A Study on Impact of Digital Marketing Among Consumers of Coimbatore

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ABSTRACT - This study is get a perspective of what the level of cognizance of the consumers of Coimbatore towards digital marketing is and how their cognizance level influences their purchase preference or brand decisions. It is also crucial that the consumers should not feel threatened for their personal data by the digital ads as the digital ads always have a way of stalking people. Anything that is powerful is also enough to threaten people. It is the duty of the advertiser to keep the ads betwixt the area of frequent ads to remind people and stalking. The study has shown a spectrum of disparity of digital marketing ads to understand the perspective of the channels and the consumers and also the type of advertisement a advertiser should choose from it. This study digs deep into the factors that are associated with digital marketing and its channels to uncover the power and happenstance of the digital marketing's hole on the brand preferences of the consumers. There is no significant association between the Age Group, Gender, Marital status, Monthly income with the Sources of Social Media to promote the business and create greater awareness about the products and services. It is also suggested that the marketer should take reliable measures to measure the Return on investment (ROI). Studies say that only 1 out of 3 digital marketers receive a reliable measure of ROI from digital marketing. Another threat to be handled is, other business or the competitors stealing the campaign and the originality getting lost within the white noise. This can be avoided only by not bombarding the ads and by carefully choosing the websites and digital medium to promulgate the product.

Keywords: Digital Marketing, Impact of Products and Services, Digital Marketing Coimbatore

I. INTRODUCTION

If it isn't for the digital marketing, none of the companies would survive the cut throat competitions. Any marketing done with the help of any means of any digital medium, it becomes digital marketing. One could say Digital marketing and internet are siblings. It is the networks that make digital marketed product popular and add to that the speed of the networks.

International Digital marketing is also a part of the multichannel marketing universe but it comes under the modern gizmo and not the customary ones. Customary ads include printed ads, radio ads, television ads, transit ads, billboards, directories and business cards. Those are for old schools. Digital marketing division of multichannel marketing is for millennial who use social media and search engines to find friends and post updates and Google for studying. The trick lies in the fact of having a cognizance of which type of people or which age group uses which medium and what type of ads would attract the consumers and what would lure the prospect and turn them into the consumer and retain them. Digital marketing also comes with an advantage of the communication being bidirectional unlike the traditional ones where only the marketer talks.

But in digital marketing the consumers and the prospects can also ask questions, post feedbacks and write their experience of using the product. The marketer sells or just markets the product but it really is the consumer who rules it. These channels used for advertising also comes with tools to measure the progress. As important is advertising, measuring the progress is equally important. Progress leads to analyzing the public relation and sales and ultimately to success. These channels are designed in such a way that the ads are also personalized and they use search engine techniques to send the right message to the right consumer or prospect. The difference between traditional and digital marketing is that digital marketing reaches globally and traditional ones reach only a specific spectrum of people. Digital marketing is the fastest way to create a good public relation. Social media marketing: People wake up to their phones and social media. If a marketer doesn't market his product in social media, it's doomed to fail. Once the product breaches through social media, its fame will be lit. Another trick is, creating traffic to the landing page using social media. With facebook and twitter having over 2 billion and 328 million monthly users, the marketers could hit their mark using facebook and twitter. Since both of these have advanced targeting, it is easy to reach out only to

target customers and prospects.   Though Pinterest was launched after 5 years of launching facebook and twitter, it has equally high number of users with about 176 million users. Using Pinterest, one can bookmark an idea, direct traffic to the landing page, advertise and promulgate the product. Google Search ads

Google is the king of the search engine monarch and it doesn't come as a shock that it owns an advertising system. These ads are also known as search ads because they show up for everything a person browses but with an ad label on it.   The advertisers or marketers will have to choose wisely a set of keywords for ads. When a person enters those keywords, the ads shows up. If a marketer fails to choose keywords properly, the chances of succeeding are very low. The marketer is given 70 characters. Using which the marketer will have to choose keywords carefully.   With four types of ads that Google gives, the advertiser can pick one of his choice that is on the better side to lure in the consumers. The four types of ad would be display ads, video ads, search ads, app ads. Display ads come with pictures and text which is most likely to be the one that the person has searched before or has been searching for a while. Video ads are used in YouTube before the actual video starts. Search ads have "ad" label on them to show a disparity that they are ads and not the actual search result. App ads are to promote apps of play store. YouTube Ads: YouTube has 1 billion users. The YouTube ads are more interesting as it comes in video form. It can be skipable or non skipable ads. The skipables comes with an option of "skip". The non skipable are short video ads which last for about 5 seconds. These ads can be instream ads or indisplay ads. Instream ads play before the video commences and the indisplay ads play in the middle of the video. Both of these can be skipable or non skipable.   The YouTube ads come with an advantage to the marketer that, he/she can measure how many has skipped the ad and how many hasn't. It also has a disadvantage that the marketer cannot choose for which video the ad rolls in.

1.2 STATEMENT OF THE PROBLEM

The foremost common problem lying in front of the consumers and the advertisers is the trust issues of the consumers. Consumers' live in the fear of spending their valued money to buy something that is not the best from the plethora of products and the bad experience of buying wrong product. As for the advertisers, the trust issues of the consumers strikes them hard in advertising their product among several other product of the same category probably with the same price but to reach the consumers in an effective way to depict the consumers that their product is genuine. This problem brings us to the following questions. ⬜ What makes a consumer believe in certain product? ⬜ How does he/she find the product different and genuine? ⬜ How should an advertiser bring a disparity in the advertisement? ⬜ What are the channels that the advertiser

should choose if his/her product is new or his/her product needs revamping? ⬜ What are the steps an advertiser should take to analyze the results of digital marketing?

1.3 OBJECTIVES OF THE STUDY

1. To perceive the importance of advertising to the target consumers.

2. To perceive the disparity between different digital marketing channels.

3. To understand which type of ads work better with different age group.

4. To perceive what channels are trusted by the people.

5. To understand the need for the digital marketing and its types.

1.4 NEED FOR THE STUDY

1. To perceive how the channels work.

2. To understand their evolvement over time and how it has added to the sales of the product.

3. To sift through the profusion of channels to understand which is the best.

1.5 SCOPE OF THE STUDY:

1. When working principle of the channels are perceived it helps the advertisers to form strategies to make their product reach the consumers.
2. Understanding their evolution gives a chance of also understanding why the changes took place and what gave away.
3. When disparities are understood, the marketer can find the channel that goes with his need as well as his/her target consumer's need.

1.6 REVIEW OF LITERATURE

R.Suganya et al (2017), the study has been made by the authors with an object of exercise to perceive the level of cognizance people have towards the digital marketing about construction industry. The study has included 55 respondents. Descriptive analysis has affirmed that print advertisements are ranked first and video advertisement the last. One way ANOVA has affirmed that occupation of people influence the type of advertisements they are lured in by. The authors perorate the study by stating that social media is crucial to get one's hands on information about consumers. Dr. Madhu Bala and Mr. Deepak Verma (2018), the study talks about the digital marketing and its types. The study banks on data that is secondary. As the nation is moving towards digitization, consumers are in need of digital marketing. The study has found that social media not only connects people that are far and near but also products and advertisements to target consumers. Since digital marketing is cost effective but creates lucrative bunce if done right it is crucial to understand what the consumers enjoy in digital marketing. The study draws the

inference that the study can be extended on various businesses and contrast their needs in digital marketing. P.Sathya (2015), the author's motive in the study is to identify how influential is digital marketing in the brand preference of the consumer and to analyse how it helps the products and the advertisers in the competitive world. The study included data that is secondary and primary with 100 respondents. it is found from the study that people have trust issues shopping onlinebut there is 100% awareness of online shopping among respondents and about a bisection of respondents shop online 2 to 5 times a year. The study propounds to take fulfil the feedback that the consumers present.

II.   RESEARCH METHODOLOGY

The present research centers on the impact of digital marketing among consumers of Coimbatore. The reasoning that is utilized in this research is realism. The specialist gathers and investigations information utilizing adequate learning to answer the examination question, so the exploration is more disposed towards realism.

2.1 RESEARCH DESIGN

The type of research chosen for the study is descriptive research. In descriptive research, various parameters will be chosen and analyze the variations between these parameters. The present research focuses on impact of digital marketing among consumers of Coimbatore. The philosophy that is used in this research is realism. For this the researcher uses acceptable knowledge towards thelevel of opinion regarding the awareness among various Digital Marketing factors, level of agreement towards how much the following content marketing factors support to promote the products/services and level of agreement towards how much the following email marketing factors support to promote the products/services. The researcher collects and analyses data using acceptable knowledge for the purpose of answering the research question, so the research is more inclined towards realism.

2.2 DATA SOURCES

The data collected for the study is mainly through the distribution of a questionnaire; to be precise the data collected for the study was both primary and secondary sources.

2.3 PRIMARY DATA

Primary data is the information collected for the first time; there are several methods in which the data complies. In this project, it was obtained by questionnaires. The questionnaire was prepared and distributed to the customers.

2.4 SECONDARY DATA

Secondary data needed for conducting research work were collected from company websites, library and search engines.

2.5 RESEARCH INSTRUMENT:

In this study, the primary data was collected by a survey technique. In this, we distributed the questionnaires to the respondents. The researcher structured the questionnaire in the form of: 1. Close-Ended Questions 2. Multiple Choice Questions

2.6 QUESTIONNAIRE:

A questionnaire is a sheet of paper containing questions relating to containing specific aspect, regarding which the researcher collects the data. Because of their flexibility, the questionnaire method is by far the most common instrument to collect primary data. The questionnaire is given to the respondent to be filled up.

2.7 SAMPLING DESIGN:

Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling technique used is a Convenience Sampling method.

2.8 SAMPLE SIZE:

This refers to the number of items to be selected from the universe to constitute a sample. The sample size for this study was taken as 112.

III.   DATA ANALYSIS AND INTERPRETATION

I.SIMPLE PERCENTAGE ANALYSIS

S.No.	Category	Subgroups	Number	%	Total (%)
1.	Age	Below 25 years	26	23.2	100
		25 – 35 years	47	42.0	
		36 – 45 years	21	18.8	
		Above 45 years	18	16.1	
2.	Gender	Male	53	47.3	100
		Female	59	52.7	
3.	Marital Status	Married	66	58.9	100
		Single	46	41.1	
		School Level	34	30.4	
		First Degree	37	33.0	
		Second Degree	16	14.3	
		Doctrate	7	6.2	
		Others	18	16.1	
		Private Employee	53	47.3	
		Student	9	8.0	
		Business	26	23.2	
		Government employee	17	15.2	
		others	7	6.2	
		Below Rs.20000	24	21.4	

Rs.20001-Rs.30000	46	41.1
Rs.30001-Rs.45000	21	18.8
Above Rs.45000	21	18.8
Facebook	67	59.8
Twitter	8	7.1
Linkedin	24	21.4
Google +	10	8.9
others	3	2.7

Interpretation:

Simple percentage analysis has catalogued the respondents based on the categories such as age, gender, marital status, educational qualification, designation, monthly income, sources of social media. 23.2% are 'Below 25 years', 42.0% are betwixt '25 – 35 years', 18.8% are betwixt

'36 – 45 years' and 16.1% are '36 – 45 years'. 47.3% are 'Male' and 52.7 are 'Female'. 58.9% are 'Married' and 41.1% are 'Single'. 30.4% have 'School Level' education, 33.0% have their 'First Degree' education, 14.3% have their 'Second Degree' education, 6.2% have their 'Doctrate' and 16.1% have 'other' educational qualification. 47.3% are 'Private Employees', 8.0% are 'Student', 23.2% are 'Business', 15.2% are 'Government employee' and 6.2% belong to 'other' category. 21.4% gross salary 'Below Rs.20000', 41.1% gross salary betwixt 'Rs.20001-Rs.30000', 18.8% gross salary betwixt 'Rs.30001-Rs.45000' and 'Above Rs.45000'. 59.8% have come by digital marketing through 'Facebook', 7.1% have come by digital marketing through 'Twitter', 21.4% have come by digital marketing through 'Linkedin', 8.9% have come by digital marketing through 'Google +' and 2.7% have come by digital marketing through 'others'.

It is therefore inferred from the simple percentage analysis 42.0% are betwixt '25 – 35 years', 52.7 are 'Female', 58.9% are 'Married', 33.0% have their 'First Degree' education, 47.3% are 'Private Employees', 41.1% gross salary betwixt 'Rs.20001-Rs.30000' and 21.4% have come by digital marketing through 'Linkedin'.

Table 2 : Descriptive Statistics towards the level of opinion regarding the awareness towards various Digital Marketing factors

Factors	N	Minimum	Maximum	Mean	Std. Deviation
				Descriptive Statistics	
Search Engine Crawlers	112	1.00	4.00	2.9643	.84819
SEO and Social Media	112	1.00	5.00	3.0000	1.03105
Content marketing	112	1.00	5.00	3.0357	.99484
Email marketing	112	1.00	5.00	3.1161	1.00221
Mobile marketing	112	1.00	5.00	3.0357	1.04777
Pay-per-click	112	1.00	5.00	2.7589	.95149
Conversion Rate Optimization	112	1.00	5.00	4.3482	1.03723
Web Analytics	112	1.00	5.00	2.5893	1.29137
Facebook	112	1.00	5.00	3.4464	1.07250
Pinterest	112	2.00	5.00	3.8839	.93718
Twitter	112	1.00	5.00	4.5446	.92890
LinkedIn	112	1.00	5.00	3.5357	.99484
YouTube	112	1.00	5.00	2.9375	1.01592
Google AdWords	112	1.00	5.00	3.2143	.92443
Google Analytics	112	1.00	5.00	2.8482	.92229
Valid N (listwise)	112				

Interpretation:

Table 2 has the Descriptive Statistics towards the level of opinion regarding the awareness towards various Digital Marketing factors. 'Twitter' has the first stance with a mean value of 4.54, 'Conversion Rate Optimization' has the second stance with a mean value of 4.35, 'Pinterest' has third stance with a mean value of 3.89, 'LinkedIn' has the fourth stance with a mean value of 3.54, 'Facebook' has the fifth stance with a mean value of 3.45, 'Google AdWords' has the sixth stance

with a mean value of 3.21, 'Email marketing' has the seventh stance with a mean value of 3.12, 'Content marketing' and 'Mobile marketing' has the eighth mean value of 3.04, 'SEO and Social Media' has ninth stance with its mean value being 3.00, 'Search Engine Crawlers' has the tenth stance with a mean value of 2.96, 'YouTube' has the eleventh stance with a mean value of 2.94, 'Google Analytics' has the twelfth stance with a mean value of 2.85, 'Pay-per-click' has the thirteenth stance with a mean value of 2.76 and 'Web Analytics' has fourteenth stance with a mean value of 2.59. It is inferred from the above table that

'Twitter' has the first stance with a mean value of 4.54 and 'Web Analytics' has fourteenth stance with a mean value of 2.59.

Table 3 : Descriptive Statistics towards the content marketing factors which support to promote the products/services

Factors	N	Minimum	Maximum	Mean	Std. Deviation
				Descriptive Statistics	
Brand awareness	112	1.00	5.00	3.1607	.97309
Lead generation	112	1.00	5.00	3.4643	.93893
Engagement	112	1.00	5.00	3.2143	.99030
Sales	112	1.00	5.00	3.2679	.92981
Lead nurturing	112	1.00	5.00	3.1429	1.17678
Customer retention and loyalty	112	1.00	5.00	2.7679	1.15456
Customer evangelism	112	1.00	5.00	4.2946	1.11208
Up-selling and cross-selling	112	1.00	5.00	2.4643	1.41376
Valid N (listwise)	112				

Interpretation:

Table 3 has shown the Descriptive Statistics towards the content marketing factors which support to promote the products/services. 'Customer evangelism' has the first stance with a mean value of 4.29, 'Lead generation' has second stance with a mean value of 3.46, 'Engagement' has the third stance with a mean value of 3.21, 'Brand awareness' has the fourth stance with a mean value of 3.16, 'Lead nurturing' has fifth stance with a mean value of 3.14, 'Customer retention and loyalty' has sixth stance with a mean value of 2.77, 'Up-selling and cross-selling' has seventh stance with a mean value of 2.46 and 'Customer retention and loyalty' has eighth stance with a mean value of 2.27.It is inferred from the above table that the 'Customer evangelism' has the first

stance with a mean value of 4.29 and 'Customer retention and loyalty' has eighth stance with a mean value of 2.27.

IV. RESULTS AND DISCUSSIONS

1.1 FINDINGS

- 42.0% of the respondents are betwixt '25 – 35 years'.

- 52.7 of the respondents are 'Female'.

- 33.0% of the respondents have their 'First Degree' education.

- 47.3% of the respondents are 'Private Employees'.

- 41.1% of the respondents gross salary betwixt 'Rs.20001-Rs.30000'.

- 21.4% of the respondents have come by digital marketing through 'Linkedin'.

- Descriptive Statistics towards the level of opinion regarding the awareness towards various Digital Marketing factors has shown that 'Twitter' has the first stance with a mean value of

    4.54 and 'Web Analytics' has fourteenth stance with a mean value of 2.59.

- Descriptive Statistics towards the content marketing factors which support to promote the products/services has shown that 'Customer evangelism' has the first stance with a mean value of 4.29 and 'Customer retention and loyalty' has eighth stance with a mean value of 2.27.

- Descriptive Statistics towards the email marketing factors which support to promote the products/services has shown that 'Dedicated Emails' has the first stance with a mean value of

    4.68 and 'Sponsorship Emails' has the sixth stance with a mean value of 3.03.

- Descriptive Statistics towards factors influencing the use of digital marketing has shown that 'Round the Clock Access' has the first stance with a mean value of 3.46 and 'Wide area network' has the sixth stance with a mean value of 2.88.

- Ranking in major role play in Digital Marketing Elements has shown that Twitter' has the first rank with a mean value of 12.87 and 'Web Analytics' has the fifteenth rank with a mean value of 5.58.

- Ranking in major role play in Digital Marketing Elements has shown that 'Fear about security of transactions' takes the first stance with a mean value of 3.33 and 'Lack of personal advice' has the fifth stance with a mean value of 2.93.

1.2 SUGGESTIONS

When it comes to digital marketing and its riches, a tiny fraction of people are still paranoid about the digital marketing as if they are being monitored and or they could lose their personal information and or it could be misused. This is because it is the second nature of the digital marketing to creep in the pages they are looking to show them the advertisement if last product they browsed about. As for the marketer it can be hard handle the negative reactions if there are any because it is bound to come at the marketer online as the control is not in the hands of the advertiser. It is also suggested that the marketer should take reliable measures to measure the

ROI. Studies say that only 1 out of 3 digital marketers receive a reliable measure of ROI from digital marketing. Another threat to be handled is, other business or the competitors stealing the campaign and the originality getting lost within the white noise. This can be avoided only by not bombarding the ads and by carefully choosing the websites and digital medium to promulgate the product.

V. CONCLUSION

Since the consumers have an embarrassment of the riches of digital marketing channels to choose from to respond to the ads and since they have carte blanche to act according to their will, it is the choice that gives them the power.

The marketers will also need to remember that some ads might make the users feel like they are being stalked, some have become ad immune and some have gone to the extent of using ad blocker software. Advertising is hard and digital marketing wouldn't make it any much less harder. It is the trick to find where the target consumers flock together and then find out what type of ads they are interested in before blindly bombarding them with irrelevant ads that could probably get lost in the white noise.

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