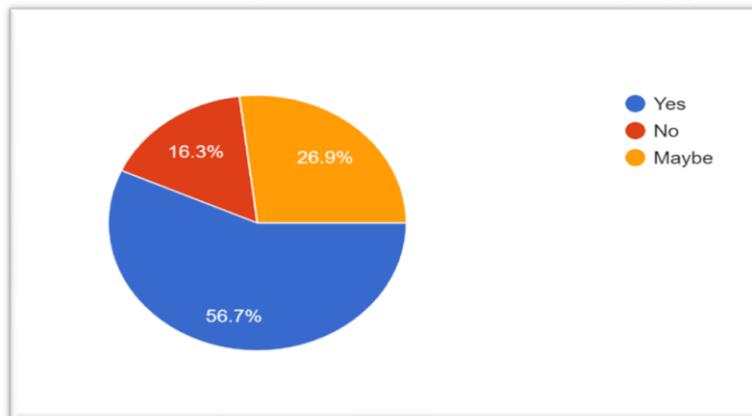
We seen above that respondent are using social media apps on daily basis so, over 50% peoples update their content on daily. Some of them are on weekly and monthly. We can say that people active on their social media accounts.

Do you ever noticed advertisement? If yes, from where?



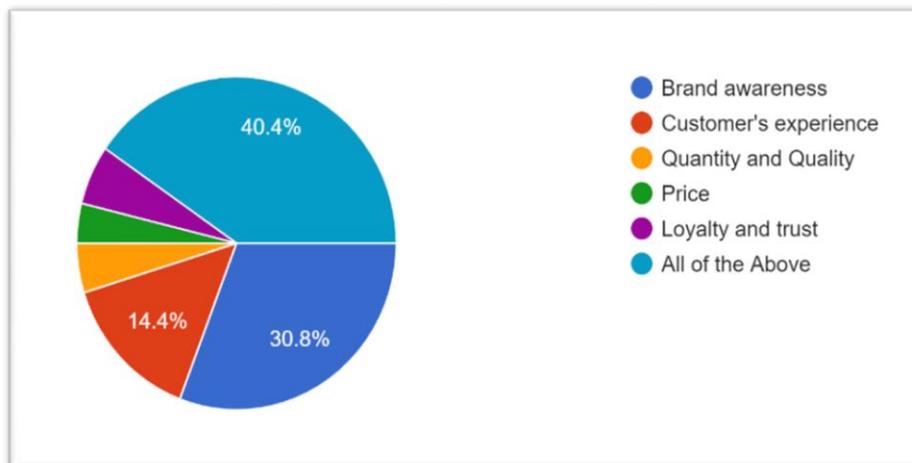
Advertisement through radio is outdated now. Due to using social media platform people notice advertisement through online ads.

The Ads shows on social media platforms were useful for buying product or services?



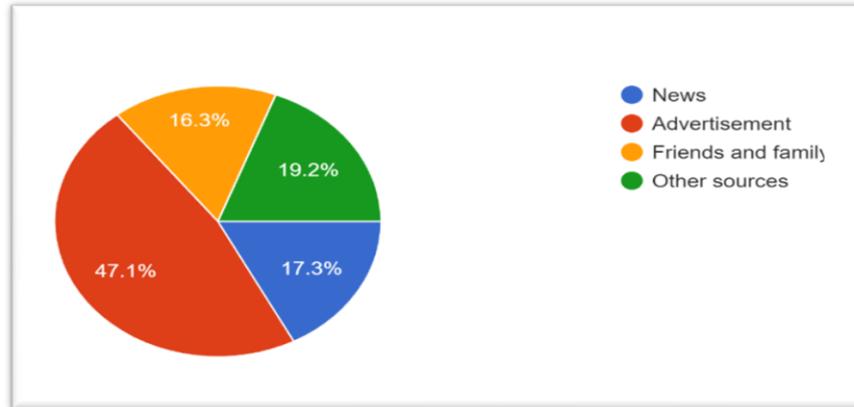
59 out of 105 respondents get influenced to buy goods by seeing the advertisement which displays on digital platforms, they find it attractive and more convincing to buy the products. Very less i.e., 17 respondents don't get motivated by the ads.

What type of information are you getting through those ads displayed on social media platforms?



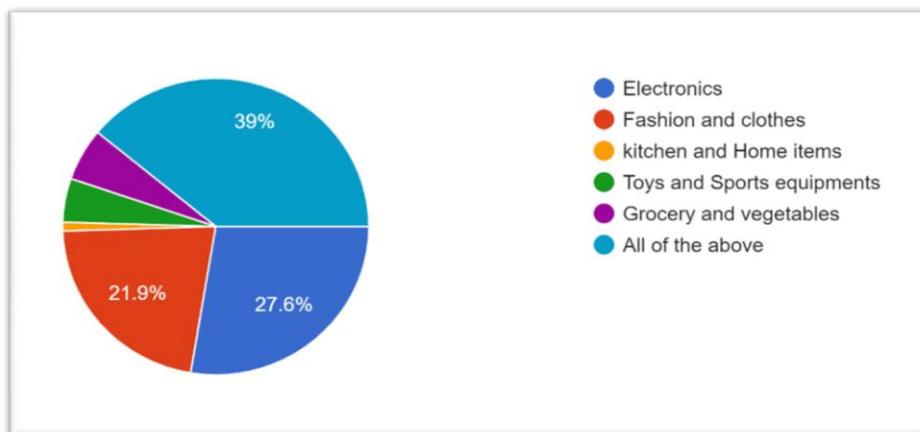
There are lot of benefits of Digital Marketing, 30.8% Respondents getting benefit brand awareness by using digital marketing. Their brand getting recognition only because of Online marketing. 40.4% of them thinks that it not only brand awareness but also other things like price, quantity, quality, also matters while buying.

How do you get information about new products?



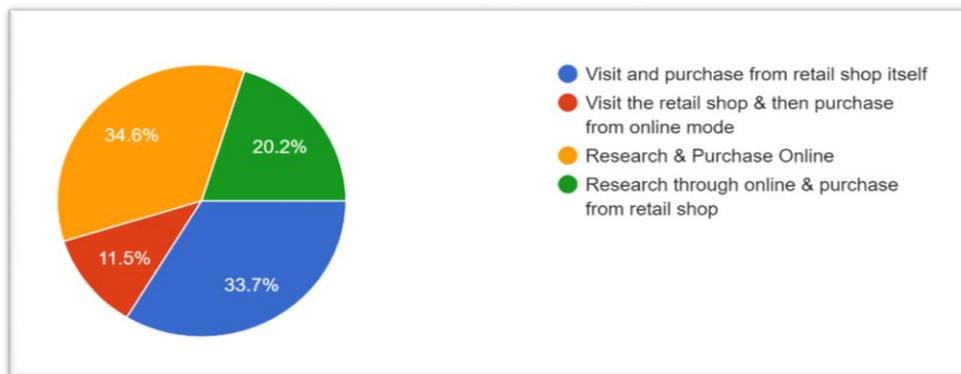
People get aware through advertisement about new product. Around 50% people get information through advertisement of that particular brand. Some of them aware through news and talking with family and friends.

What kind of products would you prefer to buy using digital platforms?



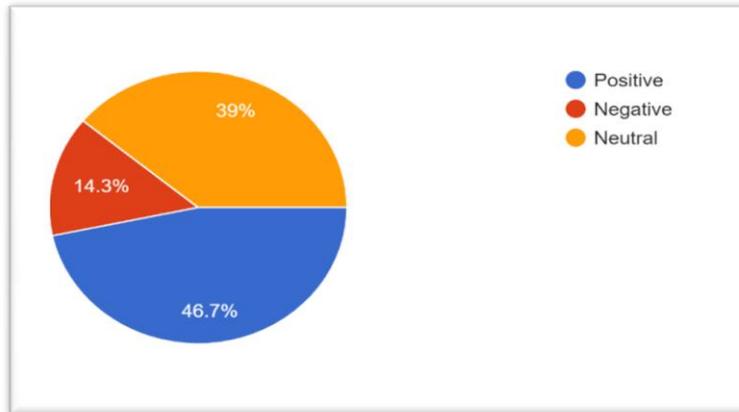
Due to pandemic people shift online shopping over traditional way of buying. Because its less time consuming, with less efforts. So, 40% people buy electronics, fashion and cloths, kitchen and home items, Toys and Sports equipment's, Grocery and vegetables online way.it helps to develop digital marketing.

How do you normally purchase products?



34.6% of samples will do research on online and also purchase online, 20% of the samples will do research in mobile and purchase from retail shop. But 33.6% of the samples will purchase directly from a retail shop only.

What do you think about the impact has been made by digital marketing on you?



Most of the respondents think that Digital Marketing has made positive impact on their lives. Some respondents are neutral because they find no difference in their daily routine. From this we can say that Digital Marketing has Positive/ good impact.

Conclusion

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. 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's the reason maybe they can get news updates very early; they don't need to wait for daily newspapers. Most of the real sector people actually understanding the value and opportunities of digital marketing. Digital marketing it have extreme growth in today's scenario.

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