

An Enhanced Study towards the Effectiveness of Digital Marketing

V. Sumalatha

Abstract

Marketers are looked with new challenges and opportunities inside this digital age. Digital marketing is the use of electronic media by the marketers to advance the products or services into the market. The primary target of digital marketing is drawing in customers and enabling them to cooperate with the brand through digital media. This article centers around the importance of digital marketing for the two marketers and customers. We look at the impact of digital marketing on the organizations' deals. Moreover, the contrasts between conventional marketing and digital marketing in this paper are introduced. This investigation has portrayed different forms of digital marketing, effectiveness of it and the effect it has on company's deals. Collected data has been dissected with the assistance of different statistical tools and techniques.

Keywords: Customer Reach; Promotion; Digital Marketing; Effectiveness.

Introduction

Digital marketing is one sort of marketing being generally used to advance products or services and to reach shoppers utilizing digital channels. Through digital media, shoppers can get to information whenever and wherever they need. With the nearness of digital media, shoppers don't simply depend on what the organization says in regards to their brand yet in addition they can take after what the media, companions, affiliations, peers, and so forth., are stating also. Digital marketing is a wide term that alludes to different promotional techniques sent to reach customers through digital advances. Digital marketing encapsulates a broad determination of administration, item and brand marketing strategies which basically utilize Internet as a core promotional medium notwithstanding portable and conventional TV and radio. The essential points of interest of online

networking marketing is lessening costs and improving the reach. The cost of an online networking platform is commonly lower than other marketing platforms, for example, up close and personal deals or deals with an assistance of brokers or distributors. Furthermore, online networking marketing enables firms to reach customers that may not be opened because of temporal and locational confinements of existing circulation channels. A wide range of online networking give an opportunity to display organization itself or its products to dynamic groups and people that may indicate intrigue (Roberts and Kraynak, 2008). According to Gurau (2008), internet marketing condition raises a progression of opportunities and likewise challenges for online networking marketing experts.

Objectives

The principle objective of this paper is to distinguish the effectiveness of digital marketing in the aggressive market. The supportive targets are following:

1. To demonstrate the different components of digital marketing;
2. To center around the fundamental correlation amongst conventional and digital marketing

Author's Affiliation: Assistant Professor, Commerce and Management, C.K.M Arts & Science College, Warangal, Telangana State, India - 506006.

Reprint's Request: V. Sumalatha, Assistant Professor, Commerce and Management, C.K.M Arts & Science College, Warangal, Telangana State, India - 506006.

E-mail: sumalathav11@gmail.com

Received on 12.06.2018, Accepted on 18.06.2018

3. To talk about the impacts of different forms of digital marketing on the association's deals and other exercises;
4. To demonstrate the different preferences of digital marketing to the customers.

Various Elements of Digital Marketing

There are different components by which digital marketing is formed. All forms operate through electronic devices. The most important components of digital marketing are given beneath:

Online Advertising

Online advertising is an important piece of digital marketing. It is additionally called web advertising through which organization can convey the message about the products or services. Web based advertising gives the substance and advertisements that best matches to customer interests. Distributors put about their products or services on their sites with the goal that customers or clients get free information. Sponsors should put more viable and applicable promotions online. Through online advertising, organization well controls its financial plan and it has full control on time.

Email Marketing

At the point when message about the products or services is sent through email to the current or potential shopper, it is characterized as email marketing. Coordinate digital marketing is utilized to send promotions, to construct brand and customer dedication, to assemble customer trust and to make brand mindfulness. Organization can advance its products and services by utilizing this component of digital marketing effortlessly. It is moderately minimal effort contrasting with advertising or other forms of media presentation. Organization can bring complete consideration of the customer by making appealing blend of designs, text and connections on the products and services.

Social Media

In these days, social media marketing is a standout amongst the most important digital marketing channels. It is a PC based device that enables individuals to make, trade thought information and pictures about the organization's item or services. According to Nielsen, web clients keep on spending more time with social media destinations than some other kind. Social

media marketing networks incorporate Facebook, Twitter, LinkedIn and Google+. Through Facebook, organization can advance occasions concerning item and services, run promotions that agree to the Facebook rules and explore new opportunities. Through Twitter, organization can build the mindfulness and perceivability of their brand. It is the best device for the promotion of organization's products and services. In LinkedIn, experts compose their profile and offer information with others. Organization can build up their profile in LinkedIn with the goal that the experts can see and can get more information about the organization's item and services. Google+ is likewise social media network that is more powerful than other social media like Facebook, Twitter. It isn't just straightforward social media network yet additionally it is an authorship apparatus that connections web-content specifically with its proprietor.

Text Messaging

It is an approach to send information about the products and services from cell and advanced mobile phone devices. By utilizing telephone devices, organization can send information as text (SMS), pictures, video or audio (MMS). Marketing through cellphone SMS (Short Message Service) turned out to be progressively famous in the mid 2000s in Europe and a few sections of Asia. One can send order affirmations, shipping cautions utilizing text message. Utilizing SMS for battles get quicker and more considerable outcomes. Under this system, organizations can send marketing messages to their customers continuously, whenever and can be certain that the message will be seen. Organization can make a survey and get important customer criticism fundamental to build up their products or services in future.

Affiliate Marketing

It is a sort of performance-based marketing. In this kind of marketing, an organization rewards affiliates for every visitor or customer they bring by marketing efforts they make in the interest of organization. Industry has four core players: the shipper (otherwise called "retailer" or "brand"), the network, the distributor (otherwise called "the affiliate") and the customer. The market has developed in such intricacy bringing about the rise of an optional level of players including affiliate administration organizations, super-affiliates and concentrated outsider vendors. On the off chance that organization needs to drive an affiliate program, then, the organization proprietor

needs to pay affiliates a commission expense for each lead or deal they drive to organization's site. Organization's principle objective here is to discover affiliates who can reach undiscovered markets. An organization with an e-zine may turn into a decent affiliate since its endorsers are ravenous for assets. Thus, presenting one's offer through "trusted" organization can get the consideration of prospects which won't not have otherwise reached.

Search Engine Optimization

SEO (Search engine optimization) is the way toward influencing the perceivability of a site or a site page in a search engine's "regular" or un-paid ("organic") search comes about. All in all, the prior (or higher positioned on the search comes about page), and more oftentimes a site shows up in the search result list, the more visitors it will get from the search engine clients.

Pay Per Click (PPC)

Pay-per-click marketing is a method for utilizing search engine advertising to create clicks to your site rather than "winning" those clicks organically. Pay per click is useful for searchers and sponsors. It is the most ideal path for organization's promotions since it carries ease and more noteworthy engagement with the products and services.

Advantages of Digital Marketing Brings to customers

With quick mechanical improvements, digital marketing has changed customers purchasing behavior. It has conveyed different favorable circumstances to the purchasers as given underneath:

Stay Updated with Products or Services

Digital marketing innovations enable the purchasers to stay with the organization information updated. These days a considerable measure of purchaser can get to web wherever whenever and organizations are ceaselessly refreshing information about their products or services.

Greater Engagement

With digital marketing, customers can draw in with the organization's different exercises. Shoppers can visit organization's site, perused information about the products or services and make purchases online and give criticism.

Clear Information about the Products or Services

Through digital marketing, buyers get clear information about the products or services. There is somewhat possibility of distortion of the information taken from businessperson in a retail location. Be that as it may, Internet gives exhaustive item information which customers can depend on and settle on purchase choice.

Easy Comparison with Others

Since numerous organizations are attempting to advance their products or services utilizing digital marketing, it is turning into the best preferred standpoint for the customer in wording that customers can make comparison among products or services by various providers in cost and time cordial way. Customers don't have to visit various diverse retail outlets in order to pick up information about the products or services.

24/7 Shopping

Since web is accessible throughout the day, there is no time confinement for when customer needs to purchase an item online.

Share Content of the Products or Services

Digital marketing allows watchers to share the content of the item or services to others. Utilizing digital media, one can without much of a stretch exchange and get information about the qualities of the item or services to others.

Apparent Pricing

Organization demonstrates the costs of products or services through digital marketing channel and this makes costs clear and straightforward for the customers.

Organization may routinely changes the costs or gives unique offers on their products or services and customers are dependably in points of interest by getting informed instantly by simply taking a gander at any one mean of digital marketing.

Enables Instant Purchase

With traditional marketing, customers first watch the ad and then find significant physical store to purchase the products or services. Be that as it may, with digital marketing, customers can purchase the products or services instantly.

Methodology of the study

Strategy originates from efficient and theoretical investigation of the strategies to assess reasonableness of one particular technique to apply to a field of study. It commonly envelops ideas, for example, world view, theoretical model, stages and quantitative or subjective techniques. This investigation is led in light of both primary and secondary data sources.

Primary Sources

Primary source is a source from where we gather direct information or original data on a subject. Meeting method was utilized with organized poll for the gathering of primary data.

Secondary Sources

Secondary source is a source from where we gather data that has just been collected by somebody. We have collected secondary data from the distributed money related articulations of the organizations, newspaper and articles. For the motivation behind this examination, we have chosen one hundred fifty firms randomly which are utilizing digital marketing framework to pitch their products to customers. Furthermore, we additionally collected data from 50 officials from test and other diverse firms to know their sentiment on the effectiveness of digital marketing.

Collected data and information has been organized, clarified and dissected by utilizing diverse statistical tools and techniques. This examination indicates comes about both in spellbinding and investigative way.

Analysis and Discussion

Correlation Analysis

To demonstrate the correlation between the different components of digital marketing and

expanded deals, we have collected data from one hundred fifty firms who are taking the different techniques or components of digital marketing. Results are given beneath:

From the table 1, we can reason that the each component of digital marketing is emphatically identified with deals increment. It demonstrates that all components of digital marketing show beneficial outcome on company's deals. Online advertising, email marketing, social media and search engine optimization (SEO) are profoundly emphatically correlated with deals increment since demonstrating estimation of r to be .869, .873, .840 and .840 separately. The estimation of r of text messaging, affiliate marketing and pay per click (PPC) are .667, .560 and .560 which likewise indicates low positive correlation with deals increment.

Analysis of Digital Marketing

Digital media is pervasive to the point that customers approach information whenever and wherever they need. It was long prior when the messages individuals got about particular products or services comprised of just what an organization needed them to know.

From the table 2, we can reason that every one of the factors having weight clarifying with awesome degree its association with digital marketing. For instance, stay updated with products or services is clarified by 71.80% of digital marketing and the staying 28.20% is clarified by other factor. Greater engagement is clarified by 51.60% of digital marketing and the staying 48.40% is clarified by other factor. Clear Information about the products or services is clarified by 62.90% of digital marketing and the staying 37.10% is clarified by other factor. We can likewise observe from the above table that F esteem is greater more than 80 demonstrating the quality of the model.

Coefficient of Different Variables

The coefficient of various factors in connection with free factors will be examined beneath:

Table 1: Correlations

| | | Increased Sales | Online Advertising | Email Marketing | Social Media | Text Messaging | Affiliate Marketing | Search Engine Optimization (SEO) | Pay Per Click (PPC) |
|-----------------|------------------------|-----------------|--------------------|-----------------|--------------|----------------|---------------------|----------------------------------|---------------------|
| Increased Sales | Pearson Correlation(r) | 1 | .869 | .873 | .840 | .667 | .560 | .840 | .560 |
| | Sig. (2tailed) | | .056 | .053 | .075 | .219 | .326 | .075 | .326 |
| | N | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 |

Table 2: Model Summary

| Model | R square | F |
|--|----------|---------|
| Stay updated with products or services | .718 | 122.117 |
| Greater engagement | .516 | 51.276 |
| Clear information about the products or services | .629 | 81.254 |
| Easy comparison with others | .639 | 85.141 |
| 24/7 Shopping | .749 | 142.868 |
| Share content of the products or services | .656 | 91.498 |
| Apparent Pricing | .636 | 83.962 |
| Enables instant purchase | .667 | 96.028 |

Table 3: Coefficients Analysis for Dependent Variable-Stay updated with products or services

| Model | Coefficients | | Standardized Coefficients Beta (β) | t | Sig. |
|--|-------------------------------|------------|------------------------------------|--------|------|
| | Unstandardized Coefficients B | Std. Error | | | |
| Constant | 1.000 | .215 | | 4.649 | .000 |
| Digital Marketing | 2.882 | .261 | .847 | 11.051 | .000 |
| Dependent Variable: Stay updated with products or services | | | | | |
| Constant | 1.000 | .254 | | 3.937 | .000 |
| Digital Marketing | 2.206 | .308 | .719 | 7.161 | .000 |
| Dependent Variable: Greater engagement | | | | | |
| Constant | 1.000 | .248 | | 4.040 | .000 |
| Digital Marketing | 2.706 | .300 | .793 | 9.014 | .000 |
| Dependent Variable: Clear Information about the products or services | | | | | |
| Constant | 1.000 | .234 | | 4.275 | .000 |
| Digital Marketing | 2.618 | .284 | .800 | 9.227 | .000 |
| Dependent Variable: Easy compare with others | | | | | |
| Constant | 1.000 | .215 | | 4.649 | .000 |
| Digital Marketing | 3.118 | .261 | .865 | 11.953 | .000 |
| Dependent Variable: 24/7 Shopping | | | | | |
| Constant | 1.000 | .223 | | 4.482 | .000 |
| Digital Marketing | 2.588 | .271 | .810 | 9.565 | .000 |
| Dependent Variable: Share content of the products or services | | | | | |
| Constant | 1.000 | .262 | | 3.816 | .000 |
| Digital Marketing | 2.912 | .318 | .798 | 9.163 | .000 |
| Dependent Variable: Apparent Pricing | | | | | |
| Constant | 1.000 | .240 | | 4.165 | .000 |
| Digital Marketing | 2.853 | .291 | .817 | 9.799 | .000 |
| Constant | 1.000 | .215 | | 4.649 | .000 |
| Digital Marketing | 2.882 | .261 | .847 | 11.051 | .000 |

Dependent Variable: Enables instant purchase

Unstandardized Coefficients (B) shows that if autonomous variable is zero (0) then what is the effect on subordinate variable?

Here on the off chance that we don't utilize digital marketing then stay updated with products or services will be 2.882. Standardized Coefficients (β) shows that if autonomous variable is increment by 1% then what will be the effect on subordinate variable. Here, if the use rate digital marketing is 1% then 84.70% stay updated with products or services will be happened.

Conclusion

Digital channel in marketing has turned out to be basic piece of technique of numerous organizations. These days, notwithstanding for entrepreneur there is an exceptionally proficient approach to market his/her products or services. Organization can utilize any devices, for example, cell phones, tablets, PCs, TVs, amusement reassures, digital boards, and media, for example, social media, SEO (search engine optimization), videos, content, email and part more

to advance organization itself and its products and services. Digital marketing may succeed more on the off chance that it considers client needs as a best priority. Much the same as “Rome was not worked in a day,” along these lines, digital marketing comes about won’t likewise come without endeavor, without trial (and error). The watchwords “test, learn and advance” ought to be at the core of all digital marketing activities. Organizations ought to make imaginative customer experiences and particular systems for media to recognize the best way for driving up digital marketing performance.

References

1. Dr. Shalini Nath Tripathi, Er. Monika Mittal. (n.d.). Investigating the impact of mobile marketing in the current indian scenario and proposing customerization as a solution.
2. Elisabeta Ioanās, Ivona Stoica. Social media and its impact on consumers behavior. *International Journal of Economic Practices and Theories*, 2014;4.
3. Fazal ur Rehman, Tariq Nawaz, Aminullah Khan, Shabir Hyder. How advertising affects the buying behavior of consumers in rura lareas: a case of pakistan. *Academic Research International*, 2014;5.
4. Füsün çizmeci, Tuđçe ercan. The effect of digital marketing communication tools in the creation brand awareness by housing companies. 2015.
5. J. A. Bello, C. L. Moses. Influence of mobile marketing on consumer purchase behaviour in organized institutions in lagos state, nigeria. (2014, May).
6. Joseph Omotayo Oyeniyi, Joachim Abolaji Abiodun. Switching cost and customers loyalty in the mobile phone market: the nigerian experience. 2009.
7. Neha Jain. E-marketing and the consumer decision making process. 2014 April.
8. Olfa Bouhlel, Nabil Mzoughi, Dorsaf Hadiji, Ichrak Ben Slimane. Brand personality’s influence on the purchase intention: a mobile marketing case. *International Journal of Business and Management*, 2011.6.
9. Ramaswamy Nandagopal, Huong Ha, Rengasamy Natarajan Balamurugan, Mahendran Sathish, Royalu Sivasubramanian Sathyanarayanan, Dhanraj Jublee. (n.d.). Consumer attitude towards mobile advertising and its impact on consumers’ behavioural intention - a case study in coimbatore city, india.
10. Roger Ström, Martin Vendel. (n.d.). The value of mobile marketing for consumers and retailers: a literature review. 2017.
11. Sadia Afzal, Javed Rabbani Khan. Impact of online and conventional advertisement on consumer buying behaviour of branded garments. *Asian Journal of Management Sciences & Education*, 2015;4.
12. Samsudin Wahab, Ahmad Suffian Mohd Zahari, Khaled Al Momani, Nor Azila Mohd Nor. The influence of perceived privacy on customer loyalty in mobile phone services: an empirical research in jordan. *International Journal of Computer Science* 2011;8.
13. Tariq M. Khizindar, Abdel Fattah M. Al-Azzam, Iyad A. Khanfar. An empirical study of factors affecting customer loyalty of telecommunication industry in the kingdom of saudi arabia. *British Journal of Marketing Studies*, 2015;3.