

IMPACT OF DIGITAL MARKETING IN THE BUYING BEHAVIOUR OF CONSUMER

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC |
CATEGORY - 1 UNIVERSITY BY UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Mr.Chandru.D (42410148) who carried out the project entitled, “**A Study of impact of digital marketing in the buying behaviour of consumers**” under my supervision from October 2023 to December 2023

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DECLARATION

Chandru.D (42410148) hereby declare that the Project Report entitle, “**A Study of impact of digital marketing in the buying behavior of consumers**” done by me under the guidance of **Dr.R.JEYA RANI** is submitted impartial fulfilment of the requirements for the award of Master of Business Administration degree.

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D. CHANDRU

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ABSTRACT

The abstract explores the transformative impact of digital marketing on consumer buying behaviour. In an era dominated by online connectivity, businesses are increasingly leveraging digital platforms to engage with consumers. This study delves into the various facets of digital marketing, including social media, content marketing, and personalized advertising, to analyse their influence on consumer decision-making processes. By examining case studies and relevant literature, the abstract aims to uncover the ways in which digital marketing strategies shape consumer perceptions, preferences, and purchasing choices. Understanding this dynamic relationship is crucial for businesses seeking to adapt and thrive in the rapidly evolving landscape of digital commerce.

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CHAPTER-1

INTRODUCTION

1.1. Introduction:

The history of digital marketing traces a transformative journey through key technological advancements and shifting consumer landscapes. In its nascent stage during the 1970s, digital marketing had modest beginnings, primarily revolving around electronic mail campaigns. However, the real turning point came in the 1990s with the emergence of search engines like Yahoo! and AltaVista, leading to the optimization of websites for improved visibility.

The late 1990s witnessed the dot-com boom, propelling the growth of online businesses and catalyzing a surge in digital advertising. Google's entry in 2000, accompanied by the launch of AdWords, revolutionized online advertising by introducing the concept of pay-per-click (PPC) campaigns. As the new millennium unfolded, the rise of social media platforms such as Facebook, Twitter, and LinkedIn created fresh avenues for social media marketing, fundamentally altering how brands engage with audiences.

The 2010s marked a paradigm shift in digital marketing strategies. The mobile revolution prompted the rise of mobile marketing, while the emphasis on content creation became a cornerstone of digital campaigns. Data analytics and personalization emerged as powerful tools, enabling marketers to tailor their efforts to individual preferences.

Video content gained prominence, with platforms like YouTube and the integration of video on social media reshaping how brands communicated with their audiences. The present era witnesses the dominance of artificial intelligence (AI) and automation, revolutionizing digital marketing by enabling personalized campaigns, predictive analytics, and the advent of chatbots.

In the ever-evolving landscape, influencer marketing has become a staple for brands

seeking authentic connections with their audience. Collaborations with influencers on social media platforms have proven to be an effective strategy in reaching and engaging target demographics.

1.2 Opportunities

Digital marketing allows businesses to reach a global audience, breaking down geographical barriers. Targeting options enable precise delivery of messages to specific demographics, ensuring that marketing efforts are focused on the most relevant audience segments.

Cost-Effective:

Compared to traditional marketing methods, digital marketing often proves to be more cost-effective. Online advertising platforms provide flexible budgeting options, allowing businesses of all sizes to participate and compete effectively.

Data-Driven Decision Making:

The digital nature of online marketing provides a wealth of data that can be analyzed to understand consumer behaviour, preferences, and engagement patterns. This data-driven approach enables businesses to make informed decisions and optimize campaigns for better results.

Personalization:

Digital marketing allows for highly personalized and targeted communication. Businesses can tailor their messages based on user behaviour, preferences, and demographics, creating a more meaningful and engaging experience for the audience.

Social Media Engagement:

Social media platforms offer a dynamic space for businesses to engage with their audience. Social media marketing allows for real-time interactions, customer feedback, and the opportunity to build a community around a brand.

Content Marketing:

Content is a cornerstone of digital marketing. Creating valuable, relevant, and high-quality content can establish a business as an authority in its industry, improve search engine rankings, and attract and retain customers.

Search Engine Optimization (SEO):

A strong online presence is crucial, and SEO plays a key role in ensuring that businesses are discoverable on search engines. Effective SEO strategies can improve visibility, drive organic traffic, and enhance the overall online reputation of a business.

Mobile Marketing:

With the increasing use of smartphones, mobile marketing offers a unique opportunity to connect with users on the devices they use most frequently. Mobile-optimized websites, apps, and targeted mobile advertising can significantly impact consumer engagement.

E-commerce Opportunities:

For businesses involved in e-commerce, digital marketing provides a direct path to potential customers. Online advertising, social media promotion, and email marketing can drive traffic and conversions on e-commerce platforms.

Innovative Technologies:

Emerging technologies such as augmented reality, virtual reality, and interactive content present new and exciting opportunities for digital marketers to create immersive and engaging experiences for their audience.

1.3 Importance

Digital marketing is of paramount importance in the contemporary business landscape, playing a pivotal role in the success and growth of enterprises. One of its primary advantages lies in its ability to offer global reach, allowing businesses to transcend geographical boundaries and connect with a diverse audience on a worldwide scale. Moreover, the cost-effectiveness of digital marketing is noteworthy, as online advertising and social media campaigns often yield a broader reach at a fraction of the cost associated with traditional marketing channels. The precision of targeted advertising is a key strength, enabling businesses to tailor their messages to specific demographics, interests, and behaviours, thereby increasing the relevance of their marketing efforts.

The real-time analytics provided by digital marketing tools are invaluable, offering businesses immediate insights into the performance of their campaigns. This data-driven approach allows for swift adjustments and optimizations, contributing to more effective strategies. Additionally, the interactive nature of digital marketing channels, particularly through social media, fosters direct engagement between businesses and consumers. This engagement not only builds brand loyalty but also facilitates real-time communication, creating a more personalized and impactful customer experience.

Measurability is a distinctive feature of digital marketing, providing businesses with precise metrics such as website traffic, conversion rates, and customer engagement. This wealth of data allows for informed decision-making and a comprehensive understanding of the effectiveness of marketing strategies. The adaptability and

flexibility inherent in digital marketing enable businesses to respond promptly to changing trends and market conditions, ensuring ongoing relevance and competitiveness. Furthermore, the enhanced customer targeting facilitated by data analysis empowers businesses to create highly tailored and relevant content, establishing a stronger connection with their target audience. In summary, digital marketing is a dynamic and indispensable tool that not only enhances brand visibility and authority but also contributes significantly to the overall success of businesses in the digital age.

1.4 History and evaluation

Before the internet became widely accessible, marketing was primarily done through traditional channels such as print, radio, and television. Businesses relied on traditional advertising methods to reach their audience.

Emergence of the Internet (1990s):

The 1990s saw the advent of the World Wide Web, marking a significant shift in how information was accessed and shared. The internet provided a new platform for businesses to showcase their products and services.

First Banner Ad (1994):

The first clickable web banner ad was launched in 1994 on HotWired.com (now Wired.com). This marked the beginning of online advertising, allowing businesses to display ads to a broader online audience.

Search Engines and SEO (Late 1990s):

With the rise of search engines like Yahoo and Google, the concept of search engine optimization (SEO) emerged. Businesses began optimizing their websites to improve their rankings in search engine results, laying the foundation for organic online visibi

Dot-Com Boom (Late 1990s – Early 2000s):

The late 1990s saw the dot-com boom, with a surge in internet-based businesses. This period witnessed increased experimentation with online advertising models, including pay-per-click (PPC) advertising.

Email Marketing (1990s – 2000s):

Email marketing became a popular digital marketing channel in the late 1990s and early 2000s. Businesses started using email campaigns to communicate directly with their audience, delivering targeted messages and promotions.

Social Media Emergence (Mid-2000s):

The mid-2000s saw the rise of social media platforms such as Facebook, Twitter, and LinkedIn. Businesses recognized the potential of these platforms for connecting with their audience on a more personal level, leading to the integration of social media into digital marketing strategies.

Mobile Marketing (Late 2000s – 2010s):

With the widespread adoption of smartphones, mobile marketing gained prominence. Businesses began optimizing their content and advertisements for mobile devices, and mobile apps became a key channel for reaching consumers.

Content Marketing (2010s):

Content marketing became a focal point of digital marketing strategies in the 2010s. Businesses started creating valuable, relevant, and engaging content to attract and retain their target audience, often through blogs, videos, and other forms of media.

Data Analytics and Personalization (2010s – Present):

Advances in data analytics allowed businesses to gain insights into consumer behavior. Personalization became a key focus, with marketers using data to deliver more targeted and customized experiences to their audience.

Emergence of Influencer Marketing (2010s – Present):

Influencer marketing gained popularity as individuals with significant online followings began collaborating with brands to promote products and services. This form of marketing leverages the credibility and reach of influencers in specific niches.

Artificial Intelligence and Automation (Present):

In the present era, artificial intelligence (AI) and automation are increasingly shaping digital marketing. AI technologies enable marketers to analyze large datasets, automate routine tasks, and deliver more personalized and efficient campaigns.

1.5 Need of study

In the rapidly evolving landscape of business and commerce, the significance of digital marketing cannot be overstated. As technology continues to redefine how we communicate, access information, and make purchasing decisions, businesses are compelled to adapt their strategies to remain relevant and competitive. A comprehensive study of digital marketing is increasingly becoming a necessity for individuals and organizations alike.

Firstly, the omnipresence of the internet has fundamentally altered consumer behaviour. Potential customers are no longer relying solely on traditional advertising or word-of-mouth; they are actively seeking information online. Understanding the principles of digital marketing equips individuals with the skills to effectively reach and engage this digitally savvy audience.

Moreover, the cost-effectiveness of digital marketing is a compelling reason to delve into its study. Compared to traditional forms of advertising, digital marketing channels often provide a more budget-friendly alternative. This affordability makes it accessible to businesses of all sizes, from startups to multinational corporations, democratizing the marketing landscape.

The data-driven nature of digital marketing is another critical factor driving the need for its study. In an era where information is power, digital marketers harness the vast amounts of data generated by online interactions to make informed decisions. A study in digital marketing provides the knowledge to interpret and leverage this data, enabling businesses to refine their strategies, target specific demographics, and measure the return on investment with precision.

Social media, a cornerstone of digital marketing, has become a ubiquitous part of modern life. An in-depth study of digital marketing includes a focus on social media strategies, acknowledging the role platforms like Facebook, Instagram, and Twitter play in brand building, customer engagement, and market outreach.

As businesses increasingly transition to online platforms, the need for skilled professionals who can navigate the intricacies of digital marketing becomes evident. Employers are actively seeking individuals with a solid understanding of SEO (Search Engine Optimization), content marketing, email marketing, and other digital tools and techniques.

In conclusion, the study of digital marketing is not merely a choice but a strategic imperative in today's business landscape. Whether aspiring to be an entrepreneur, marketer, or manager, a comprehensive grasp of digital marketing principles empowers individuals to navigate the dynamic digital terrain, ensuring they remain at the forefront of innovation and effectiveness in the ever-changing world of business.

1.6 Limitation of study

Identifying and acknowledging the limitations of a study is crucial for maintaining transparency and providing context to the findings. Here are potential limitations for your study on the impact of digital marketing on consumer buying behavior:

Generalizability Issues:

The study's findings may be specific to the selected demographic or industry, limiting the generalizability of results to broader populations.

Data Reliance on Self-Reports:

If the study relies heavily on self-reported data through surveys or interviews, there is a potential for response bias or inaccuracies in participants' recollections.

Dynamic Nature of Digital Marketing:

The rapidly evolving landscape of digital marketing poses a challenge, as strategies and platforms may change during the course of the study, impacting the relevance of findings.

Cross-Channel Interactions:

The study may not comprehensively capture the interplay between different digital marketing channels, potentially overlooking synergies or conflicts between strategies.

Time Constraints:

Time constraints might limit the depth of the study, preventing a thorough exploration of long-term effects and trends in consumer behaviour.

Influence of External Factors:

External factors such as economic conditions, global events, or industry-specific changes could influence consumer behaviour independently of digital marketing efforts, complicating the attribution of causality.

Technology Literacy of Participants:

Variability in participants' technology literacy levels may impact their interactions with digital marketing channels, potentially affecting the study's outcomes.

Budgetary Constraints:

The study's scope may be limited by budgetary constraints, impacting the breadth of data collection methods or the ability to access certain digital marketing platforms.

Ethical Considerations:

Ethical considerations, such as privacy concerns or data security issues, may impose constraints on data collection methods and limit access to certain consumer information.

Long-Term Behaviour Predictions:

Predicting long-term changes in consumer behaviour based on short-term observations may be challenging, and the study may not capture enduring shifts in preferences.

1.7 Scope of study

Digital marketing enables businesses to reach a global audience. With the internet transcending geographical boundaries, companies can market their products or services to customers around the world, opening up new markets and opportunities.

Diverse Career Opportunities:

The scope of digital marketing extends to various career paths, including social media management, content creation, SEO (Search Engine Optimization), data analytics, email marketing, and more. This diversity allows individuals to specialize in areas that align with their interests and skills.

E-commerce Growth:

The rise of e-commerce has significantly expanded the scope of digital marketing. Businesses can leverage online platforms to showcase and sell products directly to consumers, creating new avenues for marketing and sales strategies.

Data Analytics and Insights:

Digital marketing relies heavily on data analytics to measure campaign effectiveness, understand consumer behaviour, and make data-driven decisions. Professionals skilled in data analysis have a crucial role in shaping successful digital marketing

Emerging Technologies:

The integration of emerging technologies, such as artificial intelligence, augmented reality, and virtual reality, expands the scope of digital marketing by offering innovative ways to engage with audiences. Marketers can create immersive experiences and leverage cutting-edge technologies for marketing campaigns.

Mobile Marketing:

With the increasing use of smartphones, mobile marketing has become an integral part of digital strategies. Marketers can optimize content and advertisements for mobile devices, reaching consumers on the devices they use most frequently.

Social Media Dominance:

Social media platforms play a central role in digital marketing. The scope includes not only organic content but also paid advertising, influencer collaborations, and community building. Businesses can connect with their audience on a personal level through platforms like Facebook, Instagram, Twitter, and LinkedIn.

Search Engine Optimization (SEO):

SEO is a crucial aspect of digital marketing that focuses on optimizing online content to improve search engine rankings. The scope of SEO continues to evolve as search engines refine their algorithms, creating opportunities for businesses to enhance their online visibility.

Personalization and Customer Experience:

Digital marketing allows for highly personalized and targeted communication with consumers. The scope includes creating personalized content, tailoring advertising messages, and enhancing overall customer experiences to build long-term relationships.

Continuous Evolution:

The digital marketing landscape is dynamic, with constant technological advancements and changes in consumer behaviour. Professionals in this field must stay updated on industry trends and be adaptable, contributing to the ongoing and evolving scope of digital marketing.

CHAPTER-1

REVIEW OF LITERATURE

1. Neelika Arora ³² has published research article entitled “Trends in Online Advertising” in advertising Express, Dec 2013. The global online advertising revenues are expected to touch US \$10bn by 2015. In India, the revenues at present are estimated to be Rs.80 cr. and are expected to increase six times more within the next five years. In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms Google, Yahoo, Microsoft, AOL (America Online Launchers), and Overture. Approximately, 90% of the Google revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender. This article explains demographic profile of Indian users. It also gives the comparison between global trend and Indian trend, which is useful for my research work.

2. Sumanjeet ³⁷ has published article on “On Line Banner Advertising” in Indian Journal of Marketing. Online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented. • Avinash Kaushik is an Indian entrepreneur published an article in Dec 2014 titled digital marketing and analytics are two ladders of magnificent success.

3. Jaffrey Graham ⁴⁵ has published his article entitled “Web advertising’s future eMarketing strategy” Morgan Stanley Dean Witter published an equity research

report analysing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest. Advertising in social media: How consumers act after seeing social ads. Adapted from Nielsen (2012: 10). Social media has not only changed how people communicate online, but it has also changed the consumption of other media too. Online social connections are used to filter, discuss, disseminate, and validate news, entertainment, and products for consumption. (Ryan 2011: 15) The next chapters will explain more about each of the world's current most widely used social medias. There are, of course, many other social networks and applications (apps) available but considering the study, the focus is on the main Medias.

4. Vikas Bondar has published his article on "sales and marketing strategies" Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now. This article explains how internet is useful tool for advertisement

5. According to Garder's survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a company's marketing success relies mostly on their website, social marketing, and digital advertising, which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere. Normally, companies spend

10 percent of their revenue on marketing and 2.4 percent on digital marketing, which will increase to 9 percent in the future

6..J Suresh Reddy²⁶ has published article in Indian Journal of Marketing. Title of article is "Impact of E- commerce on marketing". Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support.

7.Economic times published article on "Indian companies using digital marketing for competitive advantage" in Oct 2014. According to this article a growing number of marketers in India are leveraging digital marketing to increase their competitive advantage, a research by Adobe and CMO Council has revealed. According to the study, India leads in the confidence in digital marketing as a driver of competitive advantage. Ninety-six per cent of the Indian marketers have high confidence in the ability of digital marketing to drive competitive advantage. It is among the highest in Asia-Pacific APAC with only Australia leading with 97 per cent, the research said. However, while Indian marketers believe that the key driver to adopting digital is a growing internet population (70 per cent in India against 59 per cent in APAC), their belief that customer preference and digital dependence drive the adoption of digital, and that digital can engage the audience, is lower than the APAC averages, it added.

8.The 2014 Adobe APAC Digital Marketing Performance Dashboard was compiled through quantitative surveys with over 800 marketers across the region. Marketers from Australia, Korea, China, India, Hong Kong, Singapore and other countries were covered. "However, while India is an emerging leader in Digital Marketing, it has dipped in its own performance this year as compared to the previous year. It is important to note that India scored much higher than the APAC average last year," it said. Adobe Managing Director South Asia Umang Bedi said that customer preference and digital dependence would increase along with the increase in penetration of internet in the Indian market. "Therefore, what would matter is how the Indian marketers are able to increase engagement and activate audience through digital marketing. This presents challenges in programme planning, execution and

most importantly measurement," he added. The study also revealed that compared to their APAC counterparts, Indian marketers are receiving lesser support from channel and sales teams for increasing digital spends. However they are doing better as compared to last year suggesting that departments that have a customer interface are realising the importance of digital marketing in augmenting their effort.

9. Chaffey, 2013 The purpose of doing research in the area of digital marketing is because it seems huge, intimidating and foreign. Businesses are looking for a clearer picture to start but do not know where and how to start doing digital marketing. In today's time, social media channels such as Facebook, Twitter, Google and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end helped revolutionize many businesses. This was done through a measurable vast network of customers with trustworthy data with real-time feedback of customer experiences. It is much more convenient for businesses to conduct surveys online with a purpose to get relevant information from targeted groups and analyzing the results based on their responses. Potential customers can look for reviews and recommendations to make informed decisions about buying a product or using the service. On the other hand, businesses can use the exercise to take action on relevant feedback from customers in meeting their needs more accurately. Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs.

10. The 2014 Adobe APAC Digital Marketing Performance Dashboard was compiled through quantitative surveys with over 800 marketers across the region. Marketers from Australia, Korea, China, India, Hong Kong, Singapore and other countries were covered. "However, while India is an emerging leader in Digital Marketing, it has dipped in its own performance this year as compared to the previous year. It is important to note that India scored much higher than the APAC average last year," it said. Adobe Managing Director South Asia Umang Bedi said that customer preference and digital dependence would increase along with the increase in penetration of internet in the Indian market. "Therefore, what would matter is how the Indian marketers are able to increase engagement and activate audience through

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Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we get all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

13. Gangeshwer (2013), this paper deals with the conceptual knowledge of e-commerce & motivating factors of shopping online. In the 21st century, with the rapid increase in use of internet, e-commerce is set to play a very important role in providing new opportunities to both large and small corporations. Thus online commerce is destined to grow in revenue and geographic reach in India.
14. Nadaraja and Yazdanifard (2013), in their study aims to uncover the benefits and drawbacks of social media marketing. It's a cutting-edge tool for marketers looking to connect with their target audiences. The medium has a lot of advantages and disadvantages, and businesses are still trying to figure out how to overcome them.
15. Trivedi (2013), the study focuses on the importance of various marketing practices and utilizing various marketing tools by Small and Medium sized Enterprises. It suggests that SME's innovative marketing strategies can work only on the basis of clearly formulated marketing programs to reach to the potential and existing customers. Further it also suggest to consider the 80-20 principle by SME's before formulating Customer Relationship Management strategy.
16. Yasmin, Tasneem, and Fatima (2015), focused on the importance of digital marketing, stating that digital marketing is the use of electronic media by marketers to promote items or services into the market. Digital marketing's major goal is to attract customers and allow them to interact with the company via digital media. Their research looked at several types of digital marketing, their success, and the impact it has on a company's sales.
17. Sathya (2015), investigated the impact of Digital marketing and suggested that Digital Marketing an umbrella phrase for the promotion of products or services using digital technology, mostly the Internet, but also including mobile phones, display advertising, and any other digital medium.
18. Kaushik (2016), in its paper mentioned that the Digital marketing is in great demand and its use is increasing in India. Digital marketing has greater prospects to increase sales, brand recognition & loyalty in effective manner. The paper also suggests that by Campaigning through Digital Marketing, it can help to reduce costs, boost inbound traffic and can rank better in search engines.

19. Todar (2016), suggests that the use of traditional marketing is deteriorating day by day due to extensive use of internet by the young consumers for online shopping. Further the study also reflects that the use of traditional marketing still prevails among the matured group of customers. So the paper concluded that one of the best solution for a company is to try to make a combination of the two strategies i.e blending of traditional & digital marketing that will cater the needs of matured group of customers as well as the young population

20. Mathur (2016), this paper suggests the importance and benefits of Digital Marketing. It also highlights that Govt of India is taking initiatives like Digital India which is a new way of connecting and informing population across the globe. This initiative has turned the attention of the world towards the emerging development in digitalization. Though Digitization, Indian scenario is far-fetched and the acceptance among the masses is a positive sign to empower India digitally.

21. Kannan and Li (2017), aim was to schedule a research strategy in Digital Marketing. The researchers attempted to provide a complete definition of digital marketing. They've also created and projected a supporting framework that highlights critical moments in the marketing process, as well as the marketing strategy process, where digital technologies play an important part. They also conclude that Digital Marketing has to be reviewed in collaborations with all the stakeholders and future researcher can critically look at the issues that was outlined with appropriate data from field experiments and observation studies.

22. Yamin Ahmad Bin (2017), mentioned that Digital Marketing is the promotion of products or brands through one or more kinds of electronic media, as opposed to traditional marketing, which is the use of channels and procedures that allow a company to assess marketing campaigns. The study recommends that an integrated marketing communication plan to be included that would provide a guide to plan strategy for marketing as well as to understand the consumer behaviour. It also concludes that Digital marketing tools and concepts are widening its horizon due to the growth in the use of mobile and internet communication among the

Krpic, Milic and Istvanic (2017), this paper tries to present digital advertising technologies, techniques, media, their advantages & disadvantages. According to this paper, out of all the techniques that is been described, SEO is the most most important technique for acquiring a customer organically. It also concludes that with the advancement of modern technologies and devices, even the most traditional entrepreneurs will cater to these forms of digitization.

23. Verma (2018), according to the study, businesses can profit from many channels of digital marketing and the increased use of social media is generating new opportunities for digital marketers to attract clients through digital platforms. In India, according to the study, there is a massive shift toward digitalization. Furthermore, the article focuses on the wide spectrum of consumers who are perceiving shopping services through social networking sites as a result of the ease of access. Digital Marketing, according to the study, is both cost-effective and has a significant commercial influence on the business

24. Bharti (2018), found that the important reason for a radical change in the shopping approach of the Indian consumer is due to the increasing use of e-commerce. The paper suggests that for the growth in digital marketing, marketer should try to identify the trends and patterns behaviour. The consumers can also post online feedback through social media. Through social media interaction, the businesses can receive both positive and negative feedback and can also have direct contact with their customers. This will further increase their efficiency to run their business through E-Marketing.

25. Rajaiah and Srinivasulu (2019) concluded that digital marketing is one of the most cost-effective ways to advertise a product, when compared to other marketing platforms. People are being influenced by digital marketing and advertising to purchase and sell online, and e-commerce is growing. In the following years, the future of digital marketing in India as well as the scope of digital marketing will brighten.

26. Garcia, Lizcano, Ramos, and Matos (2019), the results of this study report were assessed using the Delphi technique, and its findings suggest that voice searches

precise steps that must be taken to attract and keep the business marketing strategy after analysing the customer's on-line buying process inside the large ecosystem of possibilities supplied by digital marketing on the internet.

27. Nursalim (2021) The Association of Indonesian Entrepreneurs and Craftsmen has held a Seminar via Zoom as a medium of buying and selling via the internet. This is one of the results of the exploration of Digital Marketing Handholding innovation. In addition, they also sell their batik products through the Batik Entrepreneur Community forum called WASTRA or wastra.id. WASTRA accommodates 502 large-sized batik entrepreneurs and 1,279 medium-sized entrepreneurs supported by 2,612 Small and Medium Enterprises spread across the islands of Java and Madura.

28. Tutiasri et al. (2020) The Sembung batik industry in its marketing combines digital marketing but also prioritizes closeness with consumers. The creativity that is applied to Sembung batik as a differentiator from other batik is in abstract batik which is rich in color, but also preserves the existing classic batik. Buyers can buy batik directly at the goods display shop or buy through orders on Batik Sembung's social media, such as Instagram, facebook, twitter, pinterest etc.

29. Utomo & Susanta (2020) The results of this study found that digital marketing capability had a significant effect on innovation capability, digital marketing capability had a significant effect on marketing performance, and innovation capability had a significant effect on marketing performance. The results of this study are useful for SMEs to improve their digital marketing capabilities and the government to participate in providing technical training related to online sales

CHAPTER-3

Research Methodology

3.1. METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose.

Research methodology helps to find Employee engagement in the company. This time research methodology is framed for the purpose of finding the level of Employees in the Current System. To know the attitude of the Employees data is collected through a structured questionnaire.

3.2. RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3. SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4. SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types

➤ Primary Data

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

➤ Secondary Data

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.4 STRUCTURE OF QUESTIONNAIRE:

Direct personal interviews and open-ended and closed-ended questionnaires were used to collect the primary data.

3.5 SAMPLE SIZE:

A total of 105 people were chosen. Investors, neighbourhoods, and workplaces were used to create the study. The respondents were chosen using simple random sampling.

3.6 ANALYTICAL TOOLS:

The analytical tools used are spss for testing the hypothesis, Chi Square test in spss tool and ANOVA in spss tool.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

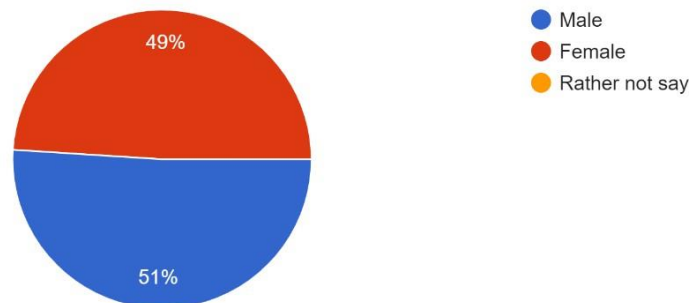
4.1 PERCNETAGE ANALYSIS

Table 4.1.1 Gender of the respondents

Gender	No of respondents	Percentage
Male	51	51%
Female	49	49%
Total	100	100

Source :Primary data

Gender
100 responses



Interpretation

From the above table it is interpreted that the gender of the respondents is male 51% and number of respondents in female are 49 %

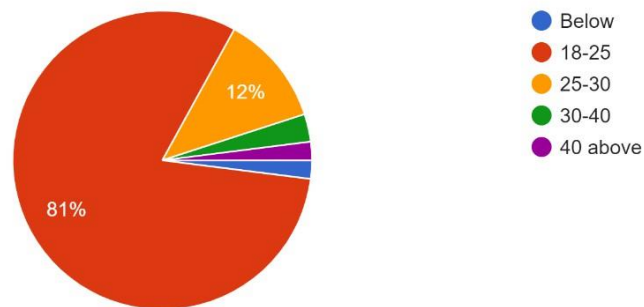
INFERENCE

➤ Majority 51% of the respondents are male.

4.1.2 Table indicating the age of respondents

S.No	Age	No of respondant	Percentage analysis
1	Below 18	81	81
2	18-25	12	12
3	25-30	3	3
4	30-40	2	2
5	40 above	2	2
Total		100	100

Age
100 responses



Interpretation

From the above table it is interpreted that the number of respondents below 18 ages of respondents are 3%, between 18-25 age of respondents are 81%, between 25- 30 age of respondents 12%, between 30-40 age of respondents are 2%, and above 40 ages of respondents are 2%.

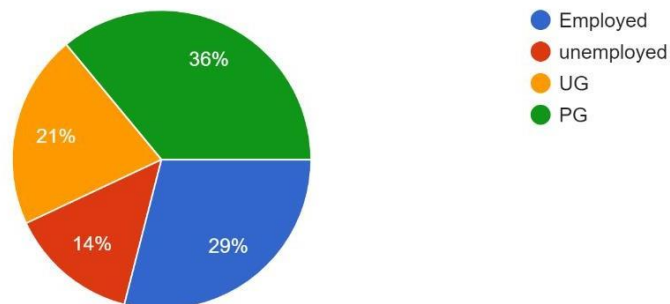
INFERENCE ➤

Majority 81 % of the respondents belong to the age group of 18-25 category.

4.1.3 Table indicating the qualification education of respondents

S.No	Qualification	No of respondent	Percentage analysis
1	Employed	29	29
2	Unemployed	14	14
3	UG	21	21
4	PG	29	29
Total		100	

Qualification
100 responses



Interpretation

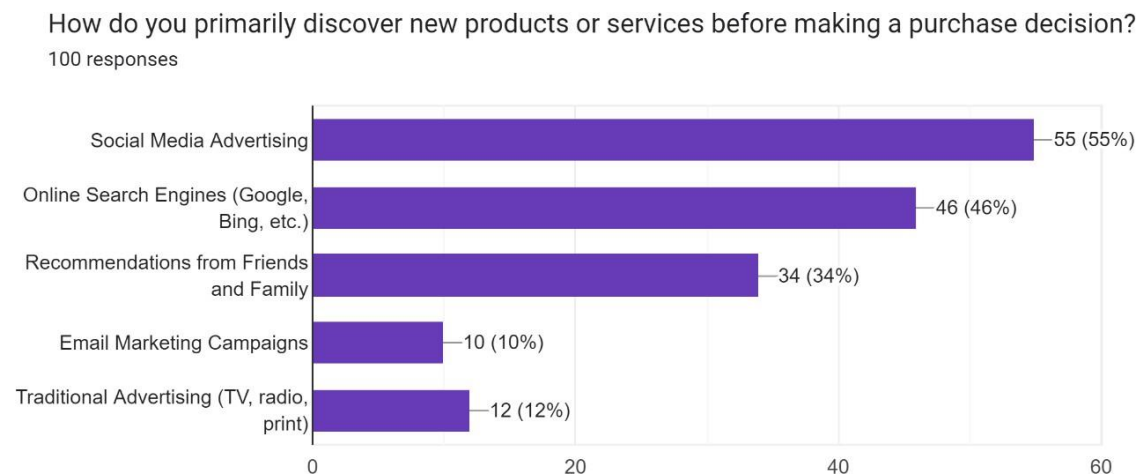
From the above table it is interpreted that the number of respondents employed of respondents are 29%, unemployed of respondents are 14%, and under graduate of respondents 21%, post graduate of respondents are 36%, other of respondents.

Inference

Majority of 36% of respondents are belongs to pg qualification.

4.1.4 How do you primarily discover new products or services before making a purchase decision?

SNo	Purchase decision	Number of respondent	Percentage analysis
1	social media advertising	55	55
2	online search engine	46	46
3	recommendations from friends and family	34	34
4	email marketing campaigns	10	10
5	traditionaladvertising	12	12
total			100



Interpretation

From the above table social media advertising has 55% online search engines has 46% recommendations from the family and friends has 34% email marketing campaigns have 10 % and traditional marketing advertising has 12 %.

Inference

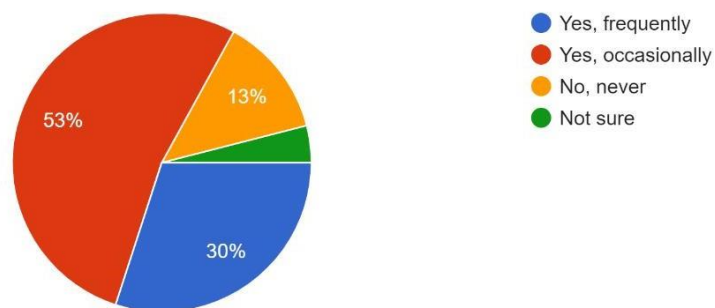
The majority of 55% of respondents are belongs to social media advertising.

4.1.5 Have you ever made a purchase based on a social media advertisement?

Sno	Purchase	No of respondent	Percentage analysis
1	yes occasionally	53	53
2	yes frequently	30	30
3	not sure	13	13
4	no never	4	4
total		100	100

Have you ever made a purchase based on a social media advertisement?

100 responses



Interpretation

Notable 53% respond for yes occasionally 30%, respond for yes frequently ,13% are respondent for no never others are not sure.

Inference

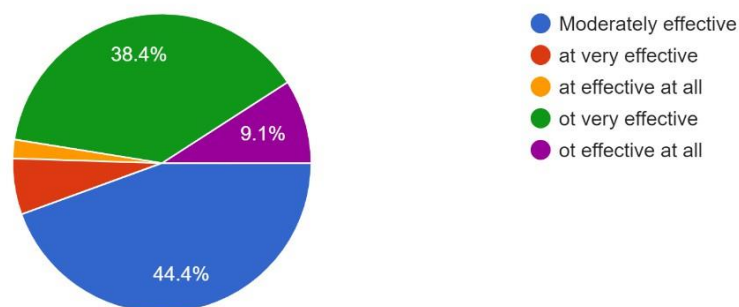
Majority 53 % are are voted for yes occasionally.

4.1.6 Do you find personalized email offers and recommendations effective in encouraging you to make a purchase?

S No	Email offers	No of Respondent	Percentage analysis
1	Moderately effective	44	44.4%
2	At very effective	2	2%
3	at effective at all	6	6.1%
4	at very effective	38	38.4%
5	at effective at all	9	9.1%
Total			100%

Do you find personalized email offers and recommendations effective in encouraging you to make a purchase?

99 responses



Interpretation

From the above table 44.4% are responded for moderately effective 38.4 percentage or responder for at very effective 9.1% or responded for at all 6.1% are responded for hey effective 2 persons are responded for art effective at all.

Inference

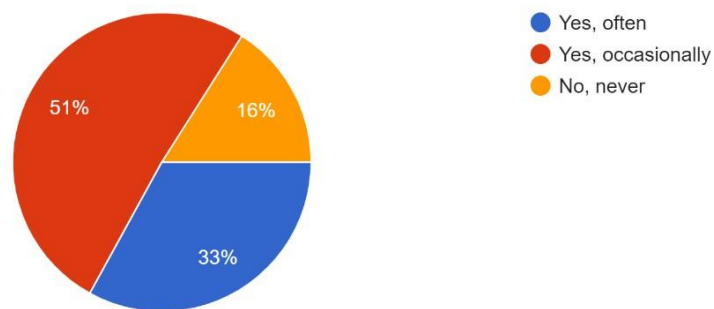
Majority of 44.4% or respondent for moderately effective.

4.1.7. Have you ever taken advantage of a special online promotion or discount code provided by a brand or retailer?

Sno	promotion under discount	number of respondent	percentage analysis
1	yes often	33	33%
2	Yes occasionally	51	51%
3	no never	16	16%
total			100

Have you ever taken advantage of a special online promotion or discount code provided by a brand or retailer?

100 responses



Interpretation

From the above table majority of the respondents are voted for yes occasionally as 51% and 33% for yes after and 16% for no never.

Inference

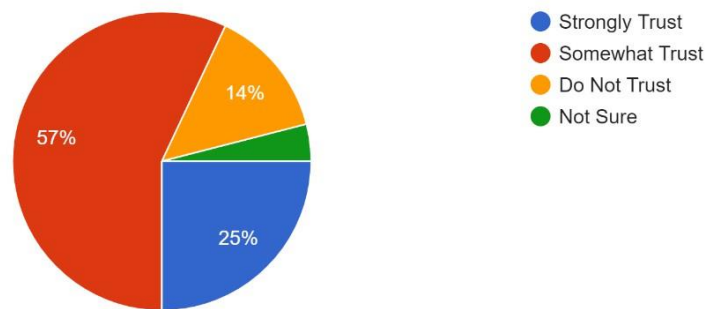
The majority of the people car for occasionally 51%.

4.1.8 Do you trust online product reviews and ratings when making a purchase decision?

Sno	a review and ratings	number of respondent	Percentage analysis
1	somewhat trust	57	57%
2	strongly trust	25	25%
3	do not trust	14	14%
4	not sure	4	4%
total			100

Do you trust online product reviews and ratings when making a purchase decision?

100 responses



Interpretation

From the above chart 53% are responded for some what trust, 25% are responded for strongly trust 14% are responsible for do not trust hey authors are not sure.

Inference

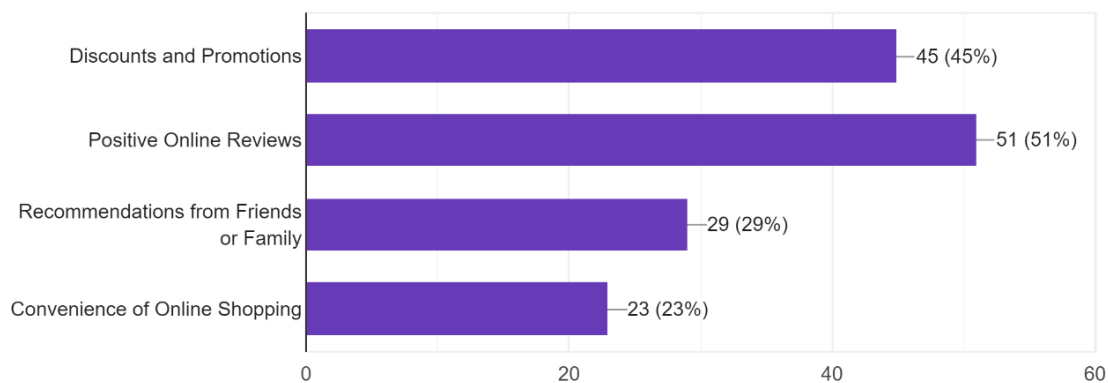
Majority 57% are voted for the somewhat trust.

4.1.9 What motivates you to make a purchase online?

Sno	purchase online	number of respondents	percentage analysis
1	Positive online reviews	51	51%
2	Promotion and discount	25	25%
3	Recommendations from friends and family	29	29%
4	Convenience of online shopping	23	23%
Total			100

What motivates you to make a purchase online?

100 responses



Interpretation

from the above graph chart 45% are voted for discount promotion 51% are voted for positive online reviews percent for recommendation from friends or family 23% for convenience of online shopping.

Inference

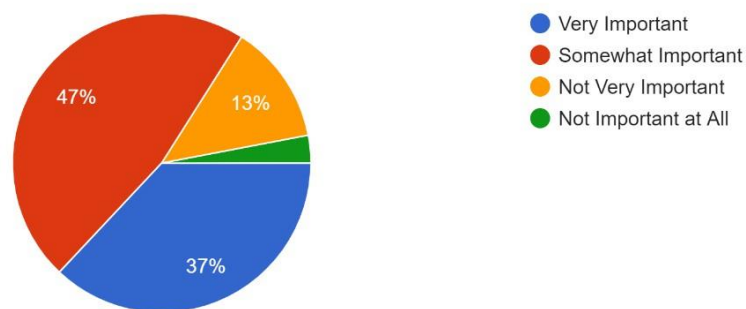
Majority of 51 percents are voted as positive online review.

4.1.10 How important is the quality of online content (e.g., blogs, videos) in influencing your purchasing decisions?

Sno	Online content	number of respondents	percentage analysis
1	Somewhat important	47	47%
2	Very important	37	37%
3	Not very important	13	13%
4	Not important at all	7	7%
Total			100

How important is the quality of online content (e.g., blogs, videos) in influencing your purchasing decisions?

100 responses



Interpretation

From the above the pie chart 47 % are voted for somewhat important 37 % are water for very important 13% are voted for not very important and 3% are voted for not important at all.

Inference

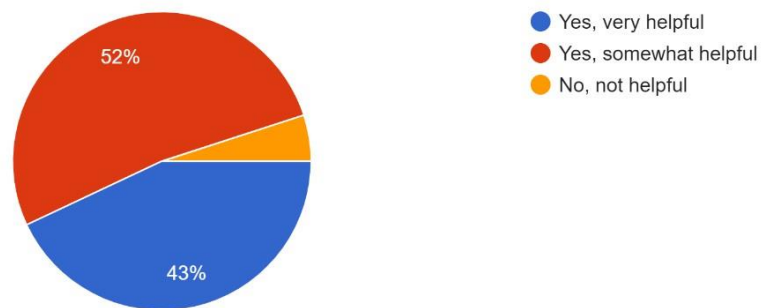
Majority of 47% are voted as somewhat important.

4.1.11 Do you feel that online advertising is a helpful way to discover new products or services?

Sno	Online advertising	number of respondents	percentage analysis
1	yes somewhat helpful	52	52%
2	yes very helpful	43	43%
3	no not helpful	5	5%
total			100

Do you feel that online advertising is a helpful way to discover new products or services?

100 responses



Interpretation

From about the chart 52% are responded for yes somewhat helpful ,43% of responded for yes very helpful play others 5% are responded for no not helpful.

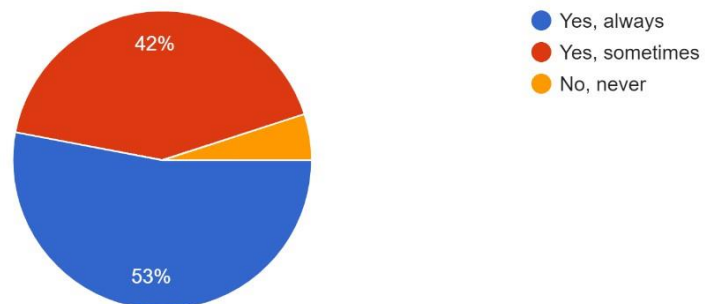
Inference

majority of 52% respondent are voted for yes somewhat helpful.

4.1.12 Do you often compare prices and products online before making a purchase?

Sno	Price compare	number of respondents	percentage analysis
1	Yes always	53	53%
2	Yes sometimes	42	42%
3	No never	5	5%
total			100

Do you often compare prices and products online before making a purchase?
100 responses



Interpretation

From there chart 53 respondent are voted for s always , 42%respondent or voted for yes sometimes hey 5 % are voted for no never.

Inference

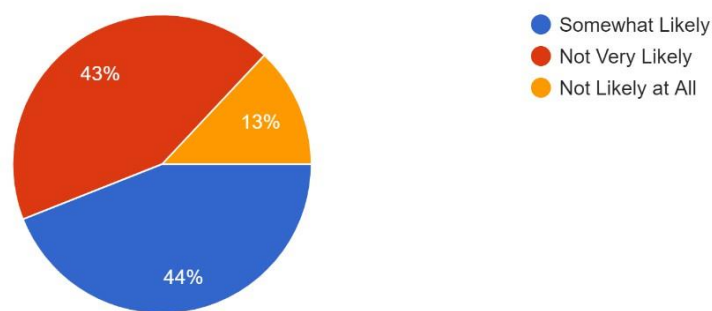
Majority of 53% are responded for yes always.

4.1.13 How likely are you to trust recommendations from social media influencers or bloggers?

Sno	Online advertising	number of respondents	percentage analysis
1	yes somewhat likely	44	44%
2	Somewhat likely	43	43%
3	No likely at all	13	13%
total			100

How likely are you to trust recommendations from social media influencers or bloggers?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents are 44% for somewhat likely come 43 % for not very likely and remaining 30 % are not likely at all.

Inference

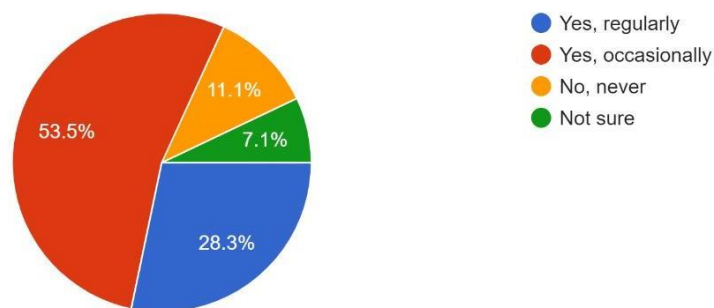
Majority of the respondent 44% are voted for the somewhat likely.

4.1.14 Do you actively follow or engage with brands on social media platforms?

Sno	Online advertising	number of respondents	percentage analysis
1	Yes occasionally	53	53.5%
2	Yes regularly	28	28.3%
3	No never	11	11.1%
4	Not sure	7	7.1%
total			100

Do you actively follow or engage with brands on social media platforms?

99 responses



Interpretation

From the above the table the number of the interpreter responses are 53.5% has yes, occasionally, 28.3% voted for yes regularly ,11.1% are voted for no never 7.1% are voted for not sure.

Inference

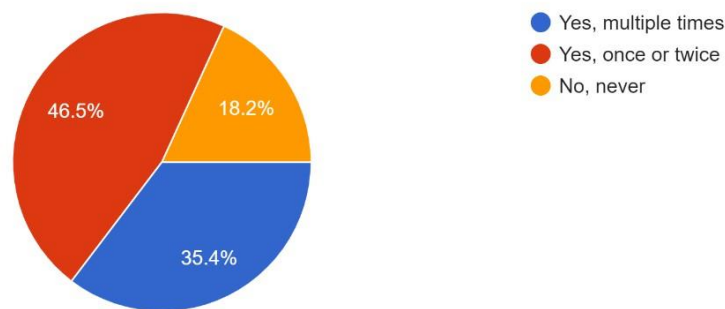
Majority of the respondents 53.5% are voted for the yes occasionally stop

4.1.14 Have you ever made a purchase as a result of a sponsored post on social media (e.g., Instagram or Facebook)?

Sno	Post on Social media	number of respondents	percentage analysis
1	yes multiple times	46	46.5%
2	Yes once or twice	35	35.4%
3	No never	18	18.2%
total			100

Have you ever made a purchase as a result of a sponsored post on social media (e.g., Instagram or Facebook)?

99 responses



Interpretation

From the chart the number of the interpreted of response are 46.5% are voted for yes once or twice 30 5.4% or voted for yes multiple times and 18.2 % are responded for no never.

Inference

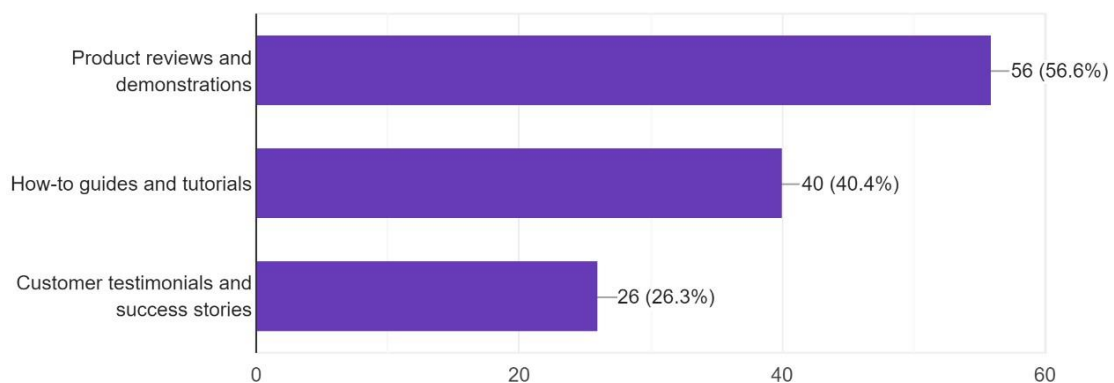
The majority of the respondent 46.5% were voted for yes once or twice.

4.1.14 What type of online content do you find most influential in making purchasing decisions

Sno	Purchasing Decisions	number of respondents	percentage analysis
1	Product reviews and demonstrations	56%	56
2	How to guides and tutorials	40%	40
3	Customer testimonials and success stories	26%	26
total			100

What type of online content do you find most influential in making purchasing decisions?

99 responses



Interpretation

From the above table it is interpreted that the number of respondents were product review and demonstrations are 56.6%, 40.4% are voted for how to guide and tutorials and 26.3% were voted for customer testimonials and success stories.

Inference

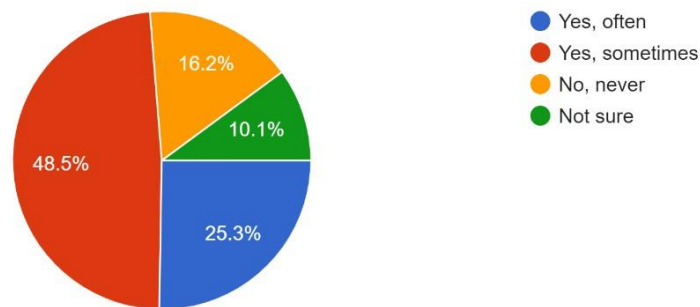
Majority of the respondent are voted for reviews and demonstrations.

4.1.16 Do online advertisements influence your decision to sign up for newsletters or subscribe to a brand's updates?

Sno	Advertisement influence	number of respondents	percentage analysis
1	yes sometimes	48	48.5%
2	Yes often	25	25.3.%
3	No never	16	16.2%
4	Not sure	10	10.1%
total			100

Do online advertisements influence your decision to sign up for newsletters or subscribe to a brand's updates?

99 responses



Interpretation

From the above table it is interpreted that the number of respondents are Yes sometime as 48.5%, 25.3% respond for yes often, 16.2% respondent are voted for no never and 10.1% for not sure.

Inference

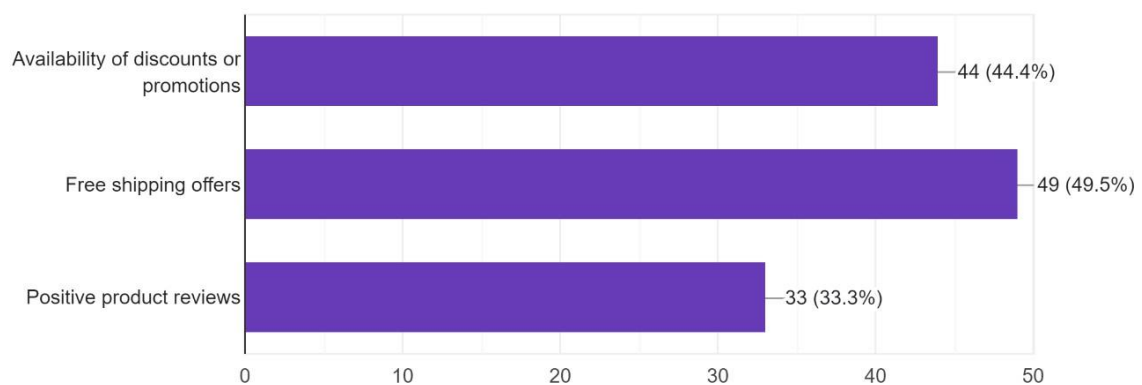
majority of the respondent or voted yes sometime.

4.1.18 What motivates you to complete an online purchase when you initially add items to your shopping cart?

Sno	Post on Social media	number of respondents	percentage analysis
1	Free shipping offers	49	49.5%
2	Availability of discount or promotion	44	44.4%
3	Product reviews	33	33.3%
total			100

What motivates you to complete an online purchase when you initially add items to your shopping cart?

99 responses



Interpretation

from the above table it is interrupted that the number of respondents are free shipping offers has 49.5% ,availability of discount and promotion are voted as 44.4% and product review were 10 3.3%.

Inference

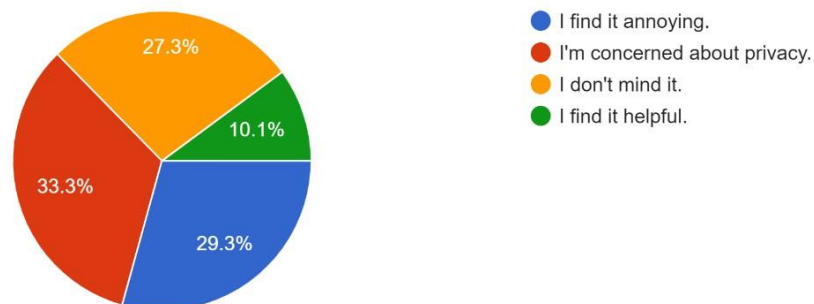
Majority of respondent 49.5 for free shipping offers.

4.1.19 Do online advertisements influence your decision to sign up for newsletters or subscribe to a brand's updates?

Sno	subscription	number of respondents	percentage analysis
1	I am concerned about privacy	33	33.3%
2	I find it annoying	29	29.3.%
3	I don't mind it	27	27.3%
4	I find it helpful	10	10.1%
total			100

How do you feel about online ads being targeted specifically to your interests and browsing history?

99 responses



Interpretation

From the table is interrupted the number of responses are 33.3% for I am concerned of the privacy ,25% are voted for I find annoying, 15% are voted for I don't mind it and 10% are voted for I find it helpful.

Inference

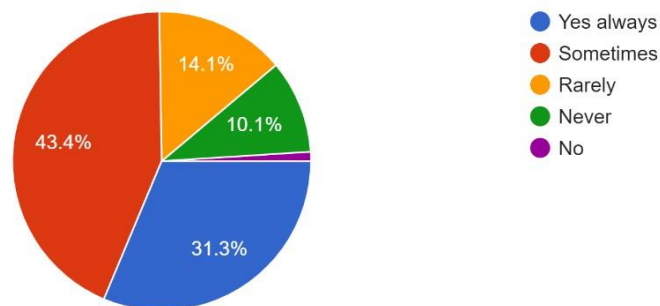
Majority after response are voted for I am concerned about privacy.

4.1.20 Do you use price comparison websites before making an online purchase?

Sno	Price comparison	number of respondents	percentage analysis
1	Sometimes	48	33.3%
2	Yes always	25	29.3.%
3	Rarely	16	27.3%
4	Never	10	10.1%
5	No	1	1%
total			100

Do you use price comparison websites before making an online purchase?

99 responses



Interpretation

From the table the number of interrupted response are 48% for sometimes ,55% for yes always,16% for rarely ,10% for never and 1% for n0.

Inference

Majority of the respondent 43.4% are voted for sometimes.

ANOVA:

Hypothesis 1:

ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.218	3	.073	.901	.448
Within Groups	3.702	46	.080		
Total	3.920	49			

The p-value is 0.448 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and H1 is rejected.

Hypothesis 2:

ANOVA

Do you trust online product reviews and ratings when making a purchase decision?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.639	3	1.213	2.634	.061
Within Groups	21.181	46	.460		
Total	24.820	49			

The p-value is 0.061 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and H1 is rejected.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS:

- Majority 51% of the respondents are male.
- Majority 81 % of the respondents belong to the age group of 18-25 category.
- Majority of 36% of respondents are belongs to pg qualification.
- The majority of 55% of respondents are belongs to social media advertising.
- Majority 53 % are are voted for yes occasionally.
- Majority of 44.4% or respondent for moderately effective.
- The majority of the people car for occasionally 51%.
- Majority 57% are voted for the somewhat trust.
- Majority of 51 percents are voted as positive online review.
- Majority of 47% are voted as somewhat important.
- majority of 52% respondent are voted for yes somewhat helpful.
- Majority of 53% are responded for yes always.
- Majority of the respondent 44% are voted for the somewhat likely.
- Majority of the responsdent 53.5% are voted for the yes occasionally stop
- The majority of the respondent 46.5% were voted for yes once or twice.
- Majority of the responsdent are voted for reviews and demonstrations.
- majority of the respondent or voted yes sometime.
- Majority of respondent 49.5 for free shipping offers.
- Majority after response are voted for I am concerned about privacy.
- Majority of the respondent 43.4% are voted for sometimes.

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