

## **Importance Of Digital Marketing Awareness In Indian Market With Special Reference To Tamilnadu**

**Mrs.B.Gayathiri**

Research Scholar

Department of Business Administration

Kalasalingam Academy of Research and Education, Tamilnadu

**Dr.K.Ravindran**

Assistant Professor

Department of Business Administration

Kalasalingam Academy of Research and Education, Tamilnadu

Received: 14 April 2020 Revised and Accepted: 8 August 2020

### **ABSTRACT**

**Background of the study:** With digitalization almost in every sector of the business marketing is no longer an exception. The internet has affected the style of buying addiction of humans and has unexpectedly evolved modified into an international phenomenon.

**Prime Focus of Study:** Validate importance for Digital marketing awareness within the Indian market.

**Research methodology:** The sample size of 9512 was determined by using Sekaran and Bougie (2010) sample size table at 95% confidence level and 0.01 margin of error.

**Factors used for the study:** Better growth for business, higher conversion rate, brand reputation, better ROI, cost effective, higher revenues and minimum investment

**Findings:** From the study it found that cumulative value of digital marketing shows the positive relationship between the variables.

**Suggestions:** Entrepreneurs need to ensure the accessibility of the virtual centres to different segment of customers, before launching any product in on-line that ensures awareness about the product and the marketing technique as well.

### **INTRODUCTION**

The present world is all around the technological upliftment and developments happening around us. With the advent of the new industrial policy strategies of liberalization, globalization and privatization it has become inevitable to learn and implement the new developments in every section of the business in the nation. Especially for a developing nation like India where each change matters a lot for the country as well as its citizens it has become essential to understand the importance of digitalization and its associated benefits as well. Selling is far different from the inclusive term marketing. Marketing includes selling and additional tasks that ensures your sale to last on for a longer duration in the minds of the customers. With digitalization almost in every sector of the business marketing is no longer an exception. The internet has affected the style of buying addiction of humans and has unexpectedly evolved modified into an international phenomenon. Many groups have begun the use of the internet with the intention of reducing marketing expenses, thereby lowering the charge in their merchandise and offerings to be in the leading side particularly the same industry markets that show up heavy competition. Firms additionally utilize net for informing, communication as well as spread statistics, that promote the produce, collect remarks and as well as to perform surveys with the clients. Clients not just utilize internet just to buy the product on line however additionally to evaluate expenses, product capabilities and after sale carrier centers.

Chaffey (2012) The utility of the net and associated digital technologies in combination with conventional verbal exchange to perform advertising and marketing goals can be termed as digital marketing. Virtual advertising has been taken into consideration as a brand-new shape of advertising and supplied new possibilities for groups to do

corporations. Marketing sports carried out thru virtual channels allow advertisers to at once speak with ability clients in a speedy speed and regardless the geographical place. Virtual advertising has been these days considered as one among the excellent manners for reduce via the clashes & have interaction immediately along patron. Consequently, through the pattern of face to face advertising, additional care is being ensured for utilization of digital mediums as a method for efficiently marketing with purchasers.

The internet is a disruptive technological innovation however purchasers everywhere are waking up to the concept of buying on-line. The impact on retailing has been profound and as a result many organizations are changing the channels, they use to sell their goods and services. In some components of the world, outlets have been briefing off the mark in growing their own personally branded e-trade stores, whereas in different elements the e-market area dominates. In a country like India where the usage of internet and other digital avenues are limited in various areas of the nation it has become very important to develop an awareness and knowledge on the different mechanisms and techniques of digital marketing in order to benefit from the same. Though development and an initiation for the same has been triggered in India still the rural population remains away from the digitalization agenda which makes the country backward in many terms. Coming to the actual figures and numbers In India handiest 16% human beings turned into using internet till the cease of 2013 and utilization of net is growing by 15% and it attain to 31% in 2014 and growth rapidly day by day. More than 40% enterprise depends on virtual advertising. With increasing usage of net and smartphone users quickly in coming years round 90% business might be depending upon on line advertising in India. After U.S & UK, India deal with largest on line buying offers in E-commerce organizations.

### **MOTIVES OF STUDY**

1. To ascertain meaning and inbuilds of digital marketing within Indian market scenario with special mention to Tamil Nadu.
2. To acknowledge the importance of Digital marketing for the Indian market scenario with special mention for Tamil Nadu.
3. To validate importance for Virtual advertising awareness within Indian market.
4. To match the relevance with actual analysis about digital marketing analysis.

### **IMPORTANCE**

1. The first and foremost advantage and importance of digital marketing with reference to the Indian market context has been cost. Digital marketing and its awareness are important as it is cost efficient when compare to the other forms of marketing.
2. It's very convenient to track products and their whereabouts through tracking them online in the digital marketing platform. A sense of assurance that the products can be tracked up over internet enables and eases the fears of the customers while purchasing online through the digital platform.
3. As the sector is greater dependent on the internet; it allows the business to reach out and hook up with the people on a large scale.
4. You do no longer require a massive team to do digital marketing campaigns unlike the conventional manner which in turn saves cash, time and exertions and additionally will increase the ROI.
5. The alternatives are not limited to one or, there are numerous options and people can pick to replace from one to the different if plan as does no longer work and that doesn't price a great loss of money.
6. Campaigns can be easily customized and made extra focused as in line with our enterprise requirements.
7. Increasingly employment for the adolescents as this area is simply growing and wide variety of specialists are less.
8. If the virtual advertising comes anywhere in a complete-fledged way it will assist the nation itself to end up digital that way foremost chunk of our population will begin leading a lifestyle on the way to be smarter and quicker.
9. Storing of treasured and private statistics of the authority's corporations will be clean and secured.
10. The aspiration of achieving the desire of Digital India can be achieved successfully over the time period.

### **REVIEW OF LITERATURE**

The present-day world is all virtual. With the upcoming developments and requirements round the line it has become mandatory to stay updated with the latest updates as well. Hence as a part of the of the updating and

technological upliftment most of the current concerns are all based on putting in the technological progression in the business concerns in every line of their activity from buying to processing and finally selling in order to sustain and survive themselves in the present-day competition. The crucial part of the new trend has been virtual advertising which actually is dependent over the application of technology to selling and retail activities for ensuring a better reach and sale of the products. It has also become crucial to know and maintain an awareness about digital marketing as well as its applications to grab its benefits as well as protect oneself from the threats as well. This section is detailed outreach on the different opinions of the experts on the concept of digital marketing as well its importance within current market scenario along a special mention for Tamil Nadu.

Dave Chaffey (2002) states digital advertising as “software for virtual technologies – online channels (internet, e mail, databases, plus cell/wi-fi & virtual tv) to contribute to advertising activities geared toward accomplishing income attainment & client's retention (inside a multi-channel purchasing technique & purchaser lifecycle) by using enhancing client information (of their profiles, behaviour, price and loyalty drivers) & in addition turning in incorporated communications and online services that match clients' man or woman wishes.

Net advertising has been described in reality as ‘accomplishing advertising objectives thru applying virtual technology’ (Chaffey et al., 2009). Digital advertising is using technology to assist advertising and marketing sports that allows you for developing client understanding through accessing their desires (Chaffey, 2013). Inside progressive economies, organizations have understood the significance of virtual advertising. So as for organizations to achieve success they'll need to mingle along the historical techniques to cater to the requirements of the clients more accurately (Parsons, Zeisser, Waitman 1996). Advent of latest technology through developing new commercial enterprise possibilities for promotors to manipulate their web sites and gain their commercial enterprise targets (Kiani, 1998). Digital marketing has been proved to be a crucial advertising and marketing automobile for constructing images & growing site visitors of agencies that obtain achievement (song, 2001). Desires in view of manufacturing outcomes & calculating fulfilment for promotion cash expended, virtual advertising and promotion is extra price-green for accessing ROI over commercial (Pepelnjak, 2008).

Entrepreneurs increasingly carry brands toward clients' everyday existence. The changing function of clients as co-producers of cost is turning into an increasing number of critical (Prahalad and Ramaswamy, 2004). Khan and Mahapatra (2009) highlighted that technology performs critical part at enhancing the nice of offerings delivered through the commercial devices. Waghmare (2012) mentioned that various nations in Asia are availing the positives of e-commerce thru establishing up, which is crucial for promoting opposition and diffusion of internet technology. Nowadays, monotonous advertising and marketing and advertising and marketing techniques have given manner to virtual advertising.

In the current day scenario regular and routine advertising & promotional methods have been replaced with virtual advertising and promotion. Further, it has been so prudent that it's been able to help revoke the financial system also might generate notable possibilities for authorities to work in a greener manner (Munshi, 2012). Organizations of Singapore have checked the fulfilment of virtual advertising techniques as turning out to be efficient at attaining the desired results. (Teo, 2005). Greater particularly, development in virtual advertising has been due to the speedy developments in technologies & converting marketplace dynamics (Mort, Sullivan, Drennan, Judy, 2002).

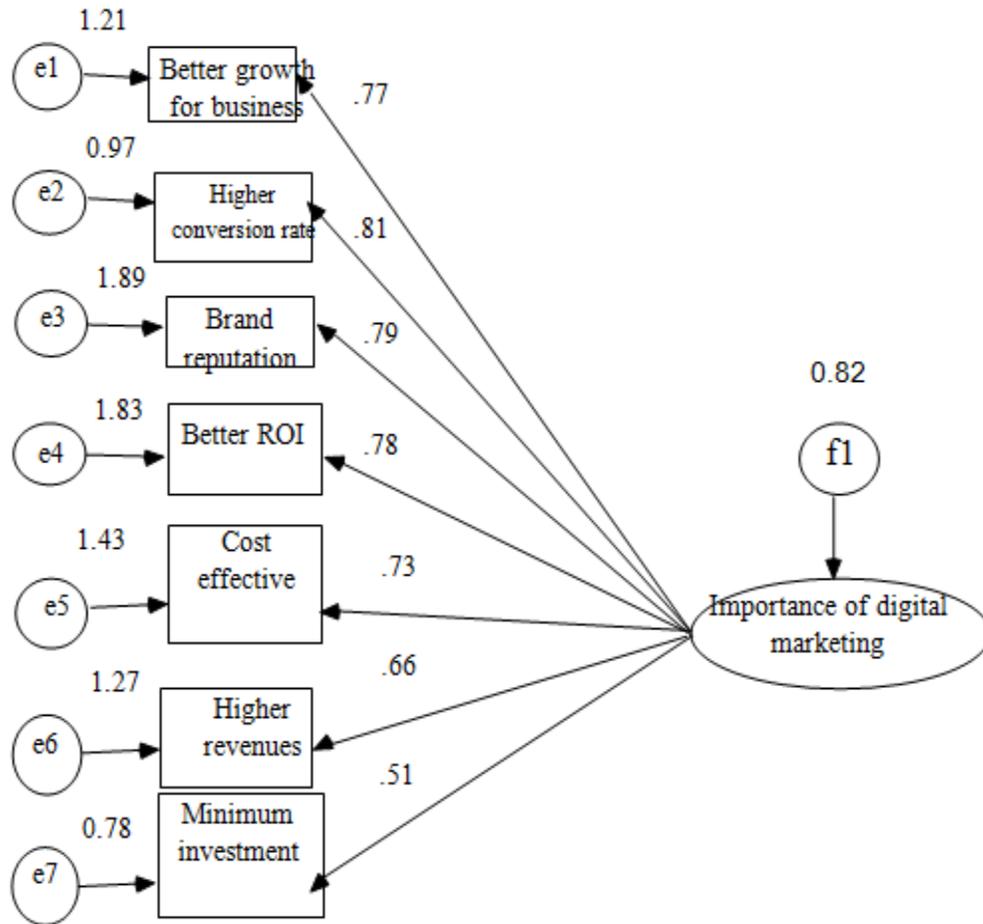
### **RESEARCH METHODOLOGY**

As per the conduct of this study people involved in digital marketing has been selected as target population. They had been sorted over Simple Random Sampling basis. The sample size of 9512 was determined through using Sekaran and Bougie (2010) sample size table at 95% confidence level & 0.01 margin of error.

### **ANALYSIS AND INTERPRETATION**

The following figure represents the association of digital marketing with the variables. From the figure its disclosed, the latent variables Better growth for business, higher conversion rate, brand reputation, better ROI, cost effective, higher revenues and minimum investment reveal the connection associated with importance of digital advertising.

Figure 1: Path Diagram



Path analysis results

Covariance relationship estimate		Beta estimate	C.R.	P	
importance of digital marketing	--->	Better growth for business	0.77	6.521	***
importance of digital marketing	--->	Higher conversion rate	0.81	5.487	***
importance of digital marketing	--->	Brand reputation	0.79	7.125	.031

Covariance relationship estimate		Beta estimate	C.R.	P	
importance of digital marketing	--->	Better ROI	0.78	5.864	***
importance of digital marketing	--->	Cost effective	0.73	6.711	***
importance of digital marketing	--->	Higher revenues	0.66	7.916	.027
importance of digital marketing	--->	Minimum investment	0.51	5.221	***

Figure 1 showed the results based on the seven variables used in the path analysis diagram Better growth for business, higher conversion rate, Brand reputation , Better ROI, Cost effective, higher revenues and Minimum investment .To get the significant result the critical value should be more than 1.96. This was stated by Davis Garson, 2016.

The critical value of latent variables Better growth for business (6.521), higher conversion rate (5.487), Brand reputation (7.125), Better ROI (5.864), Cost effective (6.711), higher revenues (7.916) And Minimum investment (5.221) have a positive association with the importance of digital marketing.

**SUGGESTIONS**

1. Entrepreneurs need to ensure the accessibility of the virtual centres to different segment of customers, before launching any product in on-line that ensures awareness about the product and the marketing technique as well.
2. Marketers ought to perform a pilot survey or a sample market survey before launching the product so that the requirement of the market is assessed beforehand.
3. Adequate knowledge about the risk associated with the new digital marketing introductions must be acknowledged with the customers so that they are ready to face the risks associated.
4. Adequate knowledge on digital awareness need to be provided to the consumers in advance.

**FINDINGS AND CONCLUSION**

- Better growth for business, higher conversion rate, Brand reputation , Better ROI, Cost effective , higher revenues and Minimum investment
- importance of digital marketing act as a dependent variable
- From the study it found that cumulative value of digital marketing shows the positive relationship between the variables.
- Critical value expressed by Better growth for business (6.521), higher conversion rate (5.487), Brand reputation (7.125), Better ROI (5.864), Cost effective (6.711), higher revenues (7.916) And Minimum investment (5.221).

This study is a unique representation of digital marketing and its importance. This study is a base for future study on the impact over the other variables. Even this study is carries certain limitations which will be identified and future study will be recommended to do the research based on the study carried out.

**REFERENCES**

1. A Munshi, MSS MUNSHI (2012) Digital Marketing: A New Buzz Word: International Journal of Business Economics & Management Research, Vol. 2, Issue 7, July 2012
2. Teo, T. S.H. (2005), “Usage and effectiveness of online marketing tools among Business-to-Consumer (B2C) firms in Singapore”, International Journal of Information Management, Volume 25, Issue 3, June Pages 203–213, 2005.
3. Mort, Gillian Sullivan; Drennan, Judy, (2002), “Mobile digital technology: Emerging issue for marketing”, The Journal of Database Marketing”, Volume 10, Number 1, 1 September 2002, pp. 9-23.
4. Chaffey. D, (2013) “Definitions of eMarketing vs Internet vs Digital marketing”, Smart Insight Blog, February 16, 2013.

5. Parsons. AJ, Zeisser. M, Waitman. R, 1996, Organizing for digital marketing, McKinsey Quarterly
6. Pepelnjak. JC, 2008, Measuring ROI beyond the last ad, Atlas Institute, Digital Marketing Insight.
7. Waghmare GT, E-Commerce, A Business Review and Future Prospects in Indian Business. Internet, Marketing in India. Indian Streams Research Journal, 2(5), 2012, 1-4
8. Prahalad, C.K. and Ramaswamy V. (2005). The Future of Competition: Co-Creating Unique Value with Customers. Boston, Massachusetts: Harvard Business School Press.
9. G. Reza Kiani, (1998) Marketing opportunities in the digital world, Internet Research, Vol. 8 Iss: 2, pp.185 – 194.
10. Song YB, 2001, Proof That Online Advertising Works, Atlas Institute, Seattle, WA, Digital Marketing Insight
11. M. S. Khan and S. S. Mahapatra, “Service quality evaluation in internet banking: an empirical study in India”, Int. J. Indian Culture and Business Management, vol. 2, no. 1, (2009), pp. 30-46.
12. Chaffey, D. (2002). “Achieving marketing objectives through use of electronic communications technology.”
13. Chaffey, D., & Smith, P. (2008). eMarketing Excellence: planning and optimizing your digital marketing. Routledge.