

IMPLEMENTATION AND EFFECT OF DIGITAL MARKETING IN A SMALL RETAIL BUSINESS

Submitted in partial fulfilment of the requirements for the award of

Master of Business Administration

by

BHARATH J

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

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

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **BHARATH J 39410034** who carried out the project entitled **"IMPLEMENTATION AND EFFECT OF DIGITAL MARKETING IN A SMALL RETAIL BUSINESS"** under my supervision from January 2021 to March 2021.

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I **BHARATH J 39410034** hereby declare that the Project Report entitled **IMPLEMENTATION AND EFFECT OF DIGITAL MARKETING IN A SMALL RETAIL BUSINESS** done by me under the guidance of **Dr. DHIVYA SATHISH** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This project focuses on the importance of digital marketing for both marketers and consumers. It examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred thirty individuals which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analysed with the help of various statistical tools and techniques.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Digital marketing is one type of marketing that is widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of the Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. digital marketing review digital marketing review.

The digital marketing sector is booming and expecting to grow at 27% in 2020 to cross the 17,000 crores mark. In 2020, India has around 700 million internet users, and the numbers are expected to grow to over 970 million users by 2025. This shows how the market is expanding and how it is expected to expand in the next few years. So, the opportunity is huge and how marketers are going to use it changes everything. Indians use the internet to do almost everything these days. Online learning, posting on social media, watching Netflix, reading e-books, playing video games, paying bills, and everything is possible online, so the amount of time Indians spend online is increasing gradually. India is outgrowing China as one of the leading markets for internet consumption.

Even though TV is still the most popular entertainment source, with 58.7% of people prefer TV over other sources, Digital is also catching up. Indians spend around 1 hour and 29 minutes every day on average on Digital. Small companies tend to be frugal at their initial stages due to the limited resources they have. They can't be able to afford big marketing budgets and campaigns like bigger companies. But online advertising platforms providing effective tools regardless of your company's size gives a chance to smaller companies to stand up and create a name for them.

Through digital media, consumers can access information at any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media,

friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use the Internet as a core promotional medium in addition to mobile and traditional TV and radio. A is witnessing a continuous growth digital sector. This is due to an increase in retail, smartphone, computers and internet usage. The digital sector in India will increase its growth by around 20 to 27% every year. Digital advertising in 2019 witnessed a 26% increase from 2018 to reach Rs. 13,683 crore, where the overall advertising growth was 9.4% as per the report by Dentsu Aegis Network.

Digital Marketing is growing at a rate of 25-30% in India annually. And if statistics are to be believed, India has reached 500 million users of the internet by the end of 2018. India also has the World's largest Facebook population. The high-speed digitization, online portals, social media channels, etc lead to a growth of digital marketing in a trend par imagination.

1.2 INDUSTRY PROFILE

1.2.1 Digital marketing

Digital marketing is the component of marketing that utilizes the internet and online-based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, email direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ringtones. The extension to non-Internet channels differentiates digital marketing from online marketing.

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1.2.2 History

The development of digital marketing is inseparable from technology development. One of the first key events happened in 1971 when Ray Tomlinson sent the first email, and his technology set the platform to allow people to send and receive files through different machines. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computers was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than a limited list broker. These kinds of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not as efficient.

In the 1990s, the term Digital Marketing was first coined, with the debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant factor in marketing technology. Fierce competition forced vendors to include more service into their software, for example, marketing, sales and service applications. Marketers were also able to own huge online customer data by eCRM software after the Internet was born. Companies could update the data of customer needs and obtain the priorities of their experience. This led to the first clickable banner ad being going live in 1994, which was the "You Will" campaign by AT&T and over the first four months of it going live, 44% of all people who saw it clicked on the ad.

In the 2000s, with increasing numbers of Internet users and the birth of the iPhone, customers began searching for products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the

marketing department of a company. Also, a survey in 2000 in the United Kingdom found that most retailers had not registered their domain address. These problems encouraged marketers to find new ways to integrate digital technology into market development.

In 2007, marketing automation was developed as a response to the ever-evolving marketing climate. Marketing automation is the process by which software is used to automate conventional marketing processes. Marketing automation helped companies segment customers, launch multichannel marketing campaigns, and provide personalized information for customers. However, the speed of its adaptability to consumer devices was not fast enough.

Digital marketing became more sophisticated in the 2000s and the 2010s when the proliferation of devices capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in their daily lives. Therefore, they expected a seamless user experience across different channels for searching product's information. The change in customer behaviour improved the diversification of marketing technology.¹

Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013.

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioral Advertising (OBA) to tailor advertising for internet users, but OBA raises the concern of consumer privacy and data protection.

1.2.3 New non-linear marketing approach

Nonlinear marketing, a type of interactive marketing, is a long-term marketing approach that builds on businesses collecting information about an Internet user's online activities, and trying to be visible in multiple areas. Unlike traditional marketing techniques, which involve direct, one-way messaging to consumers (via print, television, and radio advertising), nonlinear digital marketing strategies are reaching prospective customers across multiple online channels. Combined with higher consumer knowledge and the demand for more sophisticated consumer offerings, this change has forced many businesses to rethink their outreach strategy and adopt or incorporate Omni channel, nonlinear marketing techniques to maintain sufficient brand exposure, engagement, and reach. Nonlinear marketing strategies involve efforts to adapt the advertising to different platforms, and to tailor the advertising to different individual buyers rather than a large coherent audience.

Tactics may include:

- Search engine optimization (SEO)
- Social media marketing
- Video marketing
- Email marketing
- Blogging
- Website marketing
- Paid search/contextual advertising

Some studies indicate that consumer responses to traditional marketing approaches are becoming less predictable for businesses. According to a 2018 study, nearly 90% of online consumers in the United States researched products and brands online before visiting the store or making a purchase. The Global Web Index estimated that in 2018, a little more than 50% of consumers researched products on social media. Businesses often rely on individuals portraying their products in a positive light on social media and may adapt their marketing strategy to target people with large social media followings to generate such comments. In this manner, businesses can use

consumers to advertise their products or services, decreasing the cost for the company.

1.2.4 Brand awareness

Online methods used to build brand awareness Digital marketing strategies may include the use of one or more online channels and techniques (Omni channel) to increase brand awareness among consumers. One of the key objectives of modern digital marketing is to raise brand awareness, the extent to which customers and the general public are familiar with and recognize a particular brand. Enhancing brand awareness is important in digital marketing, and marketing in general, because of its impact on brand perception and consumer decision-making. According to the 2015 essay, "Impact of Brand on Consumer Behavior":

"Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision, as it represents the main factor for including a brand in the consideration set. Brand awareness can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. Recent trends show that businesses and digital marketers are prioritizing brand awareness, focusing more on their digital marketing efforts on cultivating brand recognition and recall than in previous years. This is evidenced by a 2019 Content Marketing Institute study, which found that 81% of digital marketers have worked on enhancing brand recognition over the past year. Another Content Marketing Institute survey revealed 89% of B2B marketers now believe improving brand awareness to be more important than efforts directed at increasing sales.

Increasing brand awareness is a focus of digital marketing strategy for several reasons:

- The growth of online shopping. A survey by Statist projects 230.5 million people in the United States will use the internet to shop, compare, and buy products by 2021, up from 209.6 million in 2016. Research from business

software firm Sales force found 87% of people began searches for products and brands on digital channels in 2018.

- The role of digital interaction in customer behavior. It's estimated that 70% of all retail purchases made in the U.S. are influenced to some degree by an interaction with a brand online.
- The growing influence and role of brand awareness in online consumer decision-making: 82% of online shoppers searching for services give preference to brands they know of.
- The use, convenience, and influence of social media. A recent report by Hoot suite estimated there were more than 3.4 billion active users on social media platforms, a 9% increase from 2018. A 2019 survey by The Manifest states that 74% of social media users follow brands on social sites, and 96% of people who follow businesses also engage with those brands on social platforms. According to Deloitte, one in three U.S. consumers are influenced by social media when buying a product, while 47% of millennial factor in their interaction with a brand on social when making a purchase.

1.2.5 Building brand awareness tools

- Search engine optimization techniques may be used to improve the visibility of business websites and brand-related content for common industry-related search queries. The importance of SEO to increasing brand awareness is said to correlate with the growing influence of search results and search features like featured snippets, knowledge panels, and local SEO on customer behavior.
- SEM, also known as PPC advertising, involves the purchase of ad space in prominent, visible positions atop search results pages and websites. Search ads have been shown to have a positive impact on brand recognition, awareness and conversions 33% of searchers who click on paid ads do so because they directly respond to their particular search query.

- 70% of marketers list increasing brand awareness as their number one goal for marketing on social media platforms. Facebook, Instagram, Twitter, and YouTube are listed as the top platforms currently used by social media marketing teams.
- 56% of marketers believe personalized content – brand-centered blogs, articles, social updates, videos, landing pages – improves brand recall and engagement. According to Mention Lyrics, an active and consistent content strategy that incorporates elements of interactive content creation, social posting, and guest blogging can improve brand awareness and loyalty by 88%.

1.2.6 Influencer marketing

Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. Influencers allow brands to take advantage of social media and the large audiences available on many of these platforms. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Ad words campaigns, or through sophisticated SCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Sales force CRM. Many universities now focus, at the Masters level, on engagement strategies for influencers. To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

Online behavioral advertising is the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, to deliver some indications using advertisements tailored to that user's interests and preferences. Such Advertisements are customized as per the user behavior and pattern.

- Collaborative Environment: A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to

optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organization's relationship with its customer as well as spawn ideas that would otherwise be overlooked. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organization.

- Data-driven advertising: Users generate a lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' data can be collected from digital channels (e.g.: when the customer visits a website, reads an email, or launches and interact with a brand's mobile app), brands can also collect data from real-world customer interactions, such as brick and mortar stores visits and from CRM and sales engines datasets. Also known as people-based marketing or addressable media, data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customer's moment and actions.
- Remarketing: Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speaks, they have either searched for particular products or services or visited a website for some purpose.
- Game advertising: Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as

brand-name products like guns, cars, or clothing that exist as gaming status symbols.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender, and interests of whom they would like their targeted post to be seen. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products, and services. This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

1.2.7 Ineffective forms of digital marketing

Digital marketing activity is still growing across the world according to the headline global marketing index. A study published in September 2018, found that global outlays on digital marketing tactics are approaching \$100 billion. Digital media continues to rapidly grow; while the marketing budgets are expanding, traditional media is declining (World Economics, 2015). Digital media helps brands reach consumers to engage with their product or service in a personalized way. Five areas, which are outlined as current industry practices that are often ineffective are prioritizing clicks, balancing search and display, understanding mobiles, targeting, view ability, brand safety and invalid traffic, and cross-platform measurement (Whiteside, 2016). Why these practices are ineffective and some ways around making these aspects effective are discussed surrounding the following points.

Prioritizing clicks refers to display click ads, although advantageous by being 'simple, fast and inexpensive' rates for display ads in 2016 is only 0.10 per cent in the United States. This means one in a thousand click ads is relevant therefore having little effect. This displays that marketing companies should not just use click ads to evaluate the effectiveness of display advertisements. Balancing search and display for digital display ads are important; marketers tend to look at the last search and

attribute all of the effectiveness of this. This, in turn, disregards other marketing efforts, which establish brand value within the consumer's mind. Com Score determined through drawing on data online, produced by over one hundred multichannel retailers that digital display marketing poses strengths when compared with or positioned alongside, paid search (Whiteside, 2016). This is why it is advised that when someone clicks on a display ad the company opens a landing page, not its home page. A landing page typically has something to draw the customer in to search beyond this page. Commonly marketers see increased sales among people exposed to a search ad. But the fact of how many people you can reach with a display campaign compared to a search campaign should be considered. Multichannel retailers have an increased reach if the display is considered in synergy with search campaigns. Overall both search and display aspects are valued as display campaigns build awareness for the brand so that more people are likely to click on these digital ads when running a search campaign (Whiteside, 2016).

Understanding mobile devices is a significant aspect of digital marketing because smartphones and tablets are now responsible for 64% of the time US consumers are online (Whiteside, 2016). Apps provide a big opportunity as well as a challenge for the marketers because firstly the app needs to be downloaded and secondly the person needs to use it. This may be difficult as 'half the time spent on smartphone apps occurs on the individuals single most used app, and almost 85% of their time on the top four rated apps' (Whiteside, 2016). Mobile advertising can assist in achieving a variety of commercial objectives and it is effective due to taking over the entire screen, and voice or status is likely to be considered highly; although the message must not be seen or thought of as intrusive (Whiteside, 2016). Disadvantages of digital media used on mobile devices also include limited creative capabilities and reach. Although there are many positive aspects including the user's entitlement to select product information, digital media creating a flexible message platform and there is potential for direct selling (Belch & Belch, 2012).

The number of marketing channels continues to expand, as measurement practices are growing in complexity. A cross-platform view must be used to unify audience measurement and media planning. Market researchers need to understand how the Omni-channel affects consumer's behavior, although when advertisements are on a consumer's device this does not get measured. Significant aspects to cross-platform measurement involve duplication and understanding that you have reached an incremental level with another platform, rather than delivering more impressions against people that have previously been reached (Whiteside, 2016). An example is 'ESPN and com Score partnered on Project Blueprint discovering the sports broadcaster achieved a 21% increase in unduplicated daily reach thanks to digital advertising' (Whiteside, 2016). Television and radio industries are electronic media, which competes with digital and other technological advertising. Yet television advertising is not directly competing with online digital advertising due to being able to cross platforms with digital technology. Radio also gains power through cross platforms, in online streaming content. Television and radio continue to persuade and affect the audience, across multiple platforms.

1.2.8 Channels

Digital Marketing Channels are systems based on the Internet that can create, accelerate, and transmit product value from producer to consumer terminal, through digital networks. Digital marketing is facilitated by multiple Digital Marketing channels, as an advertiser one's core objective is to find channels that result in maximum two-way communication and a better overall for the brand. There are multiple digital marketing channels available namely.

- **Affiliate marketing** - Affiliate marketing is perceived to not be considered a safe, reliable, and easy means of marketing through online platforms. This is due to a lack of reliability in terms of affiliates that can produce the demanded number of new customers. As a result of this risk and bad affiliates, it leaves the brand prone to exploitation in terms of claiming commission that isn't honestly acquired. Legal means may offer some protection against this, yet there are limitations in recovering any losses or investment. Despite this,

affiliate marketing allows the brand to market towards smaller publishers and websites with smaller traffic. Brands that choose to use this marketing often should beware of such risks involved and look to associate with affiliates in which rules are laid down between the parties involved to assure and minimize the risk involved.

- Display advertising - As the term implies, online display advertising deals with showcasing promotional messages or ideas to the consumer on the internet. This includes a wide range of advertisements like advertising blogs, networks, interstitial ads, contextual data, ads on search engines, classified or dynamic advertisements, etc. The method can target a specific audience tuning in from different types of locals to view a particular advertisement, the variations can be found as the most productive element of this method.
- Email marketing - Email marketing in comparison to other forms of digital marketing is considered cheap; it is also a way to rapidly communicate a message such as their value proposition to existing or potential customers. Yet this channel of communication may be perceived by recipients to be bothersome and irritating especially to new or potential customers, therefore the success of email marketing is reliant on the language and visual appeal applied. In terms of visual appeal, some indications using graphics/visuals that are relevant to the message which is attempting to be sent, yet less visual graphics to be applied with initial emails are more effective in-turn creating a relatively personal feel to the email. In terms of language, style is the main factor in determining how captivating the email is. Using a casual tone invokes a warmer and gentle and inviting feel to the email in comparison to a formal style. For combinations; it's suggested that to maximize effectiveness; using no graphics/visual alongside casual language. In contrast, using no visual appeal and a formal language style is seen as the least effective method.
- Search engine marketing - Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate Search engine optimization, which adjusts

or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.

- Social Media Marketing - The term 'Digital Marketing' has several marketing facets as it supports different channels used in and among these, comes Social Media. When we use social media channels (Facebook, Twitter, Pinterest, Instagram, Google+, etc.) to market a product or service, the strategy is called Social Media Marketing. It is a procedure wherein strategies are made and executed to draw in traffic for a website or to gain the attention of buyers over the web using different social media platforms.
- Social networking service - A social networking service is an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections
- In-game advertising - In-Game advertising is defined as the "inclusion of products or brands within a digital game. The game allows brands or products to place ads within their game, either in a subtle manner or in the form of an advertisement banner. Many factors exist in whether brands are successful in the advertising of their brand/product, these being: Type of game, technical platform, 3-D and 4-D technology, game genre, congruity of brand and game, prominence of advertising within the game. Individual factors consist of attitudes towards placement advertisements, game involvement, product involvement, flow, or entertainment. The attitude towards the advertising also takes into account not only the message shown but also the attitude towards the game. Dependent on how enjoyable the game is will determine how the brand is perceived, meaning if the game isn't very enjoyable the consumer may subconsciously have a negative attitude towards the brand/product being advertised. In terms of Integrated Marketing Communication "integration of advertising in digital games into the general advertising, communication, and marketing strategy of the firm is important as it results in more clarity about the brand/product and creates a larger overall effect.

- Online public relations Video advertising - This type of advertising in terms of digital/online means are advertisements that play on online videos e.g. YouTube videos. This type of marketing has seen an increase in popularity over time. Online Video Advertising usually consists of three types: Pre-Roll advertisements which play before the video is watched, Mid-Roll advertisements that play during the video, or Post-Roll advertisements that play after the video is watched. Post-roll advertisements were shown to have better brand recognition concerning the other types, where-as "ad-context congruity/incongruity plays an important role in reinforcing ad memorability". Due to selective attention from viewers, there is the likelihood that the message may not be received. The main advantage of video advertising is that it disrupts the viewing experience of the video and therefore there is difficulty in attempting to avoid them. How a consumer interacts with online video advertising can come down to three stages: Pre attention, attention, and behavioral decision. These online advertisements give the brand/business options and choices. These consist of length, position, adjacent video content which all directly affect the effectiveness of the produced advertisement time, therefore manipulating these variables will yield different results. The length of the advertisement has shown to affect memorability where-as longer duration resulted in increased brand recognition. This type of advertising, due to its nature of interruption of the viewer, is likely that the consumer may feel as if their experience is being interrupted or invaded, creating negative perception of the brand. These advertisements are also available to be shared by the viewers, adding to the attractiveness of this platform. Sharing these videos can be equated to the online version of word by mouth marketing, extending the number of people reached. Sharing videos creates six different outcomes: these being "pleasure, affection, inclusion, escape, relaxation, and control". As well, videos that have entertainment value are more likely to be shared, yet pleasure is the strongest motivator to pass videos on. Creating a 'viral' trend from a mass amount of a brand advertisement can maximize the outcome of an online video advert whether it be a positive or a negative outcome.

- Native Advertising- involves the placement of paid content that replicates the look, feel, and oftentimes, the voice of a platform's existing content. It is most effective when used on digital platforms like websites, newsletters, and social media. Can be somewhat controversial as some critics feel it intentionally deceives consumers.
- Content Marketing- an approach to marketing that focuses on gaining and retaining customers by offering helpful content to customers that improve the buying experience and creates brand awareness. A brand may use this approach to hold a customer's attention to influence potential purchase decisions.
- Sponsored Content- content created and paid for by a brand to promote a specific product or service.
- Inbound Marketing- a market strategy that involves using content as a means to attract customers to a brand or product. Requires extensive research into the behaviors, interests, and habits of the brand's target market.

A firm needs to reach out to consumers and create a two-way communication model, as digital marketing allows consumers to give back feedback to the firm on a community-based site or straight directly to the firm via email. Firms should seek this long term communication relationship by using multiple forms of channels and using promotional strategies related to their target consumer as well as word-of-mouth marketing.

1.2.9 Benefits of social media marketing

- Allows companies to promote themselves to large, diverse audiences that could not be reached through traditional marketing such as phone and email-based advertising
- Marketing on most social media platforms comes at little to no cost- making it accessible to virtually any size business.
- Accommodates personalized and direct marketing that targets specific demographics and markets.

- Companies can engage with customers directly, allowing them to obtain feedback and resolve issues almost immediately.
- The ideal environment for a company to conduct market research.
- Can be used as a means of obtaining information about competitors and boost competitive advantage.
- Social platforms can be used to promote brand events, deals, and news.
- Platforms can also be used to offer incentives in the form of loyalty points and discounts.

1.2.10 Planning

Digital marketing planning is a term used in marketing management. It describes the first stage of forming a digital marketing strategy for the wider digital marketing system. The difference between digital and traditional marketing planning is that it uses digitally based communication tools and technology such as Social, Web, Mobile, and Surface. Nevertheless, both are aligned with the vision, the mission of the company and the overarching business strategy. Using Dr. Dave Chaffey's approach, digital marketing planning (DMP) has three main stages: Opportunity, Strategy, and Action. He suggests that any business looking to implement a successful digital marketing strategy must structure its plan by looking at opportunity, strategy and action. This generic strategic approach often has phases of situation review, goal setting, strategy formulation, resource allocation and monitoring.

1) Opportunity

To create an effective DMP, a business first needs to review the marketplace and set 'SMART' (Specific, Measurable, Actionable, Relevant, and Time-Bound) objectives. They can set SMART objectives by reviewing the current benchmarks and key performance indicators (KPIs) of the company and competitors. It is pertinent that the analytics used for the KPI's be customized to the type, objectives, mission, and vision of the company.

To seize the opportunity, the firm should summarize its current customers' personas and purchase journey from this they can deduce its digital marketing capability. This

means they need to form a clear picture of where they are currently and how many resources they can allocate for their digital marketing strategy i.e. labour, time, etc. By summarizing the purchase journey, they can also recognize gaps and growth for future marketing opportunities that will either meet objectives or propose new objectives and increase profit.

2) Strategy

To create a planned digital strategy, the company must review their digital proposition (what you are offering to consumers) and communicate it using digital customer targeting techniques. So, they must define an online value proposition (OVP), this means the company must express clearly what they are offering customers online e.g. brand positioning.

After doing this effectively, it is important to review the marketing mix for online options. The marketing mix comprises the 4Ps – Product, Price, Promotion, and Place. Some academics have added three additional elements to the traditional 4Ps of marketing Process, Place, and Physical appearance making it 7Ps of marketing.

3) Action

The third and final stage requires the firm to set a budget and management systems; these must be measurable touch points, such as the audience reached across all digital platforms. Furthermore, marketers must ensure the budget and management systems are integrating the paid, owned, and earned media of the company. The Action and final stage of planning also require the company to set in place measurable content creation e.g. oral, visual or written online media. After confirming the digital marketing plan, a scheduled format of digital communications (e.g. Gantt Chart) should be encoded throughout the internal operations of the company. This ensures that all platforms used fall in line and complement each other for the succeeding stages of digital marketing strategy.

1.2.12 Understanding the market

One way marketers can reach out to consumers, and understand their thought process is through what is called an empathy map. An empathy map is a four-step process. The first step is through asking questions that the consumer would be

thinking about their demographic. The second step is to describe the feelings that the consumer may be having. The third step is to think about what the consumer would say in their situation. The final step is to imagine what the consumer will try to do base on the other three steps. This map is so marketing teams can put themselves in their target demographics' shoes. Web Analytics is also a very important way to understand consumers. They show the habits that people have online for each website. One particular form of these analytics is predictive analytics which helps marketers figure out what route consumers are on. This uses the information gathered from other analytics and then creates different predictions of what people will do so that companies can strategize on what to do next, according to the people's trends.

- Consumer behavior- the habits or attitudes of a consumer that influences the buying process of a product or service.¹ Consumer behavior impacts virtually every stage of the buying process specifically concerning digital environments and devices.
- Predictive analytics- a form of data mining that involves utilizing existing data to predict potential future trends or behaviors. Can assist companies in predicting the future behavior of customers.
- Buyer persona- employing research on consumer behavior regarding habits like brand awareness and buying behavior to profile prospective customers. Establishing a buyer persona helps a company better understand its audience and its specific wants/needs.
- Marketing Strategy- strategic planning employed by a brand to determine potential positioning within a market as well as the prospective target audience; involves two key elements: segmentation and positioning. By developing a marketing strategy, a company can better anticipate and plan for each step in the marketing and buying process.

1.2.13 Digital Marketing Trends

Digital is one of the fastest moving topics. A few years ago, AI was a distant future, and now AI is the heart of global business and industry. Through programmatic advertising, you can use AI to automate your ad buying, which helps you narrow down your audiences. Conversational marketing arranges a quick one-to-one connection between customers and digital marketers. Voice searches and smart speakers changing the way people use to search and optimizing your content for voice searches can create new opportunities for your business

1.2.14 Future Growth of Digital Marketing

By 2023, the number of active Indian internet users will reach almost 666 million. Based on the report of Global Data, the Indian e-commerce market is pushing to 7 trillion rupees by 2023 because of lockdowns. According to a Goldman Sachs report, the digital marketing career scope in the Indian market will be worth \$160B by 2025, which is three times the current value. Digital marketing is expected to create 20 lakh jobs by 2020. The number of internet users is expected to reach 800 million by 2021. If you are a digital marketer or want to get into digital marketing, your salary growth will heavily depend on your skills

1.3 NEED FOR THE STUDY

Implementation and effect of digital marketing in a small retail business is an individual's point of view in digital marketing, especially in small business. It helps to find a way to increase sales online via digital marketing. This study will help in reducing unwanted methods of online marketing and give better suited and more attractive methods of digital marketing for customers

1.4 SCOPE OF THE STUDY

This study focuses on finding out the reaction of digital marketing of small businesses. This study also finds out the buying behaviour factors in online and

normal shopping that helps to study the interest of customers. Further, this study comes up with suggestions that help to improve better digital marketing campaigns, especially for small businesses.

1.5 OBJECTIVES OF THE STUDY

1.5.1 Primary Objective

- To study and analyses the effort of digital marketing in a small retail business in customers view.

1.5.2 Secondary Objective

- To examine effective brand presence on the internet.
- To examine the way to find customer attraction.
- To compare digital marketing with traditional marketing.
- To analysis the best media mode for digital presence.
- To develop the interest of customers in digital shopping.

1.6 LIMITATIONS OF THE STUDY

- Digital Marketing Research is never 100% accurate. In any research, there are usually limitations and digital marketing research is certainly no exception because of many reasons why accuracy can be affected.
- In this study, vast areas are not covered in the Chennai region.
- Due to covid restriction, some of the organisations were not allowed to take survey questionnaires.
- Some of the respondents did not take the time to fill the questionnaire

CHAPTER - 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

B Rugova, B Prenaj Academic Journal of Business, (2016) - researchgate.net
Social media is a phenomenon that has transformed the interaction and communication of individuals throughout the world. Social networking websites are very popular and have become a daily practice in a lot of people's lives. These sites have made a significant impact on the individual's life. However, social media is not only a communication tool for amusement, but it is also an important part of marketing strategies in business life.

Biswas, (2004) The research literature suggests that the prior knowledge of the product knowledge is positively related to their perceived ability of information provided to them and negatively related to prior product knowledge with those who have lower product knowledge

Cavusgil, (2008) In this study, a researcher examines the impact of specific marketing communication activities (advertising and sales force) on the physician. The study is focused on Gastrointestinal drugs (GID) as one therapeutic category. The researcher examines the financial impact (specifically, return on investment, or ROI) of pharmaceutical promotional activities. The results of this study guide managers as to how to optimize the promotional mix over a product's life cycle. It also investigates the effect of various promotional efforts (direct-to-consumer advertising, journal advertising, and sales force) on sales.

Chaffey et.al, (2003) defines Internet Marketing as “The use of the Internet and the related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet media and other digital media such as wireless mobile, cable and satellite media”.

Chaffey, (2007) It is important to understand the relationship between digital communication and traditional communication in the old media; for example, TV, radio, newspapers, magazines and billboard ads, the communication model was and is one-to-many compared to one-to-one or many-to-many communication models in digital media like blogs, social networks, wikis and other social media

Dave Chaffey (2002) defines eMarketing as Applying Digital technologies that form online channels (Web, e-mail, statistics and databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multi-channel buying process and consumer lifecycle) each and every one the way through improving our consumer knowledge (of their profiles, behavior, value and trustworthiness, dependability and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs. (Chaffey's definition reflects the relationship marketing concept, it emphasizes that it should not be the technology that drives Electronic marketing, but the business model.

Delone and Reif (2004) Have found that at present consumers are more likely to continue shopping online while they have greater know-how of online shopping. It is also found that young adults have a more positive attitude towards online buying.

Farrar, M., (2010) The use of online promotions enable managers in an organization to control cost and lead the company to success. There is the flexibility of advertising media including television (TV), press, and billboards to attract potential customers or the target market. However, managers should consider different agencies as digital media to help meet the customer requirements including creative agencies, technology builders, and content providers.

Foux (2006) suggests Social media is perceived by customers as a more trustworthy source of information regarding products and services than communication generated by organizations transmitted via the traditional elements of the promotion mix.

Goi 2009 and Muala & Qurneh (2012) showed that clear communication to the target market is vital for the success of any marketing program. This involves sales promotion, advertising, personal selling, public relations and direct marketing.

Greg Brian Martin, (2007), pg no. 99The role of exigencies in marketing: a rhetorical analysis of three online social networks, thesis presented to the graduate school of Clemson University. Increasingly are using social networks for promotional purposes and to gauge consumer experiences with their organizations.

J Jarvinen, A Tollinen, H Karjaluoto Marketing, (2012) search.ebscohost.com This study contributes to the emerging B2B digital marketing literature by providing a realistic overview of the usage, measurement practices, and barriers surrounding digital marketing in the era of social media. Investigating 145 B2B firms from various industries reveals that despite the interest in social media, companies continue to focus on one-directional communications with established digital tools.

Jeremy, (2010) Manufacturers are in a better position to monitor online discussions about their products: most U.S. companies that depend on copyright and trademark recognition currently engage in brand-protection activities through aggressive surveillance and litigation. Hospitals in

JMT Balmer, DA Yen - Journal of Marketing Management, (2017) Taylor & Francis The advent of what we call,' The Corporate Marketing Internet Revolution Necessitates a radical rethinking of marketing practice and scholarship. As such, mindful of the importance of the Internet and, in particular, the Internet of Things (IoT) phenomenon, this article formally introduces and elucidates the Internet of Total Corporate Communications (IoTCC) notion. Moreover, it particularises the nature and importance of quaternary (fourth-order) total corporate communications.

Joanna Lord (2013) states that Online marketing in 2012 could be summed up in a few words: mobile, big brands and Google updates. As we look back at the events and advancements that shaped last year in online marketing, naturally we should look forward and wonder what 2013 will have in store. While the execution of all this might vary wildly, there is no doubt a few areas will capture our attention and be the driving forces behind business decisions over the next 12 months

Jobber, (2007) The distribution of products, information and promotional benefits to target customers through interactive communication in a way that allows a response to be measured. It accounts for direct connections with carefully targeted individual customers to obtain an immediate response and cultivate lasting customer relationships.

JY Trivedi - Research Journal of Management Sciences, (2013) technivision.com Small and medium enterprises (SMEs) have been the backbone of the Indian economy. The good part first. Employing close to 40% of India's workforce and contributing 45% to India's manufacturing output, SMEs play a critical role in generating millions of jobs, especially at the low-skill level. The country's 1.3 million SMEs account for 40% of India's total exports.

Kim and Lee (2002) have suggested that the design of the e-store influences consumers' access to the e-store. In the e-store, website design, design of product and service contrast and information, time to complete an online order form, ease of searching product and service, screen layout, screen complexity, page composition, information retrieval methods, information display, use of colour and background, assistance to the user and speed of accessing the e-store are notable factors attracting e-consumers.

L Patrutiu-Baltes - Bulletin of the Transilvania University of Brasov, (2016) Digital marketing has major importance in the marketing strategy of any company regardless of sector, size or country of origin. Thus, more than ever, to

remain competitive, companies are forced to exploit this form of marketing, which essentially can bring huge benefits at low costs. The main form of digital marketing is inbound marketing, which represents an organic marketing form, based on the close relationship between the company and its prospects or customers.

L Steinhoff, D Arli, S Weaven, IV Kozlenkova - Journal of the Academy of, (2019) Springer, Online interactions has emerged as a dominant exchange mode for companies and customers. Cultivating online relationships defined as relational exchanges that are mediated by Internet-based channels presents firms with challenges and opportunities. In lockstep with exponential advancements in computing technology, a rich and ever-evolving toolbox is available to relationship marketers to manage customer relationships online, in settings including e-commerce, social media, online communities

LA Drags - straconsult.com (2018) This study reveals that SMEs in Mauritius have been coming late in their appropriation of the digital and social media tools for marketing and are still at a low level of engagement for those who have been using the tools.

Lavie and Tractinsky (2004) have expressed the expressive aesthetics of web-websites that convey a sense of creativity and uniqueness. This type of aesthetics is probably serving an important role while shopping for specialty goods. The expressive design is relevant to specialty goods because of their unique characteristics that emphasized the shopping knowhow.

Mckinsey (2012) Pharmaceutical industry should move towards digital and interactive media and from 2009 to date industry has adopted social media or digital media offering the possibilities as online conversations with doctors and patients. In an article entitled it was highlighted that social media still accounts for less than 1% of an average marketing budget but chief marketing officers want to increase this to 5%.

MK Peter, C Kraft, J Lindeque - Journal of Strategy and Management, (2020) emerald.com Purpose The purpose of this paper is to capture the collective

understanding of digital transformation (DT) across Swiss businesses and establish a reference framework based on the strategic action field (SAF) theory. Design/methodology/approach Several Swiss associations provided their databases for an online survey. The large sample includes 2,590 participants from 1,854 organisations and delivered over 4,200 descriptions of DT, categorised into seven SAFs. A cross-tabulation of SAF combinations by firm size identified.

MTPMB Tiago, JMC Veríssimo - Business horizons, (2014) Elsevier. Abstract Changes in consumer behaviour require firms to rethink their marketing strategies in the digital domain. Currently, a significant portion of the associated research is focused more on the customer than on the firm. To redress this shortcoming, this study adopts the perspective of the firm to facilitate an understanding of digital marketing and social media usage as well as its benefits and inhibitors. The second generation of Internet-based applications enhances marketing efforts by allowing firms to implement innovation.

NF Mokhtar - International Journal of Business and Social Science, (2015) The study provides insights into small business enterprises' perceptions of the adoption of Internet marketing. Data were gathered from 10 in-depth semi-structured interviews conducted with small business owners located in Malaysia. The findings indicate that adopting Internet marketing assisted small business enterprises to have wider market coverage, reduce marketing cost, and increase customer relationships.

OD Negoită, AA Purcărea, M Popescu FAIMA Business &, (2018) - search.proquest.com Digitization is becoming more and more present in business, not just changes in consumer behavior, but the adoption of new technologies, tools and applications are highly disruptive, with immediate impact on the business of all companies. This study aims to find out the degree of use of digital marketing by companies in Bucharest Romania. A questionnaire was produced and distributed to those responsible for marketing in the companies so that the results were conclusive.

Oswal & Deshmukh, (2012) Researcher studies current marketing practices in the pharmaceutical sector, examining Medical Representatives, Doctors and Consumer-oriented promotions. It presents examples of marketing practices and their impact on consumer and doctor behaviour. It identifies the negative impacts of these practices. This study is carried out in and around the Pune region for existing anti-diabetic drugs.

P Alford, SJ Page - The Service Industries Journal, (2015) Taylor & Francis The adoption of technology for marketing is essential for the survival of small businesses and yet little is understood about owner-manager practice in this area. This paper aims to address that gap through a qualitative study of 24 owner-managed small businesses operating in the visitor economy. It found that there was a strong appetite for the adoption of technology for marketing and a clear recognition of its opportunities particularly related to how it could create a stronger market orientation.

PSH Leeflang, PC Verhoef, P Dahlström European management, (2014) Elsevier Internet usage continues to explode across the world with digital becoming an increasingly important source of competitive advantage in both B2C and B2B marketing. A great deal of attention has been focused on the tremendous opportunities digital marketing presents, with little attention on the real challenges companies is facing going digital. In this study, we present these challenges based on the results of a survey among a convenience sample of 777 marketing executives around the globe.

Ratchford et al. (2001) have told that each and every one the way through the Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They also can efficiently and effectively analyze the offerings and easily locate a low price for a specified product.

RF Morgan - Journal of Marketing Management, (1996) Taylor & Francis, the World Wide Web (WWW) will likely come to play a significant role in the marketing

strategies of many organisations, even when it fails to become the dominant marketing communications channel. A framework is required whereby an organisation can assess the potential of, develop a role for, create and manage a WWW site within its marketing strategy. The WWW is an interactive channel offering potential for many-to-many communications to all players in a market.

Rowley, (20011) Internet Advertising: It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly to attract customers.

S Bhayani, NV Vachhani - FIIB Business Review, (2014) - journals.sagepub.com In traditional marketing we attempt to make the public aware that we have a product or service for sale. As per an online review article by McCauley, D.(2013), in traditional marketing, using traditional marketing tools such as television, radio or direct mail, we can expect a response rate of somewhere between 0.5% and 2% on outbound messages. In other words, if we get that message out to 1000 people, we can expect between 5 and 20 people to respond.

S Quinton, MA Khan - Direct Marketing: An International Journal, (2009) - emerald.com Purpose—Organisations now regard having a website as mandatory but as more businesses create websites the real challenge lies in driving traffic to a specific web site. Little research attention has been paid to the issues for small and medium enterprises (SMEs) of how to increase traffic to their website. This paper addresses the issue of web site traffic generation for SMEs.

Stankovska, S Josimovski, C Edwards - Economic research, (2016) - hrcak.srce.hr, this article investigates the usage of digital channels by UK small-and-medium-sized enterprises (SMEs) and assesses the impact caused on their strategic marketing position. The research is based on a statistical analysis of 66 surveyed SMEs in the context of the digital era.

Taiminen, H., Karjaluoto, H.: The usage of digital marketing channels in SMEs, (2018). The purpose of this paper is to provide insights into the utilization and goals of digital marketing and examines factors that influence the adoption and use of digital marketing channels in SMEs.

Urban Glen (2006) in his paper emphasizes that companies should act as advocates in promoting customer interest if they have to win business and retain their customers. In the author's own words "When a company advocates for its consumers, the consumers will in turn advocate for the company". The author has cited many valuable examples ranging from consumer products to high-value industrial products and services to prove how various companies irrespective of the size of the company adopt techniques to satisfy consumer interest. The author is silent about the cost factor which could affect the company's bottom line on sustenance.

Vollmer & Precourt, (2008) The internet has become a mass media vehicle for consumer sponsored communication. It now represents the number one source of media for customers at work and the number two source of media at home. Customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions

Zeithaml (2002) has defined that the success of e-tailing depends on the efficient website design, efficient and effective shopping and prompt delivery. The other e-store services are delivered in real-time, return and replacement process, the period of filling out online orders form, speed of response time to e-consumers" queries.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

In this study, Descriptive Research Design is used in research topic.

3.2 SAMPLING TECHNIQUE

The method of sampling adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on digital marketing Industry in Tamil Nadu.

3.3 SOURCES OF DATA

3.3.1 *Primary Data*

The primary data for this study is collected through questionnaire consisting of multiple-choice questions.

3.3.2 *Secondary Data*

The secondary data is collected by referring by websites, journals, articles and research paper.

3.4 STRUCTURE OF QUESTIONNAIRE

Multiple choice questions and Likert's scale questions.

3.5 SAMPLE SIZE

Sample Size of 130 online customers those purchasing products from Online sites in Tamil Nadu.

3.6 PERIOD OF STUDY

The period of study is carried out from January 2021 to March 2021 which is three months of study.

3.7 HYPOTHESIS / ANALYTICAL TOOLS

- Percentage Analysis.
- Correlation.
- ANOVA.
- Independent T-test.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1

Table showing gender wise classification of respondents

Particulars	No. of Respondents	Percentage
Male	83	55.33%
Female	47	31.33%
Total	130	86.67%

Source: Primary Data

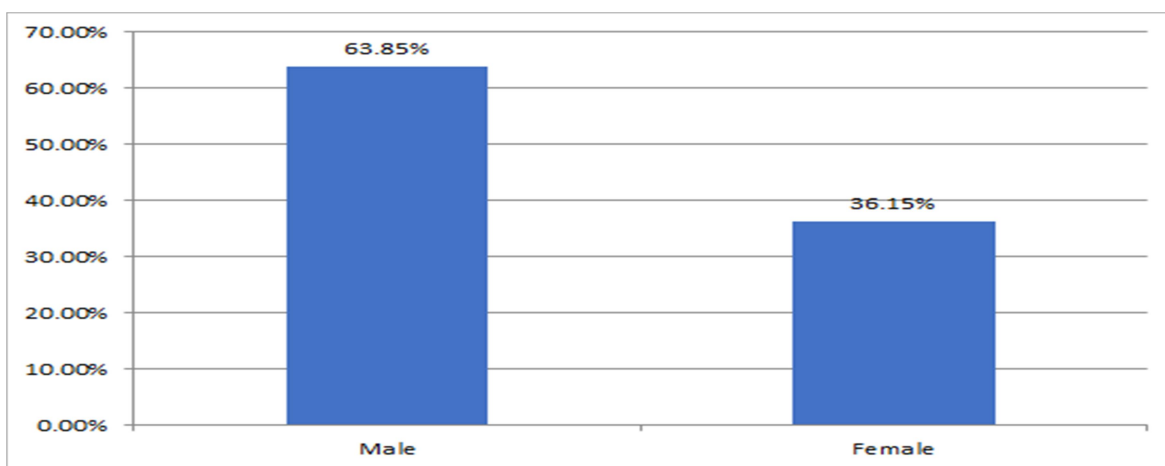


Chart 4.1.1: Showing gender classification of respondents

Interpretation:

From the above table, it is interpreted that 63.85% are Male respondents and 36.15% are Female respondents.

Inference:

Majority of the respondents are males.

Table 4.1.2

Table showing age-wise classification of respondents

Particulars	No. of Respondents	Percentage
Below 20 Years	17	13.08%
21-30 Years	69	53.08%
31-40 Years	30	23.08%
41-50	9	6.92%
Above 50 Years	5	3.85%
Total	130	100.00%

Source: Primary Data

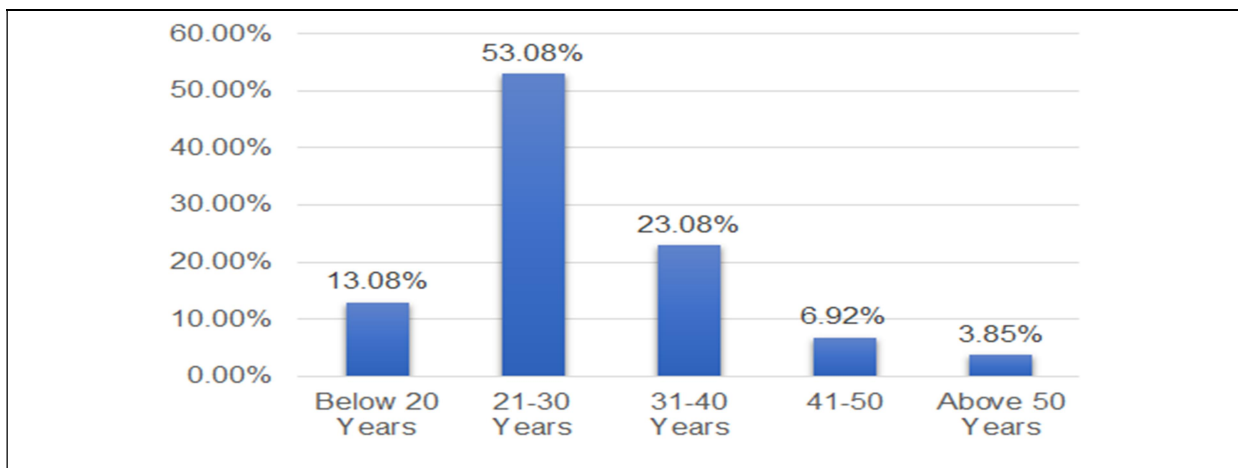


Chart 4.1.2: Showing age-wise classification of respondents

Interpretation:

From the above table, it is interpreted that 13.08% are Below 20 Years, 53.08% are 21-30 Years, 23.08% are 31-40 Years, 6.92% are 41-50 Years and 3.85% Above 50 Years respondents.

Inference:

Majority of the respondents are 21-30 Years.

Table 4.1.3

Table showing qualification wise classification of respondents

Particulars	No. of Respondents	Percentage
Undergraduate	42	32.31%
Post Graduate	23	17.69%
Diploma	35	26.92%
school	17	26.92%
Other	13	10.00%
Total	130	113.85%

Source: Primary Data

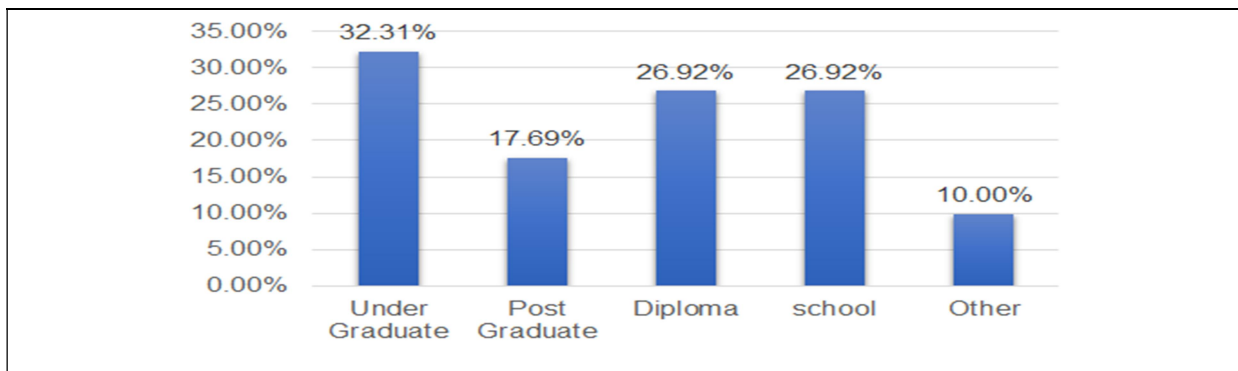


Chart 4.1.3: Showing qualification wise classification of respondents

Interpretation:

From the above table, it is interpreted that 32.31% are undergraduate, 17.69% are Postgraduate, 26.92% are diploma, 26.92% are school and 10%are other respondents.

Inference:

Majority of the respondents are 32.31% are undergraduate.

Table 4.1.4

Table showing marital status wise classification of respondents

Particulars	No. of Respondents	Percentage
Married	58	44.62%
Unmarried	72	55.38%
Total	130	100.00%

Source: Primary Data

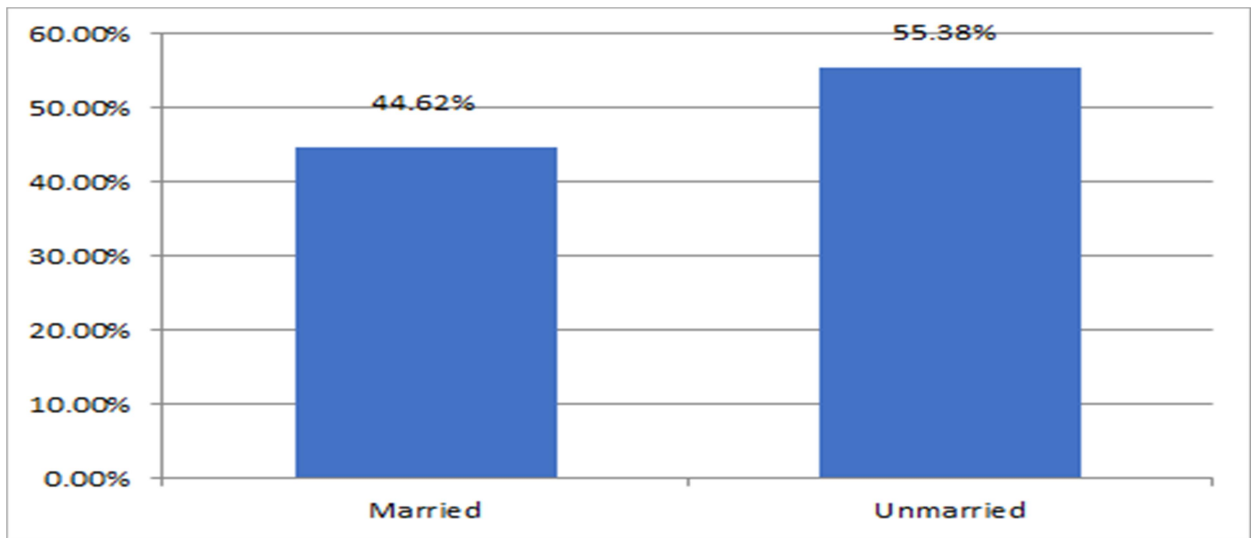


Chart 4.1.4: Showing marital status wise classification of respondents

Interpretation:

From the above table, it is interpreted that 54.62% are married and 55.38% are unmarried respondents.

Inference:

Majority of the respondents are 55.38% are unmarried.

Table 4.1.5

Table showing occupation wise classification of respondents

Particulars	No. of Respondents	Percentage
STUDENT	40	30.77%
EMPLOYEE	29	22.31%
BUSINESS	22	16.92%
SELF EMPLOYEE	17	13.08%
GOVERNMENT EMPLOYEE	12	9.23%
OTHERS	10	7.69%
Total	130	100.00%

Source: Primary Data

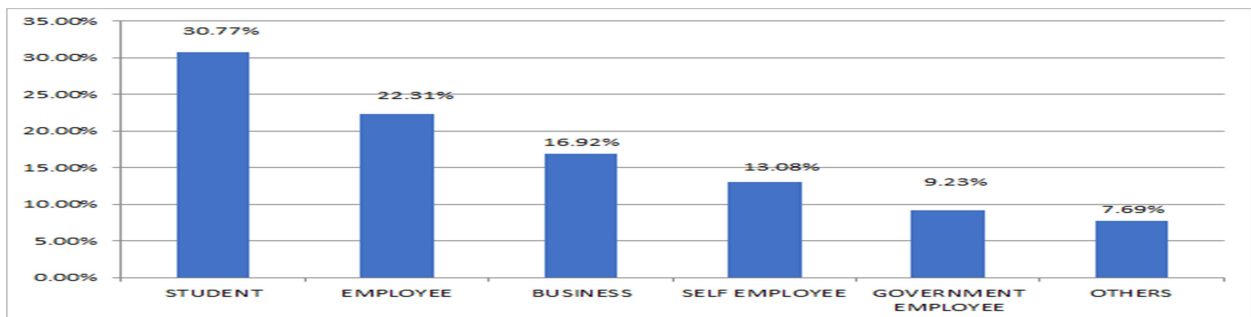


Chart 4.1.5: Showing occupation wise classification of respondents

interpretation:

From the above table, it is interpreted that 30.77% are students, 22.51% are employees, 16.92% are business, 13.08% are self-employees, 9.24% are government employees and 7.69% are other respondents.

Inference:

Majority of the respondents are 30.77% are students.

Table 4.1.6

Table showing annual income level wise classification of respondents

Particulars	No. of Respondents	Percentage
Under 1 lakhs	29	22.31%
1-3 lakhs	19	14.62%
3-5 lakhs	46	35.38%
5-10 lakhs	21	16.15%
above 10 lakhs	15	11.54%
Total	130	100.00%

Source: Primary Data

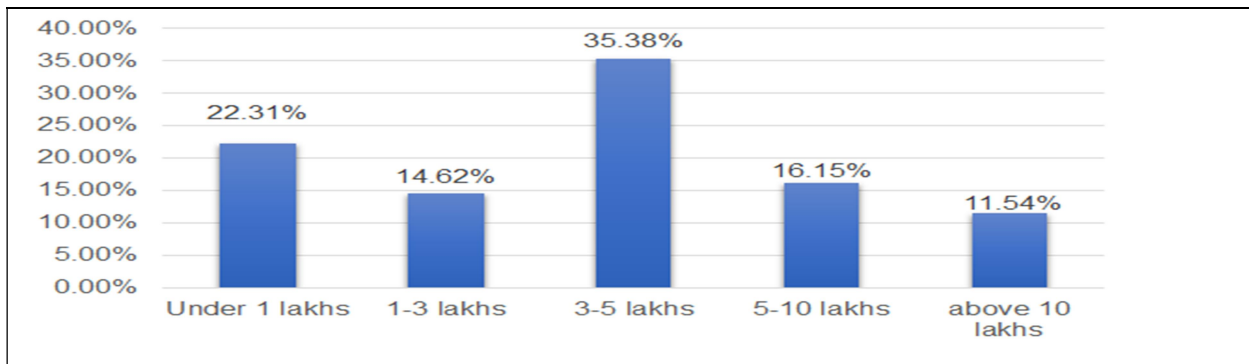


Chart 4.1.6: Showing annual income level wise classification of respondents

Interpretation:

From the above table, it is interpreted that 22.31% are under 1 lakhs, 14.62% are 1-3 lakhs, 35.38% are 3-5 lakhs, 16.15% are 5-10 lakhs and 11.54% are above 10 lakhs respondents.

Inference:

Majority of the respondents are 35.38% are 3-5 lakhs.

Table 4.1.7

Table showing daily internet usage wise classification of respondents

Particulars	No. of Respondents	Percentage
less than 1 hour	9	6.92%
1-2 hour	31	23.85%
2-3 hour	40	30.77%
3-4 hour	18	13.85%
4-5 hour	32	24.62%
Total	130	100.00%

Source: Primary Data

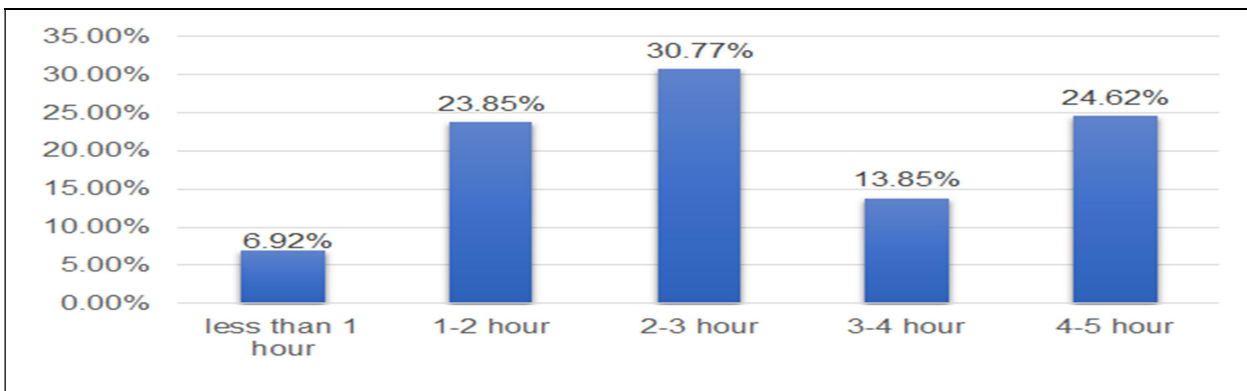


Chart 4.1.7: Showing daily internet usage wise classification of respondents

Interpretation:

From the above table, it is interpreted that 6.92% are less than 1 hour, 23.85% are 1-2 hours, 30.77% are 2-3 hours, 13.85% are 3-4 hours and 24.62% are 4-5 hours respondents.

Inference:

Majority of the respondents are 30.77% are 2-3 hours.

Table 4.1.8

Table showing when do you feel need to shop in the online wise classification of respondents

Particulars	No. of Respondents	Percentage
By seeing ads on TV	24	18.46%
By seeing ads online	35	26.92%
The popularity of product	56	43.08%
Online offers	27	20.77%
Others	40	30.77%

Source: Primary Data

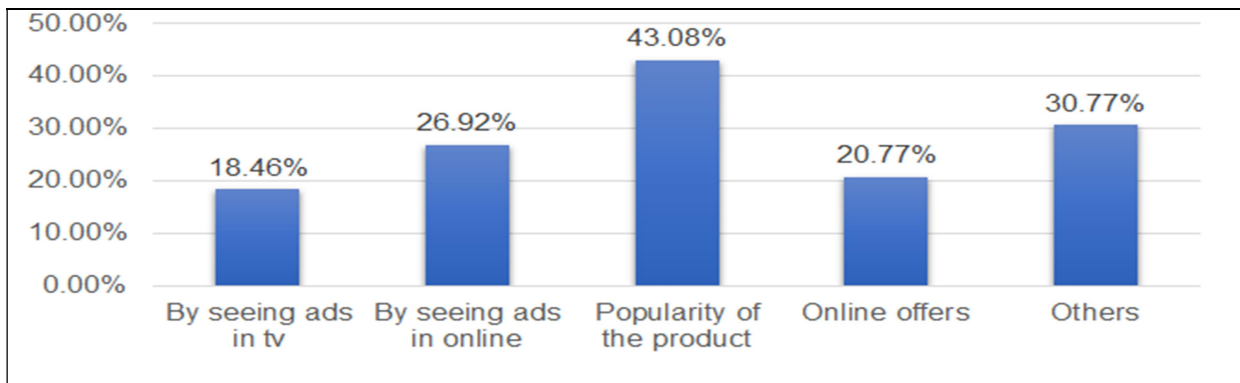


Chart 4.1.8: showing when do you feel need to shop in the online wise classification of respondents

Interpretation:

From the above table, it is interpreted that 18.46% are by seeing ads on TV, 26.92% are by seeing ads online, 43.08% are popularity of the product, 20.77% online offers and 30.77% others respondents.

Inference:

Majority of the respondents are 43.08% are popularity of the product.

Table 4.1.9

Table showing what feature of online marketing attracts you the wise classification of respondents

Particulars	No. of Respondents	Percentage
Unique and special	35	26.92%
Individual targeting	43	33.08%
Direct offer	39	30.00%
Easy to get aware of a product	55	42.31%

Source: Primary Data

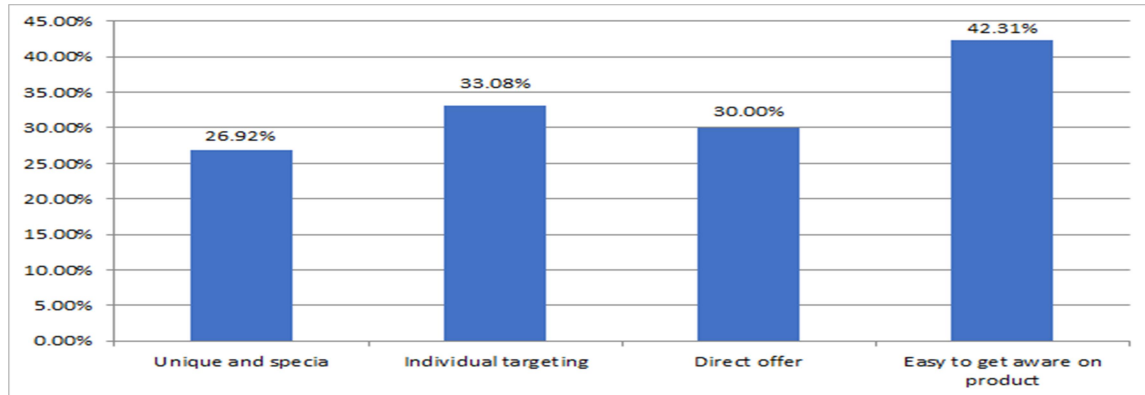


Chart 4.1.9: Showing what feature of online marketing attracts you the otherwise classification of respondents

Interpretation:

From the above table, it is interpreted that 26.92% are unique and special, 33.08% are individual targeting, 30% are direct offers and 42.32% are easy to get aware of product respondents.

Inference: Majority of the respondents are 42.32% are easy to get aware of product respondents.

Table 4.1.10

Table showing will you buy products of local shops in online platform wise classification of respondents

Particulars	No. of Respondents	Percentage
Yes	56	43.08%
No	53	40.77%
Maybe	21	16.15%
Total	130	100.00%

Source: Primary Data

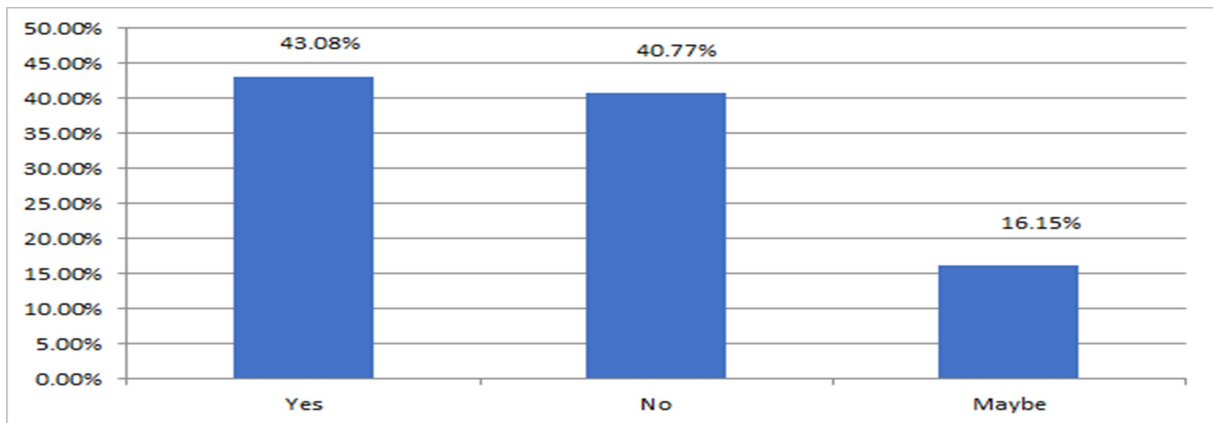


Chart 4.1.10: Showing will you buy products of local shops in online platform wise classification of respondents

Interpretation:

From the above table, it is interpreted that 43.08% are yes, 40.77% are no and 16.15% maybe respondents.

Inference:

Majority of the respondents are 43.08% are yes.

Table 4.1.11

Table Showing Preferred payment in online shopping wise classification of respondents

Particulars	No. of Respondents	Percentage
Cash On Delivery	60	46.15%
UPI	56	43.08%
Debit Card	46	35.38%
Credit Card	21	16.15%
Others	11	8.46%

Source: Primary Data

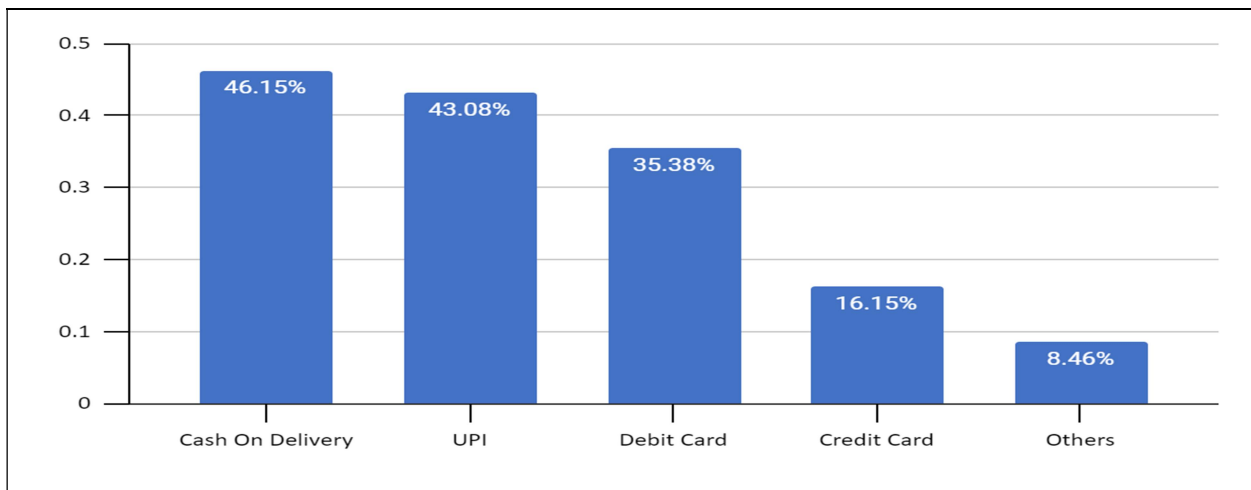


Chart 4.1.11: Showing preferred payment in online shopping wise classification of respondents

Interpretation:

From the above table, it is interpreted that 46.15% are cash on delivery, 43.08% are UPI, 35.38% are debit card and 8.46% are others respondents.

Inference:

Majority of the respondents are 46.15% are cash on delivery.

Table 4.1.12

Table showing which product is most frequently buy-in online shopping wise classification of respondents

Particulars	No. of Respondents	Percentage
Grocery	36	27.69%
Food	41	31.54%
Electronic Goods	91	70.00%
Clothes	59	45.38%
Furniture	15	11.54%
Toys	4	3.08%
Others	22	16.92%

Source: Primary Data

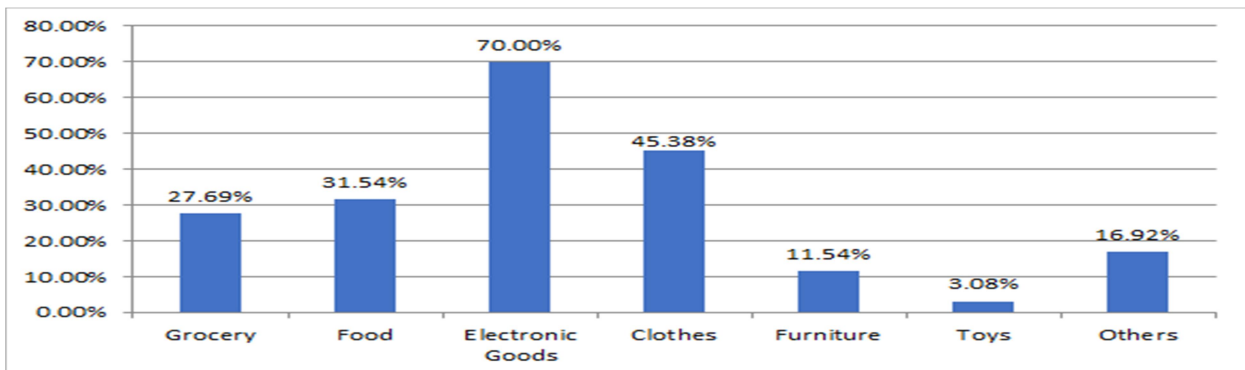


Chart 4.1.12: Showing which product is most frequently buy-in online shopping wise classification of respondents

Interpretation:

From the above table, it is interpreted that 27.69% are grocery, 31.54% are food, 70% are electronic goods, 45.38% are clothes, 11.54% are furniture, 3.08% and 16.92% respondents.

Inference:

Majority of the respondents are 70% are electronic goods.

Table 4.1.13:

Table showing commerce shopping is better than online shopping wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	46	30.67%
Agree	34	22.67%
Neutral	40	26.67%
Disagree	7	4.67%
Strongly Disagree	4	2.67%

Source: Primary Data

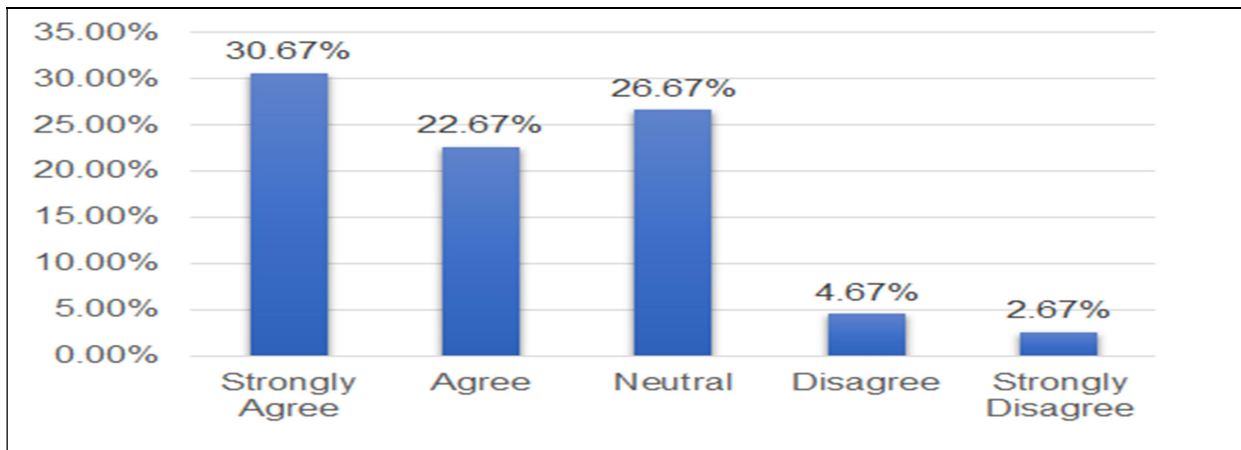


Chart 4.1.13: Showing commerce shopping is better than online shopping wise classification of respondents

Interpretation:

From the above table, it is interpreted that 30.67% strongly agree, 22.67% agree, 26.67% are neutral, 4.67% disagree and 2.67 strongly disagree respondents.

Inference:

Majority of the respondents are 30.67% strongly agree.

Table 4.1.14

Table showing online marketing is a more attractive wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	29	22.31%
Agree	31	23.85%
Neutral	46	35.38%
Disagree	10	7.69%
Strongly Disagree	24	18.46%

Source: Primary Data

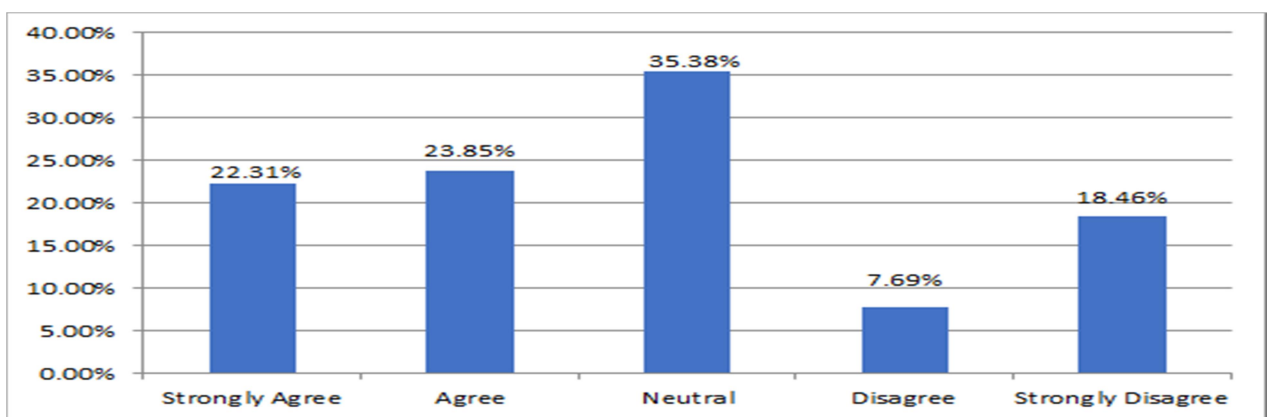


Chart 4.1.14: Showing online marketing is a more attractive wise classification of respondents

Interpretation:

From the above table, it is interpreted that 22.31% strongly agree, 23.85% agree, 35.38% neutral, 7.69% disagree and 18.46% strongly disagree with respondents.

Inference:

Majority of the respondents are 35.38% neutral.

Table 4.1.15:

Table showing digital marketing attracts more audience wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	25	19.23%
Agree	35	26.92%
Neutral	46	35.38%
Disagree	14	10.77%
Strongly Disagree	20	15.38%

Source: Primary Data

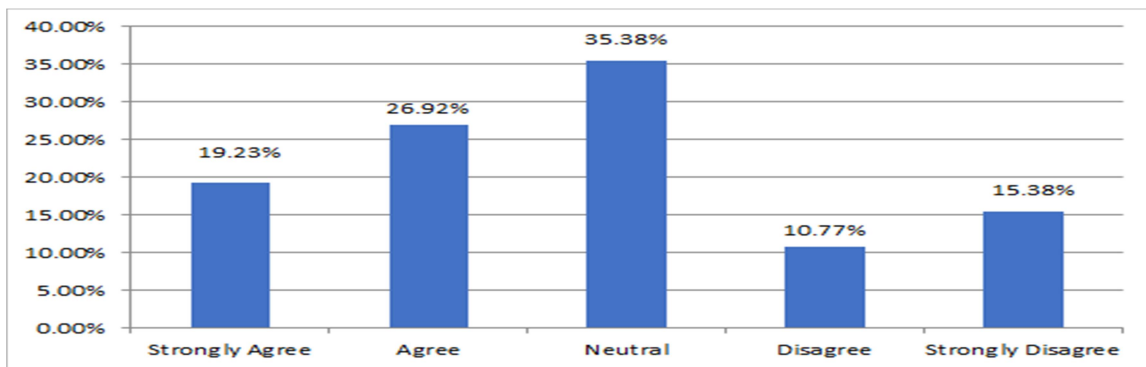


Chart 4.1.15: Showing digital marketing attracts more audience wise classification of respondents

Interpretation:

From the above table, it is interpreted that 19.23% strongly agree, 26.92% agree, 35.38% neutral, 10.77% disagree and 15.38% strongly disagree with respondents.

Inference:

Majority of the respondents are 26.92% agree.

Table 4.1.16:

Table showing digital marketing image influence your buying behaviour wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	20	15.38%
Agree	40	30.77%
Neutral	46	35.38%
Disagree	10	7.69%
Strongly Disagree	24	18.46%

Source: Primary Data

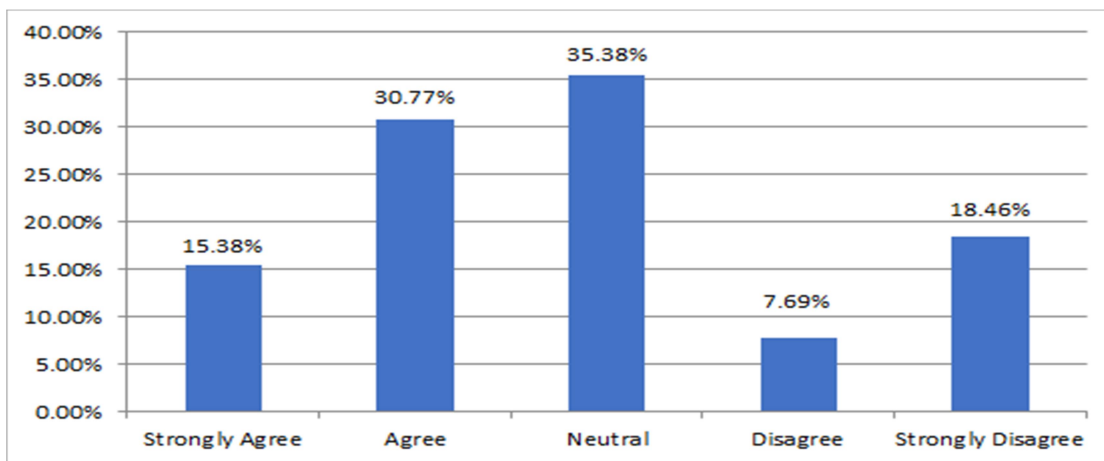


Chart 4.1.16: Showing digital marketing image influence your buying behaviour wise classification of respondents

Interpretation:

From the above table, it is interpreted that 15.38% strongly agree, 30.77% agree, 35.38% neutral, 7.69% disagree and 18.46% strongly disagree with respondents.

Inference:

Majority of the respondents are 30.77% agree.

Table 4.1.17

Table showing digital marketing image tailored product to customer's wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	10	7.69%
Agree	40	30.77%
Neutral	46	35.38%
Disagree	20	15.38%
Strongly Disagree	24	18.46%

Source: Primary Data

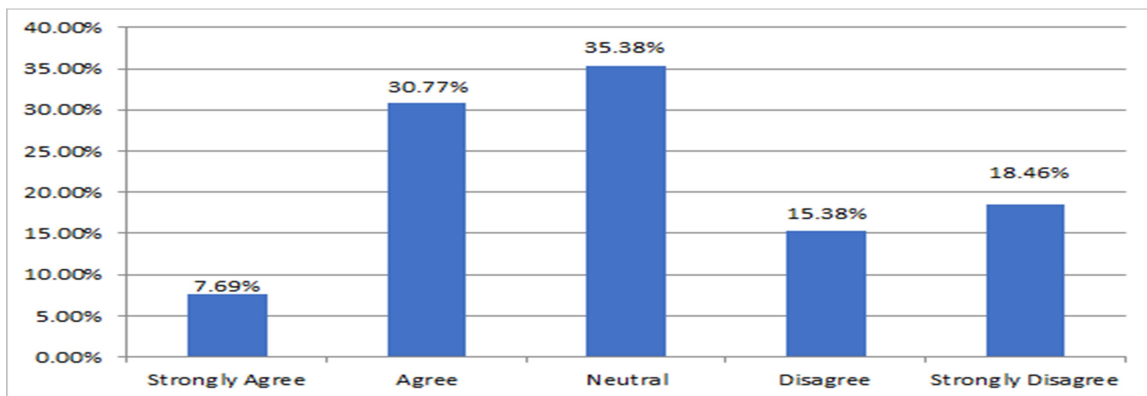


Chart 4.1.17: Showing digital marketing shows the tailored product to customer's wise classification of respondents

Interpretation:

From the above table, it is interpreted that 7.69% strongly agree, 30.77% agree, 35.38% neutral, 15.38% disagree and 18.46% strongly disagree with respondents.

Inference:

Majority of the respondents are 35.38% neutral.

Table 4.1.18

Table showing digital marketing encourages you to shop online wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	7	5.38%
Agree	35	26.92%
Neutral	49	37.69%
Disagree	23	17.69%
Strongly Disagree	26	20.00%

Source: Primary Data

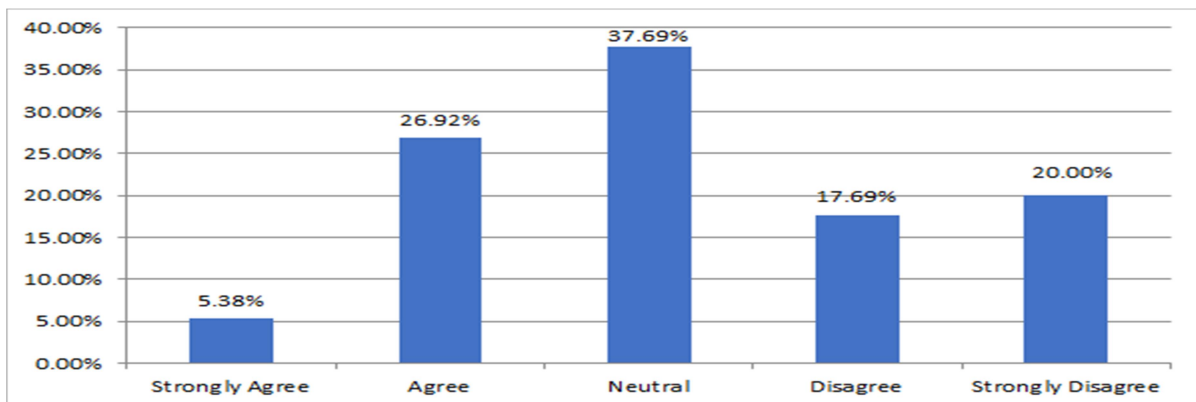


Chart 4.1.18: Showing digital marketing encourages you to shop online wise classification of respondents

Interpretation:

From the above table, it is interpreted that 5.38% strongly agree, 26.92% agree, 37.69% neutral, 17.69% disagree and 20% strongly disagree with respondents.

Inference:

Majority of the respondents are 37.69% neutral.

Table 4.1.19

Table Showing are you satisfied with the digital marketing wise classification of respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	41	31.54%
Satisfied	38	29.23%
Neutral	35	26.92%
Dissatisfied	10	7.69%
Highly Dissatisfied	6	4.62%
Total	130	100.00%

Source: Primary Data

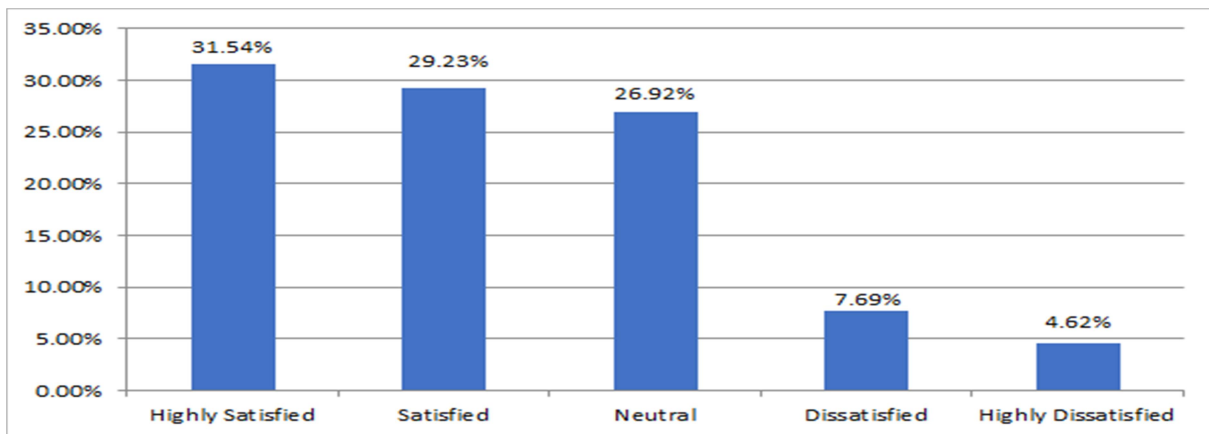


Chart 4.1.19: Showing are you satisfied with the digital marketing wise classification of respondents

Interpretation:

From the above table, it is interpreted that 31.5% highly satisfied, 29.23% satisfied, 26.92% neutral, 7.69% and 4.62% respondents.

Inference:

Majority of the respondents are 31.5% highly satisfied.

Table 4.1.20

Table Showing are you satisfied with cost in online shopping when compared to offline shopping wise classification of respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	29	22.31%
Satisfied	38	29.23%
Neutral	40	30.77%
Dissatisfied	11	8.46%
Highly Dissatisfied	12	9.23%
Total	130	100.00%

Source: Primary Data

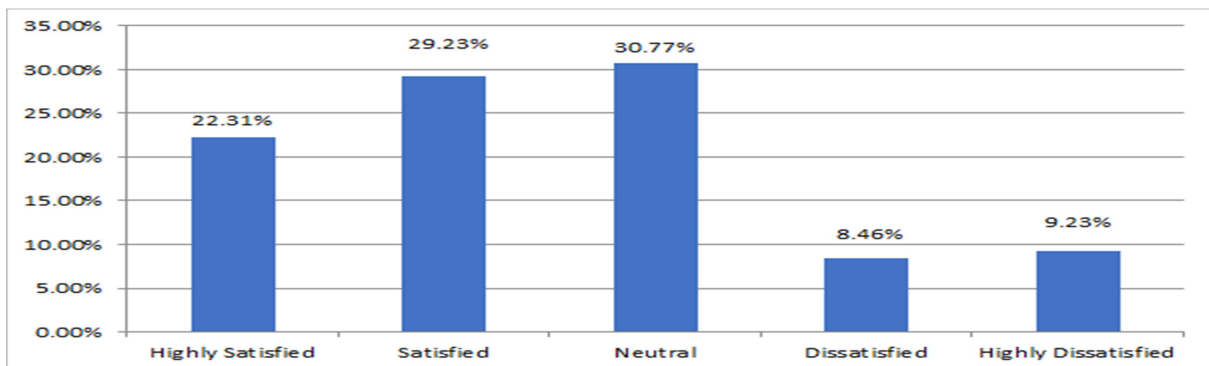


Chart 4.1.20: Showing are you satisfied with cost in online shopping when compared to offline shopping wise classification of respondents

Interpretation:

From the above table, it is interpreted that 22.31% highly satisfied, 29.23% satisfied, 30.77% neutral, 8.46% and 9.23% respondents.

Inference:

Majority of the respondents are 29.23% satisfied.

Table 4.1.21

Table Showing are you satisfied with targeted promotion wise classification of respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	27	20.77%
Satisfied	37	28.46%
Neutral	35	26.92%
Dissatisfied	14	10.77%
Highly Dissatisfied	17	13.08%
Total	130	100.00%

Source: Primary Data

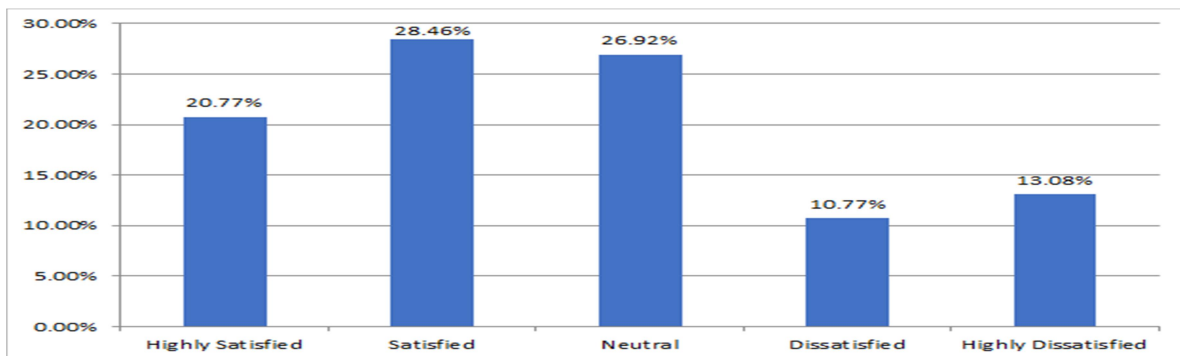


Chart 4.1.21: Showing are you satisfied with targeted promotion wise classification of respondents

Interpretation:

From the above table, it is interpreted that 20.77% highly satisfied, 28.46% satisfied, 26.92% neutral, 10.77% and 13.08% respondents.

Inference:

Majority of the respondents are 28.46% satisfied.

Table 4.1.22

Table showing are you satisfied with advertising in pictures and banners mode wise classification of respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	28	21.54%
Satisfied	34	26.15%
Neutral	36	27.69%
Dissatisfied	18	13.85%
Highly Dissatisfied	14	10.77%
Total	130	100.00%

Source: Primary Data

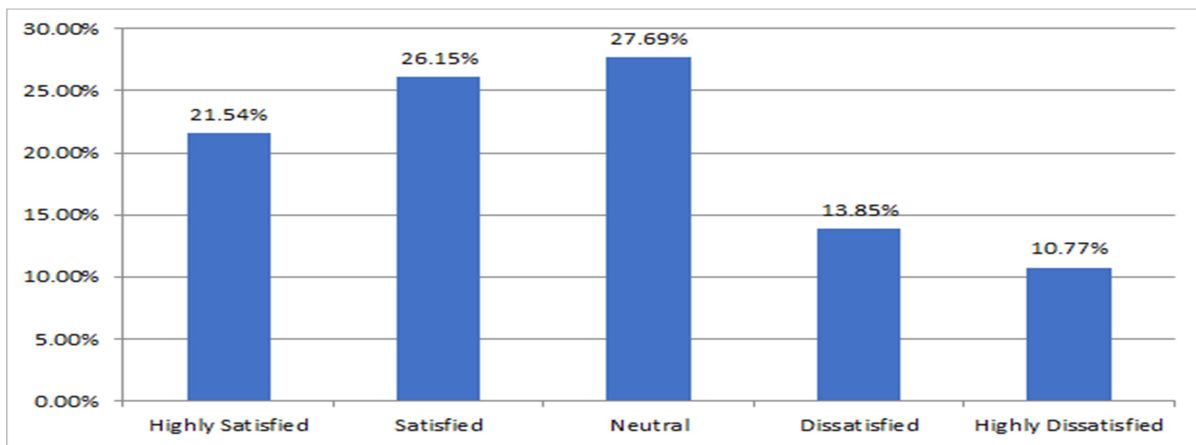


Chart 4.1.22: showing are you satisfied with advertising in pictures and banners mode wise classification of respondents

Interpretation:

From the above table, it is interpreted that 31.54% highly satisfied, 26.15% satisfied, 27.69% neutral, 13.85% and 10.77% respondents.

Inference:

Majority of the respondents are 31.54% highly satisfied.

Table 4.1.23

Table showing are you satisfied with advertising in video mode wise classification of respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	23	17.69%
Satisfied	42	32.31%
Neutral	25	19.23%
Dissatisfied	22	16.92%
Highly Dissatisfied	18	13.85%
Total	130	100.00%

Source: Primary Data

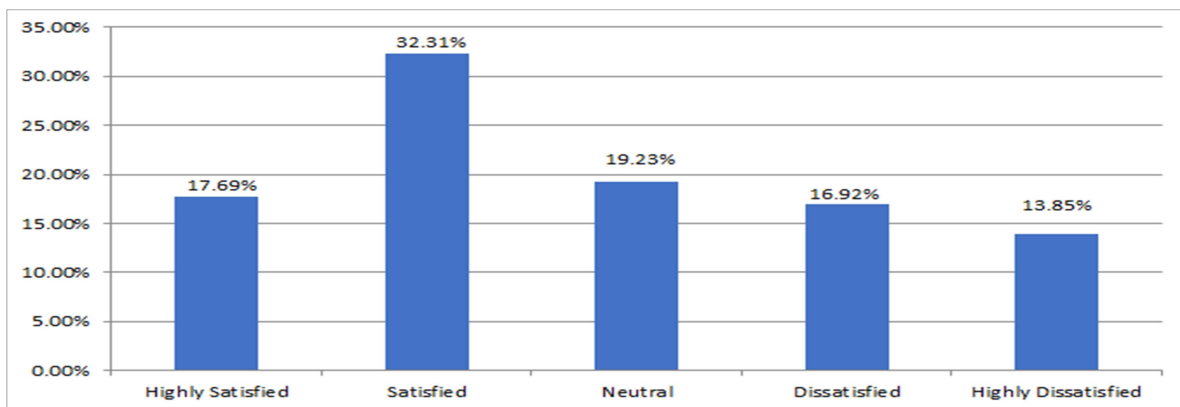


Chart 4.1.23: Showing are you satisfied with advertising in video mode wise classification of respondents

Interpretation:

From the above table, it is interpreted that 17.69% highly satisfied, 32.31% satisfied, 19.23% neutral, 16.92% and 13.85% respondents.

Inference: Majority of the respondents are 32.31% satisfied.

Table 4.1.24

Table showing are you satisfied with advertising in blog wise classification of respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	32	24.62%
Satisfied	42	32.31%
Neutral	31	23.85%
Dissatisfied	10	7.69%
Highly Dissatisfied	15	11.54%
Total	130	100.00%

Source: Primary Data

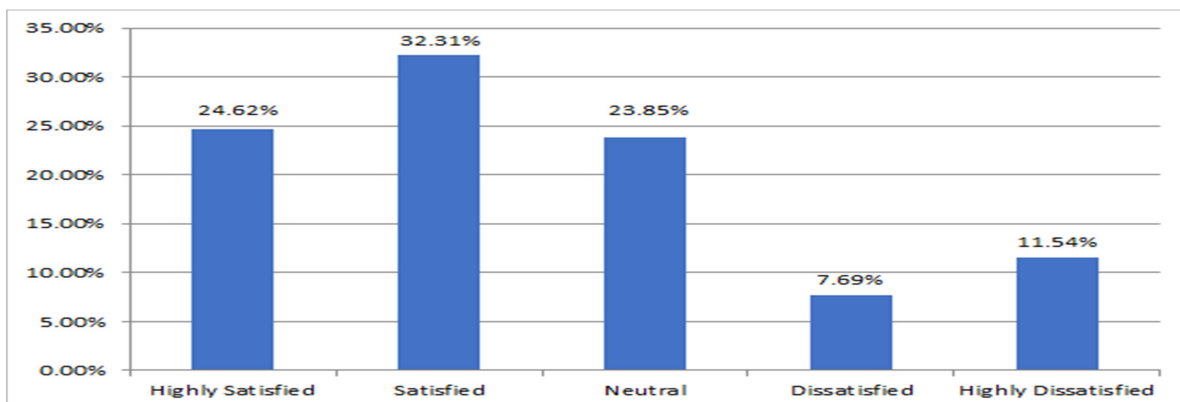


Chart 4.1.24: Showing are you satisfied with advertising in blog wise classification of respondents

Interpretation:

From the above table, it is interpreted that 24.62% highly satisfied, 32.31% satisfied, 23.85% neutral, 7.69% and 11.54% respondents.

Inference:

Majority of the respondents are 32.31% satisfied.

Table 4.1.25

Table showing do you think digital marketing is beneficial to your online shopping wise classification of respondents

Particulars	No. of Respondents	Percentage
Yes	66	50.77%
No	10	7.69%
Maybe	42	32.31%
Can not answer	12	9.23%
Total	130	100.00%

Source: Primary Data

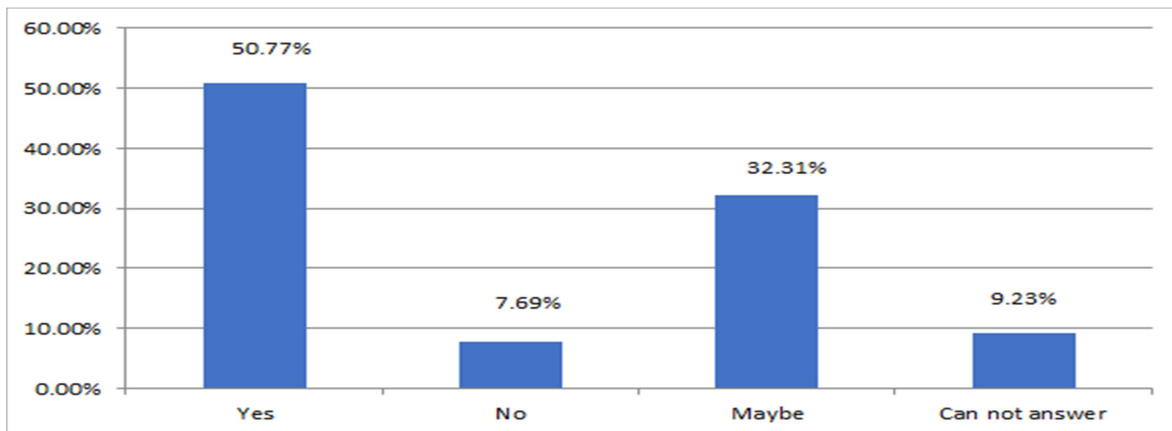


Chart 4.1.25: Showing do you think digital marketing is beneficial to your online shopping wise classification of respondents

Interpretation:

From the above table, it is interpreted that 50.77% yes, 7.63% no, 32.31%, and 9.23% cannot answer respondents.

Inference:

Majority of the respondents are 50.77% yes.

Table 4.1.26

Table Showing how beneficial id digital marketing rate according to your wise classification of respondents.

Particulars	No. of Respondents	Percentage
1 Very Low	6	4.62%
2 Low	19	14.62%
3 Moderate	29	22.31%
4 Highly	25	19.23%
5 Very Highly	51	39.23%
Total	130	100.00%

Source: Primary Data

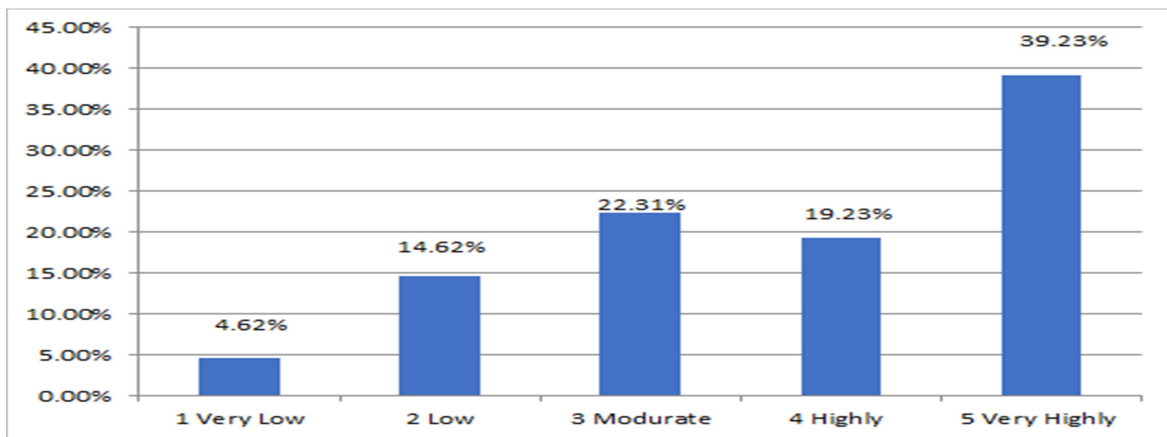


Chart 4.1.26 Showing how beneficial id digital Marketing rate according to you, wise classification of respondents

Interpretation:

From the above table, it is interpreted that 4.62% very low, 14.62% low, 22.31% moderate, 19.32% highly and 39.23% very high respondents.

Inference:

Majority of the respondents are 39.23% very high.

4.2 CORRELATION

4.2.1 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between between region and Will Buy Products of Local Shops in Online Platform

H1 (Alternate Hypothesis): There is a significant difference between between region and Will Buy Products of Local Shops in Online Platform

Table 4.2.1: Showing Correlation of between region and Will Buy Products of Local Shops in Online Platform

Correlations

		Location	Will Buy Products of Local Shops in Online Platform
Location	Pearson Correlation	1	.213
	Sig. (2-tailed)		0.015
	N	130	130
Will Buy Products of Local Shops in online Platform	Pearson Correlation	.213	1
	Sig. (2-tailed)	0.015	
	N	130	130

. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.015 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference location and Satisfied with Advertising in Blog.

4.2.2 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between location and Satisfied with Advertising in Blog.

H1 (Alternate Hypothesis): There is a significant difference between location and Satisfied with Advertising in Blog.

Table 4.2.2: Showing Correlation of region and Satisfied with Advertising in Blog.

Correlations

		Location	Satisfied with Advertising in Blog
Location	Pearson Correlation	11	-.185
	Sig. (2-tailed)		.036
	N	130	130
Satisfied with Advertising in Blog	Pearson Correlation	-.185	111
	Sig. (2-tailed)	.036	
	N	130	130

. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.036 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference location and Satisfied with Advertising in Blog.

4.2.3 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference Digital Marketing Attracts More Audience and Are you Satisfied Targeted Promotion

H1 (Alternate Hypothesis): There is a significant difference between Digital Marketing Attracts More Audience and Are you Satisfied Targeted Promotion

Table 4.2.3: Showing Correlation of Digital Marketing Attracts More Audience and Are you Satisfied Targeted Promotion

Correlations			
		Digital Marketing Attracts More Audience	Are you Satisfied Targeted Promtion
Digital Marketing Attracts More Audience	Pearson Correlation	1	-.200
	Sig. (2-tailed)		.023
	N	130	130
Are you Satisfied Targeted Promotion	Pearson Correlation	-.200	1
	Sig. (2-tailed)	.023	
	N	130	130

. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.023 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Digital Marketing Attracts More Audience and Are you Satisfied Targeted Promotion

4.3 ANOVA

4.3.1 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Are you Satisfied with Digital Marketing and region.

H1 (Alternate Hypothesis): There is no significant difference between Are you Satisfied with Digital Marketing and region.

Table 4.3.3: Showing ANOVA of Are you satisfied with Digital Marketing and region.

ANOVA					
Are you Satisfied with Digital Marketing					
Sum of Squares		df	Mean Square	F	Sig.
Between Groups	8.351	2	4.176	3.136	.047
Within Groups	169.072	127	1.331		
Total	177.423	129			

Inference:

The p-value is 0.047 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference Are you satisfied with Digital Marketing and region.

4.3.2 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between of Ecommerce Shopping Better than Offline Shopping and Occupation

H1 (Alternate Hypothesis): There is a significant difference of Ecommerce Shopping Better than Offline Shopping and Occupation.

Table 4.3.6: Showing ANOVA of Showing Ecommerce Shopping Better than Offline Shopping and Occupation

ANOVA					
Ecommerce Shopping Better than Offline Shopping					
Sum of Squares		df	Mean Square	F	Sig.
Between Groups	33.175	5	6.635	2.617	.028
Within Groups	314.394	124	2.535		
Total	347.569	129			

Inference:

The p-value is 0.028 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Ecommerce Shopping Better than Offline Shopping and Occupation.

4.4 T-TEST

4.4.1HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference Are you satisfied with Digital Marketing and Occupation.

H1 (Alternate Hypothesis): There is a significant difference Are you satisfied with Digital Marketing and Occupation.

Table 4.4.1: Showing Independent Samples Test of between Are you satisfied with Digital Marketing and Occupation.

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Std. Error Difference
Are you satisfied with Digital Marketing and Occupation	Equal variances assumed	.235	.360	-1.281	49	.206	-.362
	Equal variances not assumed			-1.324	48.918	.192	-.362

Inference:

The p-value is 0.206 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted, are you satisfied with Digital Marketing and Occupation.

4.4.3 HYPOTHESIS:

4.4.2 H0 (Null Hypothesis): There is no significant difference between are you satisfied with digital marketing and Digital Marketing Beneficial to Online Shopping.

H1 (Alternate Hypothesis): There is a significant difference between are you satisfied with digital marketing and Digital Marketing Beneficial to Online Shopping.

Table 4.4.2: Showing Group Statistics of between are you satisfied with digital marketing and Digital Marketing Beneficial to Online Shopping

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Std. Error Difference
Are you satisfied with digital marketing	Equal variances assumed	.190	.664	1.073	61	.288	-.415
	Equal variances not assumed			1.128	13.250	.279	-.415

Inference:

The p-value is 0.288 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is a no significant difference between are you satisfied with digital marketing and Digital Marketing Beneficial to Online Shopping.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- It is found that 55.33% of the majority respondents are males.
- It is found that 53.08% of the majority respondents are between 21-30 years of age.
- Majority respondents 55.37% are unmarried.
- It is found that 32.31% of the majority respondents have completed their undergraduate degree.
- It is found that 30.67% of the majority respondents are students.
- It is found that 35.38% of the majority respondents have 3-5 lakhs annual income.
- Majority respondents 30.66% are using the internet for 2-3 hours per day.
- Majority respondents 43.04% are shop online due to the popularity of the product.
- It is found that 42.32 % of the majority respondents get attracted to online marketing because it is easy to get aware of the product.
- It is found that 43.08% of the majority respondents agree on buying products from local shops online.
- Majority respondents 46.11% said that they use cash on delivery as payment in online shopping.
- Majority respondents 70% agree that they buy electronic goods.
- It is found that 30.67% of the majority respondents strongly agree that online shopping is better than normal shopping.
- It is found that 35.38% of the majority respondents neutral that online marketing is more attractive.
- It is found that 35.38% of the majority respondents neutral that digital marketing attracts more customers.

- Majority 33.33% respondents are neutral that digital marketing influences buying behavior.
- It is found that 35.83% of the majority respondents neutral that digital marketing encourages shopping online.
- It is found that 31.54% of the majority respondents highly satisfied digital marketing.
- Majority respondents 30.77% are neutral and satisfied with cost in online shopping.
- It is found that 28.46% of the majority respondents satisfied that with targeted promotion in digital marketing.
- Majority respondents 27.69% are neutral that image mode of digital marketing is satisfied.
- It is found that 32.31% of the majority respondents satisfied that video mode of digital marketing is satisfied.
- It is found that 32.31% of the majority respondents are satisfied with blog mode of digital marketing.
- Majority respondents 50.77% are yes that digital marketing is satisfied.
- It is found that 39.23% of the majority respondents are given 5 in scale rating that digital marketing is satisfied.
- The p-value is 0.015 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between region and Will Buy Products of Local Shops in Online Platform
- The p-value is 0.023 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Digital Marketing Attracts More Audience and Are you Satisfied Targeted Promotion
- The p-value is 0.023 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Digital Marketing Attracts More Audience and Are you Satisfied Targeted Promotion

- The p-value is 0.047 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference Are you satisfied with Digital Marketing and region.
- The p-value is 0.028 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Ecommerce Shopping Better than Offline Shopping and Occupation.
- The p-value is 0.206 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted, Are you satisfied with Digital Marketing and Occupation.
- The p-value is 0.288 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is a no significant difference between are you satisfied with digital marketing and Digital Marketing Beneficial to Online Shopping.

5.2 SUGGESTIONS

As a result of this certain suggestions is put forth in order to gain more customers online and increase the brand presence in the online.

- Many customers have suggested reducing the cost of online charges.
- Also, many customers are interested in cash on delivery.
- Many people are using internet and online shopping to target them with tailored digital ads.
- Many people liked ads in video format, publishing ads in video format reaches more people.
- Digital marketing influence buying behavior, easily attract that people with right kind of ads to right person in digital marketing
- More people are willing to buy products from local stores online, marketing with the help of digital marketing can achieve more.

5.3 CONCLUSION

Digital channels in marketing have become an essential part of strategy of many companies. Nowadays, even for small business owners there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Companies can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote the company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Digital marketing results won't also come without an attempt, without trial (and error). Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

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APPENDIX - I (QUESTIONNAIRE)

IMPLEMENTATION AND EFFECT OF DIGITAL MARKETING IN A SMALL RETAIL BUSINESS

1. Name_____

2. Gender

- a. Female
- b. Male
- c. Prefer not to say
- d. Others

3. Age

- a. Below 20
- b. 21-30
- c. 31-40
- d. 41-50
- e. above 51

4. Qualification

- a. School Level
- b. Diploma
- c. U.G
- d. P.G
- e. Others

5. Marital Status

- a. Married
- b. Unmarried

6. Location

- a. Urban
- b. Rural
- c. Suburban

7. Occupation

- a. Student
- b. Employee
- c. Self Employee
- d. Government Employee
- e. Business
- f. Others

8. Annual Income Level

- a. under 1 lakhs
- b. 1-3 lakhs
- c. 3-5 lakhs
- d. 5-10 lakhs
- e. above 10 lakhs

9. How often do you use the Internet everyday?

- a. Less than one hour
- b. 1-2 hours
- c. 2-3 hours
- d. 3-4 hours
- e. More than 4 hours

10. When do you feel the need to shop online?

- a. By seeing ads in tv
- b. By seeing ads in online
- c. Popularity of the product
- d. Online offers
- e. Others

11. What feature of online marketing attracts you

- a. unique and special
- b. individual targeting
- c. direct offer
- d. easy to get aware on product

12. Will you buy products of local shops in online platform

- a. Yes
- b. No
- c. Maybe

13. Preferred payment in online shopping

- a. Cash On Delivery
- b. UPI
- c. Debit Card
- d. Credit Card
- e. Other:

- Grocery
- Food
- Electronic Goods
- Clothes
- Furniture
- Toys
- Other:

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

1 2 3 4 5

Strongly Disagree Strongly Agree

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

1 2 3 4 5

Strongly Disagree Strongly Agree

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

1 2 3 4 5

Strongly Disagree Strongly Agree

18. Digital marketing encourages you to shop online digital marketing influence your buying behavior ecommerce shopping is better than online shopping

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

19. Are you satisfied with digital marketing?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

1 2 3 4 5

Highly Dissatisfied ☐ ☐ ☐ ☐ ☐ Highly Satisfied

20. Are you satisfied with cost in online shopping?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

1 2 3 4 5

Highly Dissatisfied ☐ ☐ ☐ ☐ ☐ Highly Satisfied

21. When compared to offline shopping?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

1 2 3 4 5

Highly Dissatisfied ☐ ☐ ☐ ☐ ☐ Highly Satisfied

22. Are you satisfied with targeted promotion?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

1 2 3 4 5

Highly Dissatisfied ☐ ☐ ☐ ☐ ☐ Highly Satisfied

23. Are you satisfied with advertising in pictures and banners mode?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

1 2 3 4 5

Highly Dissatisfied ☐ ☐ ☐ ☐ ☐ Highly Satisfied

24. Are you satisfied with advertising in video mode?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

1 2 3 4 5

Highly Dissatisfied ☐ ☐ ☐ ☐ ☐ Highly Satisfied

25. Are you satisfied with advertising in blog?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

1 2 3 4 5

Highly Dissatisfied ☐ ☐ ☐ ☐ ☐ Highly Satisfied

26. Do you think digital marketing is beneficial to your online shopping?

a. Yes b. No c. Maybe

27. If yes, who beneficial rate the scale according to you

1 2 3 4 5

Highly Dissatisfied ☐ ☐ ☐ ☐ ☐ Highly Satisfied

APPENDIX - II (ARTICLE)
IMPLEMENTATION AND EFFECT OF DIGITAL MARKETING IN A
SMALL RETAIL BUSINESS

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ABSTRACT

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This project focuses on the importance of digital marketing for both marketers and consumers. It examines the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred thirty individuals which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analysed with the help of various statistical tools and techniques.

Key words: Digital marketing, E-commerce, Online Shopping, Social media marketing

INTRODUCTION

Digital marketing is one type of marketing that is widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of the Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. digital marketing review digital marketing review.

Through digital media, consumers can access information at any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use the Internet as a core promotional medium in addition to mobile and traditional TV and radio. A is witnessing a continuous growth digital sector.

REVIEW OF LITERATURE

Chaffey et.al, (2003) defines Internet Marketing as “The use of the Internet and the related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet media and other digital media such as wireless mobile, cable and satellite media”.

Chaffey, (2007) It is important to understand the relationship between digital communication and traditional communication in the old media; for example, TV, radio, newspapers, magazines and billboard ads, the communication model was and is one-to-many compared to one-to-one or many-to-many communication models in digital media like blogs, social networks, wikis and other social media

Greg Brian Martin, (2007), pg no. 99The role of exigencies in marketing: a rhetorical analysis of three online social networks, thesis presented to the graduate school of Clemson University. Increasingly are using social networks for promotional purposes and to gauge consumer experiences with their organizations.

Joanna Lord (2013) states that Online marketing in 2012 could be summed up in a few words: mobile, big brands and Google updates. As we look back at the events and advancements that shaped last year in online marketing, naturally we should look forward and wonder what 2013 will have in store. While the execution of all this might vary wildly, there is no doubt a few areas will capture our attention and be the driving forces behind business decisions over the next 12 months

Kim and Lee (2002) have suggested that the design of the e-store influences consumers “access to the e-store. In the e-store, website design, design of product and service contrast and information, time to complete an online order form, easy of searching product and service, screen layout, screen complexity, page composition, information retrieval methods, information display, use of colour and background, assistance to the user and speed of accessing the e-store are notable factors attracting e-consumers.

OBJECTIVES OF THE STUDY

1. To study and analyse the effort of digital marketing in a small retail business in customers view
2. Examine the customer's interest in digital shopping.

RESEARCH METHODOLOGY

Research Design: In this study, Descriptive Research Design is used in research topic.

Sampling Technique: The method of sampling adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on Digital marketing and Online Shopping.

Sources of Data: The primary data for this study is collected through questionnaire consisting of multiple-choice questions. The secondary data is collected by referring by websites, journals, articles and research paper.

Structure of Questionnaire: Multiple choice questions and Likert's scale questions

Sample Size: Sample Size of 130 online customers those purchasing products from Online sites in Tamil Nadu.

Period of Study: The period of study is carried out from January 2021 to March 2021.

Analytical Tools:

- Correlation.
- ANOVA.
- Independent T-test

CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between between region and Will Buy Products of Local Shops in Online Platform

H1 (Alternate Hypothesis): There is a significant difference between between region and Will Buy Products of Local Shops in Online Platform

Table Showing Correlation of between region and Will Buy Products of Local Shops in Online Platform

Correlations

		Location	Stress Variables
Location	Pearson Correlation	1	.213
	Sig. (2-tailed)		0.015
	N	130	130
Will Buy Products of Local Shops in online Platform	Pearson Correlation	.213	1
	Sig. (2-tailed)	0.015	
	N	130	130

. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.015 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference location and Satisfied with Advertising in Blog.

ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Are you Satisfied with Digital Marketing and region.

H1 (Alternate Hypothesis): There is no significant difference between Are you Satisfied with Digital Marketing and region.

Table Showing ANOVA of Are you satisfied with Digital Marketing and region.

ANOVA					
Are you Satisfied with Digital Marketing					
Sum of Squares		df	Mean Square	F	Sig.
Between Groups	8.351	2	4.176	3.136	.047
Within Groups	169.072	127	1.331		
Total	177.423	129			

Inference:

The p-value is 0.047 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference Are you satisfied with Digital Marketing and region.

T-TEST

1HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference Are you satisfied with Digital Marketing and Occupation.

H1 (Alternate Hypothesis): There is a significant difference Are you satisfied with Digital Marketing and Occupation.

Table Showing Independent Samples Test of between Are you satisfied with Digital Marketing and Occupation.

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Std. Error Difference
Are you satisfied with Digital Marketing and Occupation	Equal variances assumed	.235	.360	-1.281	49	.206	-.362
	Equal variances not assumed			-1.324	48.918	.192	-.362

Inference:

The p-value is 0.206 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted, are you satisfied with Digital Marketing and Occupation.

SUGGESTIONS

- Many customers have suggested reducing the cost of online charges.
- Also, many customers are interested in cash on delivery.
- Many people are using internet and online shopping to target them with tailored digital ads.
- Many people liked ads in video format of publishing ads, video format reaches more people.

CONCLUSION

Digital channels in marketing have become an essential part of strategy of many companies. Nowadays, even for small business owners there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Companies can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote the company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Digital marketing results won't also come without an attempt, without trial (and error). Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

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