

## STUDY ON ROLE OF DIGITAL MARKETING IN ADVERTISEMENT

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### **Abstract:**

*Huge shifts have taken place in the product and services market during the time period spanning the transition from the commerce era to the digital era of marketing. The relationship and marketing period has given way to the digital age in terms of how goods and services are marketed to consumers. "Digital marketing" refers to advertising products and services to customers using various digital platforms. This category includes internet pages, handheld gadgets, networking sites, engines for searching, as well as additional digital venues. The advent of widespread internet access in the 1990s cleared the door for the development of digital marketing, which is now an increasingly common business practise. The primary objective of this research was to determine the degree of contentment that business owners had with regard to digital advertising and marketing. For the purpose of data collection, primary as well as secondary means of data collection have been deployed. Total of 100 samples has been selected through convenient sampling method and self-structured questionnaire has been applied for collecting data from the respondents. Findings of the research will be discussed in full paper.*

### **Keywords :**

Digital Marketing, Advertisements, Social Media, Business Growth, Sampling Method

### **Introduction**

The market for products and services has changed significantly since commerce gave way to digital marketing. Digital sales have replaced connection and marketing. Internet growth caused this change. The American Marketing Association (2017) defines marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." Marketing is "the activity." Digital marketing uses internet, Web 1.0 and 2.0, and digital platforms to meet marketing objectives.

The internet and other forms of information and communication technology have been instrumental in helping businesses connect with their consumers, clients, and other business partners as well as with society as a whole. The proliferation of the internet and everyone's ability to access it has led to the development of digital media, which is now widely employed in the promotion of various goods and services. Digital media platforms have changed how customers share information with each other and producers. Consumers can now become influencers by

"spreading the word" (eWOM) in their digital networks, improving their purchasing behaviour and overall experience. Marketers have come to recognize the significance of digital media in online research and marketing, as well as in the management of customer relationships.

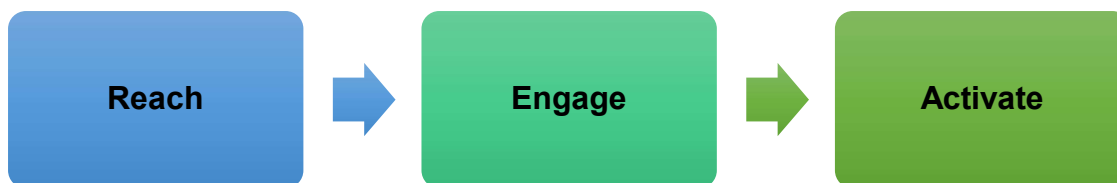
Internet, social media, smartphone apps, and other digital communication are becoming regular for billions of people worldwide. In January 2020, 4.54 billion people worldwide were online. 59% of the global population. Statistics were released in January 2020. In 2019, 2.95 billion individuals worldwide use social media. Social media is becoming increasingly important to people worldwide in every region. Additionally, 3.43 billion people are predicted by 2023 (Statista, 2020).

In the early stages of the process of formulating a strategy for digital marketing, it is possible to classify ICT tools, digital media, and content as the components of digital marketing. This can be done anytime along the process. A comprehensive digital marketing strategy will include planning for advertising, marketing of content, email marketing, optimisation for search engines, social media promotional activities, and pay-per-click

campaigns, among other activities. Paid advertising becomes an essential component of the overall strategy when marketers pay for their content to be featured on online media on a priority basis. According to Bhatia (2017), these components can be disassembled into the three "funnel stages" of Reach, Engage, and Activate, in that order.

**Figure-1 components by Bhatia (2017)**

### Digital Marketing Channel Forms



Marketing used to involve newspapers, magazines, and broadcast ads. (TV, radio). These are modern TV networks. Many digital marketing platforms have added features in recent years, and this trend will certainly continue. The eight most prevalent advertising tactics for firms are listed below. Some businesses may use various platforms to achieve their goals.



**Figure-2- Types of Digital Marketing Channels**

### **Website Marketing**

Internet marketing should center on the owner's website. It is effective on its own and necessary for many internet marketing strategies. Customers should easily remember a company's identity and products and services on its website. It must be fast, user-friendly, and mobile-friendly.

### **Pay-Per-Click Advertising**

Pay-per-click advertising lets advertisers reach internet consumers on multiple platforms. Ads enable this connection. Advertisers can run pay-per-click (PPC) campaigns on Bing, Google, Twitter, Instagram, LinkedIn, Pinterest as well, or Facebook has to target customers searching for keywords related to their products or services. Similar search engines exist. These adverts can target consumers by age, gender, and location. These campaigns can also target visitors by age or gender. Google and Facebook Ads have the most users.

### **Content Marketing**

Content marketing targets potential product or service purchasers. Promotion may involve pay-per-click advertising campaigns, social media marketing, email marketing, search engine optimisation, or conventional email marketing. Alternative content marketing strategies consist of blogs, ebooks, infographics, online lectures, podcasts, and webinars.

### **Email Marketing**

Email marketing remains an effective digital marketing strategy. Many people mistake "email promotion" for unsolicited business email. This marketing allows businesses to communicate with potential consumers and anyone else interested in their products or services. Numerous digital marketers utilise multiple email list-building strategies. Then, they use email marketing to construct customer acquisition funnels in order to convert prospects into users.

### **Social Media Marketing**

A good social media marketing plan should focus on increasing social trust and brand exposure. Social media marketing, which can produce leads or be utilised for direct marketing or

sales, can be explored in many ways. Social media marketing can generate leads and sell directly. Tweets and promoted posts are social media marketing indications.

### **Affiliate Marketing**

The internet has revitalised affiliate marketing, one of the oldest forms of business promotion. Affiliate marketing lets influencers promote third-party items and earn a commission on sales or leads. Many well-known companies, like Amazon, provide affiliate programmes that pay millions of dollars each month to websites who sell what they manufacture.

### **Video Marketing**

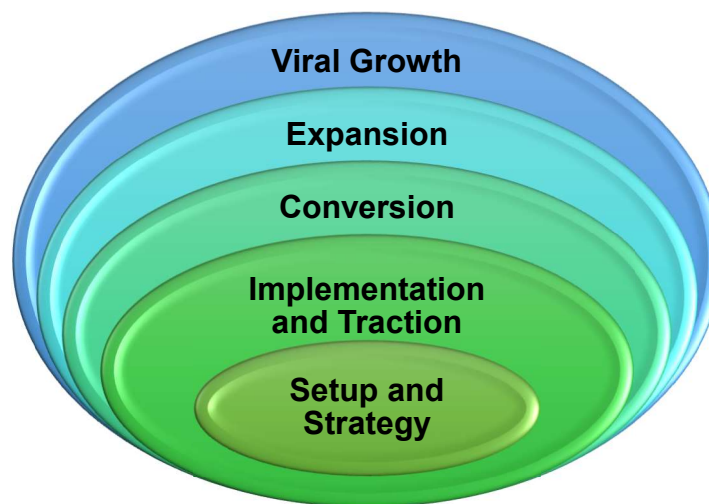
YouTube has quickly become a popular search engine. Before buying, many YouTube users learn, read reviews, or relax. Video marketing tools are plenty. Facebook Videos, Instagram, and TikTok are examples. Video marketing works best with search engine optimisation (SEO), content marketing, and social media exposure.

### **SMS Messaging**

Companies and nonprofits use SMS or text messaging to notify consumers about sales or opportunities. Political candidates use SMS to promote their platforms. Many "text-to-give" projects allow users to donate or pay by text message due to technological advances.

### **Process of Digital Marketing**

The expenditures allocated to digital marketing have been steadily increasing over the past few years, and it is anticipated that they will soon account for the entirety of those allocated to marketing. This increase in expenditures for digital marketing draws attention to the utilization of digital advertising services by both small and large businesses alike. The five stages of digital marketing that are described further down in this article are utilized in the process of formulating a strategy that is geared toward achieving comprehensive business objectives.



**Figure-3- Process of Digital Marketing**

### **Setup and Strategy**

The campaign Setup and Strategy stage benefits from this stage's assistance in establishing standard statistics and digital media infrastructure. The decisive factors in these phases are:

- Acquire a comprehension of the difficulties and objectives faced by audience.
- The setting up of channels and the monitoring of effectiveness.
- The process of defining success and establishing objectives that are attainable.

### **Implementation and Traction**

Businesses often skip Setup & Strategy and go straight to Traction after ending it. Thus, efforts often fail. The Traction part of the digital marketing cycle focuses on gaining traction. In this step, people gather data to optimize the programs and maximize the marketing budget.

### **Conversion**

As soon as the campaign begins to gain momentum, it will move on to the conversion stage. The conversation starters of today should be transitioning into the converting points of tomorrow. It's possible that some customers will convert during stage two, but stage three is where people will get the true efforts.

### **Expansion**

Following a strong digital marketing strategy, the campaign will enter the Expansion stage. Companies frequently establish themselves as thought leaders in their industry at this level when properly executed. During this period, the campaign's impact and conversions will continue to rise.

### **Viral Growth**

It is probable that not all campaigns will be successful in reaching this stage, but when they do, it is a gratifying accomplishment, and it increases the chances of reaching this stage. If campaigns are constructed with the goal of delivering value to their intended audience. In opposition to the growth that can be achieved through advertising, the growth that can be achieved through viral means is frequently achieved in a natural way and can be very effective because it originates from individual members of the audience.

## **Review of Literature**

Faradillah Iqmar Omar (2020) studied "Digital Marketing: An Influence towards Business Performance among Entrepreneurs of Small and Medium Enterprises". The study examined the growing strength of digital media as an information and marketing medium and its impact on corporate performance. This study evaluated how efficient digital marketing might improve business performance in SMEs. This study uses cross-sectional quantitative methods. The questionnaire form considers changeable categories. The sample includes 300 Klang Valley small and medium-sized business owners aged 18–55. SPSS analysed the data. SME entrepreneurs' business performance is strongly influenced by business aim, product promotion, marketing benefits, and product reputation. The structural equation modelling study found that digital marketing effectiveness affects firm performance.

A study on the effects of online and digital marketing on newly established small businesses was carried out by **Sagar Pandurang Pachore in 2016**. The primary purpose of the research was to investigate the effects that online and digital marketing have had on small businesses. A total of fifty respondents were chosen through the use of the convenient sampling

method, and a self-structured questionnaire was administered to each respondent in order to collect data from them. According to the findings of the study, there is a significant positive impact that online digital marketing can have on start-up businesses and small businesses.

## **Methodology**

### **Aim**

The main purpose of this research was to ascertain the degree of contentment experienced by business owners in relation to digital advertising and marketing.

### **Objectives**

- To study the socio-demographic profile of the respondents.
- To identify the level of satisfaction among entrepreneurs on digital marketing advertisements.
- To analyse the difference between selected socio-demographic variable with factors of advertising in digital marketing.

### **Research Design**

The researcher has adopted descriptive research design for the study.

### **Sampling procedure**

Based on inclusion and exclusion criteria respondents have been selected for the study. Total of 100 respondents has been selected through Convenient Sampling method.

### **Inclusion and Exclusion Criteria:**

Based on the inclusion and exclusion criteria respondents have been taken as samples for the study.

#### **Inclusion Criteria:**

- Both the genders have been considered as samples.
- Entrepreneurs those who sell their products through online mode were considered as samples.
- Entrepreneurs those who promote their products through online channels were considered for the study.

#### **Exclusion Criteria**

- Those who are not willing to participate are excluded from the study.
- Samples were collected with India.

### **Tools to be used**

Questionnaire method has been applied and questions has been sent to respondents through Google forms.

**Part- A- Socio- Demographic Profile:**

Part-A focuses on the respondent's data on demographics, including their age, gender, monthly income, level of education, and where they currently dwell.

**Part-B- Entrepreneurial Activities**

Aspect	Segment	Count	% Value
<b>Gender</b>	Male	20	20.0
	Female	80	80.0
<b>Age</b>	20-30 Years	60	60.0
	31-40 Years	20	20.0
	41-50 Years	15	15.0
	Above 51 Years	05	5.0
<b>Educational Qualification</b>	High School	05	5.0
	Higher Secondary	15	15.0
	Under Graduation	45	45.0
	Post-Graduation	35	35.0
<b>Residence</b>	Urban	50	50.0
	Semi Urban	20	20.0
	Rural	10	10.0
	Semi-Rural	20	20.0
<b>Monthly Earnings</b>	Upto 20,000	10	10.0
	20,001-40,000	50	50.0
	40,001-60,000	30	30.0
	Above 60,001	10	10.0

Part-B deals with entrepreneurial activities of respondents such as age of start-up, product category, digital marketing experience, type of technology used and type of users.

**Part-C- Factors influencing advertisement through digital marketing**

Part-C deals with self-structured questions indicating factors influencing advertisement through digital marketing. Five point likert scale has used for measuring the response.

**Analysis****Table I - Socio-Demographic Profile of the respondents**

In this particular study, the majority of respondents, or 80% of all respondents, are women. The remaining 20% are men. In the current climate, it is encouraging to see women coming forward as entrepreneurs. Approximately 60 percent of the people who participated in this study were between the ages of 20 and 30, 20 percent of the people who participated in this study were between the ages of 30 and 40, and 15 percent of the participants in this study Participants ranged in age from 41 to 50 years, with 5% of those participating in the study being 51 years of age or older. It is encouraging that the majority of respondents who described themselves as entrepreneurs were in the under 40 age group.

The respondents in this study had various levels of educational attainment: around 45% have completed under graduation, 35% have done post graduation, 15% have achieved higher secondary level schooling, and just 5% have completed high school level schooling. The fact that they have become successful entrepreneurs after completing their degree is quite motivating to consider. 50% of respondents lived in urban areas, 20% in semi-urban areas, 20% in semi-rural areas, and 10% in rural areas. 50% of respondents earn between 20,001 and 40,000 rupees, 30% earn between 40,001 and 60,000, 10% earn above 60,001, and 10% earn up to 20,000.

More than 50% of the respondent's age of startup is between 1-3 years, 20% is less than one year, 15% is between 4-6 years and 15% is more than 6 years. 60% of the respondents product category were fashion and apparel, 20% product category were beauty and skin care, 10% product category were other products, 5% product category were food and beverage and 5% product category were customized gifts.

Nearly half (45%) of the respondents digital marketing experience were between 1-3 years, 30% were between 4-6 years, 20% is less than 1 year and 5 do not have any experience in digital marketing. 40% on this study use websites for advertising and promoting their products, 30% use SEO for advertising and promoting their products, 20% use content marketing for advertising and promoting their products and 10% use social media marketing for advertising and promoting their products. 55% were trail Stage users, 30% were commitment stage users and only 15% were exploration stage users in this study.

**Table – II Entrepreneurial Activities**

Aspect	Segment	Count	% Value
Age of Start-up	< 1 Year	20	20.0
	1-3 Years	50	50.0
	4-6 Years	15	15.0
	More than 6 Years	15	15.0
Product Category	Fashion & Apparel	60	60.0
	Food & Beverage	05	5.0
	Beauty and Skin Care	20	20.0



	Customized Gifts	05	5.0
	Others	10	10.0
<b>Digital Marketing Experience</b>	Less than 1 Year	20	20.0
	1-3 Years	45	45.0
	4-6 Years	30	30.0
	Nil	05	5.0
<b>Type of Technology Used</b>	Websites	40	40.0
	SEO	30	30.0
	Social Media Marketing	10	10.0
	Content Marketing	20	20.0
<b>Types of Users</b>	Exploration Stage	15	15.0
	Trail Stage	55	55.0
	Commitment Stage	30	30.0

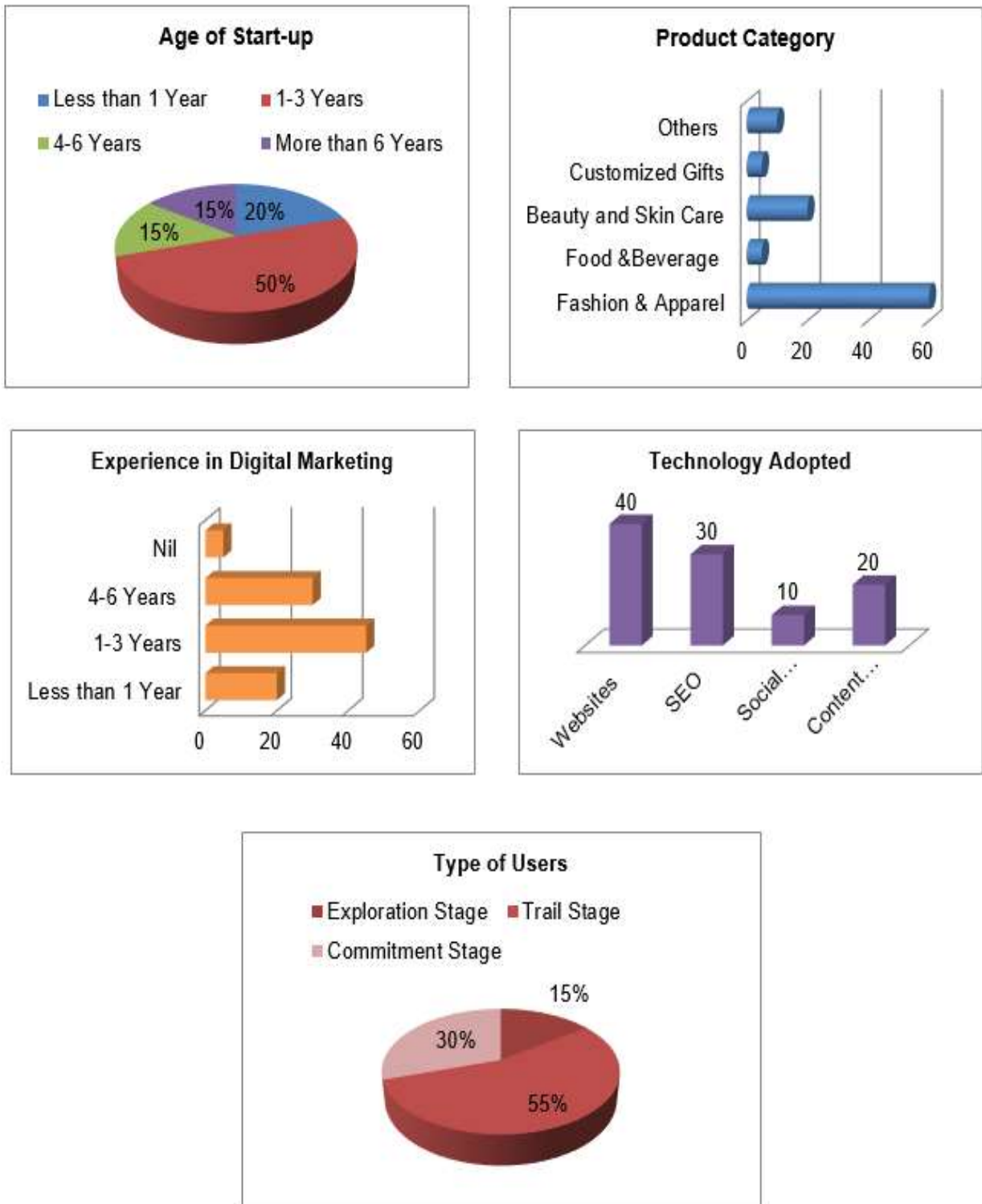
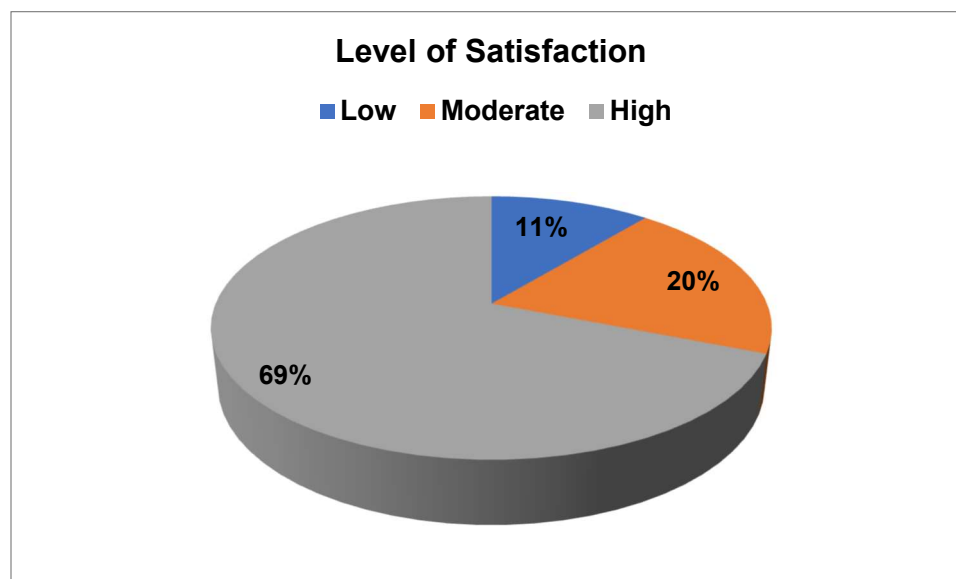


Figure-4- Graphical presentation of respondents based on entrepreneurial activities

**Table - III Distribution of respondents based on level of Satisfaction towards advertising in digital marketing**

S.No	Level of Satisfaction	Frequency	Percentage
1	Low	11	11.0
2	Moderate	20	20.0
3	High	69	69.0
<b>Total</b>		<b>100</b>	<b>100.0</b>

About 69% of the respondents in this study are having higher level of satisfaction towards advertising their products through digital marketing, 20% of the respondents in this study are having moderate level of satisfaction towards advertising their products through digital marketing and 11% of the respondents in this study are having lower level of satisfaction towards advertising their products through digital marketing.

**Figure- 5- Level of Satisfaction**

#### **Association between Factors of advertisement in digital marketing with respect to the gender**

To identify the association between Factors of advertisement in digital marketing with respect to the gender of the respondents, independent sample t-test were used and following hypothesis were observed.

**Table - IV T test for significant difference between male and female with respect to factors of advertisement in digital marketing**

Factors	Gender		T value	P value
	Male	Female		

	Mean	SD	Mean	SD		
Perceived Usefulness	16.27	3.58	15.47	4.08	2.056	0.040 <sup>^</sup>
Perceived ease of use	15.03	3.98	8.71	3.83	16.083	<0.001 <sup>^^</sup>
Perceived related advantage	14.48	4.16	14.58	4.18	0.235	0.815
Satisfaction and motivation	11.81	3.97	12.60	3.80	2.016	0.045 <sup>^</sup>
Innovation factor	15.82	2.72	14.85	3.64	3.008	0.003 <sup>^^</sup>
Overall factors	73.41	11.57	66.22	13.54	5.725	<0.001 <sup>^^</sup>

**Note : 1. <sup>^^</sup> denotes 1 % significance**

**2. <sup>^</sup> denotes 5 % significance**

H<sub>0</sub>: There is no association between Male and Female with respect to Factors of advertisement in digital marketing.

H<sub>1</sub>: There is association between Male and Female with respect to Factors of advertisement in digital marketing.

From the result it is clear that factors of advertisement in digital marketing associated with the gender of the respondents. From the significance it is shown that perceived ease of use, innovative factors and overall factors affecting digital marketing have association at 1% level with respect to gender and other factors like perceived usefulness, satisfaction and motivation have association at 5% level. And there is no association between perceived related advantage and gender. Hence, H<sub>0</sub> is rejected for the variables other than perceived related advantage as there is association for those variables and no association for related advantage.

## Findings

### Part- A- Findings related to Socio- Demographic Profile:

- 80% of this study's respondents are female, while 20% are male. It's encouraging that women nowadays are entrepreneurs. Nearly 60% of this study's respondents were between 20 and 30 years old, 20% were between 31 and 40, 15% were between 41 and 50, and 5% were over 51.
- In this study, 45% of respondents completed undergraduate studies, 35% completed post graduation, 15% completed higher secondary, and 5% completed high school.
- 50% of respondents lived in urban areas, 20% in semi-urban, 20% in semi-rural, and 10% in rural areas. 50% of the participants earn 20,001–40,000 rupees, 30% earn 40,001–60,000, 10% earn above 60,001, and 10% earn up to 20,000 rupees.

### Part-B- Findings related to Entrepreneurial Activities

- 50% of the respondent's age of startup is between 1-3 years, 20% is less than one year, 15% is between 4-6 years and 15% is more than 6 years. 60% product category were fashion and apparel, 20% product category were beauty and skin care, 10% product category were other products, 5% were food and beverage and 5% were customized gifts.

- Nearly half (45%) respondents experience were between 1-3 years, 30% were between 4-6 years, 20% is less than 1 year and 5% do not have any experience in digital marketing. 40% on this study use websites for advertising and promoting their products, 30% use SEO for advertising and promoting their products, 20% use content marketing for advertising and promoting their products and 10% use social media marketing for advertising and promoting their products.
- 55% of the respondents were trail Stage users, 30% were commitment stage users and only 15% were exploration stage users in this study.

### **Part-C- Level of satisfaction in advertisement through digital marketing**

- About 69% of the respondents in this study are having higher level of satisfaction towards advertising their products through digital marketing, 20% are having moderate level of satisfaction towards advertising their products through digital marketing and 11% are having lower level of satisfaction towards advertising their products through digital marketing.

### **Part-D- Statistical Analysis**

Independent sample t-tests were performed to evaluate the hypothesis that gender affects digital marketing factors.

H<sub>0</sub>: There is no significant difference between Male and Female with respect to Factors of advertisement in digital marketing.

H<sub>1</sub>: There is significant difference between Male and Female with respect to Factors of advertisement in digital marketing.

The results show that gender affects digital marketing advertising elements. Perceived ease of use, innovative factors, and overall digital marketing characteristics have a 1% gender correlation, whereas perceived utility, contentment, and motivation have a 5% gender association. There is no gender-related advantage. Thus, H<sub>0</sub> is rejected for variables other than perceived related advantage since they are associated whereas related advantage is not.

### **Conclusion**

According to the findings of the research, all business owners are purchasing products directly from the manufacturers, and they are also making progress toward digitalization. Additionally, consumers are avoiding having direct interactions with retail stores. Due to a number of factors, including time, money, and concerns about their health, they prefer this option. They have a sense of safety and security when they purchase from reputable online stores, particularly those that provide quality products in attractive packaging.

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