

A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES

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ABSTRACT

This study investigates the effectiveness of digital marketing strategies with a focus on engaging audiences. Utilizing a descriptive research design, we explore various digital marketing approaches and their impact. Our sampling method employs Probability sampling, with a sample size of 274 participants. Through comprehensive analysis, we aim to provide insights into the efficiency of digital marketing techniques in reaching and resonating with target audiences. This research seeks to contribute to a deeper understanding of how businesses can optimize their digital marketing efforts to enhance audience engagement and achieve their objectives effectively. This research delves into the efficacy of digital marketing strategies, with a focus on understanding consumer behaviour and preference dynamics. This study unveils the intricate relationship between digital marketing strategies, consumer demographics, and purchasing behaviour.

INTRODUCTION

The e-commerce platform is a very useful platform for business growth. For every e-commerce business, website traffic is the most important part and yet it is the most challenging one. Digital marketing is important the An Anthology of Multi-functional perspectives in Business and Management Research factor in marketing it is used for promotion on social media sites. You can reach millions of users within few minutes. Electronic channels are quickly turning into a necessary piece of divert system of conventional disconnected retailers. This paper utilizes a game hypothetical way to deal with study the effect of Electronic internet business on retailers' decisions of conveyance channel techniques. In an era defined by digital disruption and rapid technological advancement, the landscape of marketing has undergone a profound metamorphosis. Gone are the days when brand messaging was confined to billboards, print ads, and television commercials. Today, the omnipresence of digital technologies has reshaped the very fabric of consumer engagement, ushering in an era where brands vie for attention in

an increasingly crowded and competitive digital marketplace. This study embarks on a journey to unravel the multifaceted tapestry of digital marketing strategies, endeavoring to decipher their efficacy in achieving organizational objectives amidst the labyrinthine expanse of the digital landscape. With a nuanced and comprehensive approach, we delve into the intricacies of digital marketing, exploring the myriad tactics and techniques employed by businesses to capture the hearts and minds of their target audience. At the outset, it is imperative to the seismic shift brought about by the advent of digital channels in the marketing ecosystem. The proliferation of smartphones, social media platforms, and online search engines has democratized access to information and empowered consumers with unprecedented choice and control.

REVIEW OF LITERATURE

Shraddha Patil, Dr. Nilesh Anute (2022) “The study of digital marketing strategies adopted by selected e-commerce website in India” E-commerce business nowadays is very popular because it helps to sell and buy to products and reach maximum customers in a minute. It also helps to get customer suggestions or review towards the product. In the e-commerce business because of using social media, customer acquisition, and customer retention became easy like never before that’s why many e-commerce websites using digital marketing strategies.

Gaurav Rathi, Smita Mehendale (2022) “The study of significance of digital marketing tools in the promotion of e-commerce websites.” In different sectors worldwide, digital tools and marketing have become commonly used. These resources enable businesses to acquire real-time insights into consumers and to more efficiently build and convey value to customers. This research aims at understanding the values and practices of sustainable digital marketing through studying the breadth of digital marketing, challenges to its implementation and strategies for developing local digital capacities. **Ms. Meenakshi Singh (2021)** “Assessing the growth of e-commerce in india: A study of flipcharts performance, viability and future prospects.” This paper explores the dynamic e-commerce landscape in India, which is expected to reach a value of \$70 billion by 2020, based on Technopak Advisors' projections. The emergence of popular online shopping platforms such as Amazon, Flipkart, eBay, and Shop clues has revolutionized the way buyers and sellers interact, leveraging the power of the Internet and information technology (Technopark, 2020). Despite India's rapidly growing internet user base of over 300 million, digital commerce companies continue to expand their operations, with Flipkart being a leading player in the market.

DARSHANA BHAGOWATI & DEV MALYA DUTTA (2022) “A study on literature review for identifying the factors impacting digital marketing.” In today’s era, digital marketing

has an extensive utilization in various sectors. The impact of digital media has been very much visible among the young aspirants especially in higher education and it has become an inherent part of the decision-making process of the young students.

Panel Vikas Kumar a, Ogunmola Gabriel Ayodeji; march 2020 “E-Retail factors for customer activation and retention: An empirical study from Indian e-commerce customer author links open overlay Customer satisfaction has emerged as one of the most important factors that guarantee the success of online store; it has been posited as a key stimulant of purchase, repurchase intentions and customer loyalty. A comprehensive review of the literature, theories and models have been carried out to propose the models for customer activation and customer retention. Five major factors that contributed to the success of an e-commerce store have been identified as: service quality, system quality, information quality, trust and net benefit. The research furthermore investigated the factors that influence the online customers repeat purchase intention on the basis of the Means End Chain theory (MEC) and Prospect theory.

Dr. B. Umadevi, Dr. D. Sundar “Revolutionizing retail: The impact of digital marketing Toolson e-commerce promotion.” The retail landscape has experienced a profound transformation, driven by the relentless advancement of digital technologies and the exponential growth of e-commerce. This paper explores the integration of digital marketing tools as a catalyst for reshaping retail strategies, emphasizing the intricate interplay of technology and consumer behaviour.

Neelam Chawla & Basanta Kumar 09 July 2021 “E commerce and consumer protection in India.” Given the rapid growth and emerging trend of e-commerce have changed consumer buy online, this study analyzes the current Indian legal framework that protects online consumers’ interests. A thorough analysis of the two newly enacted laws, i.e., the Consumer Protection Act, 2019 and Consumer Protection (E-commerce) Rules, 2020 and literature review support analysis of 290 online consumers answering the research questions and achieving research objectives.

OBJECTIVE OF THE STUDY

1. To identify the demographic profile of the target audience for a particular product and services.
2. To examine optimal online platforms and channels to reach the target audience.
3. To analyze the opportunities and challenges for ecommerce websites in a specific industry or market segment.
4. To suggest how e-commerce websites utilize digital marketing strategies.

NEED OF THE STUDY

The study on the effectiveness of digital marketing strategies is essential to gauge their impact on company success. It aims to identify optimal strategies for customer attraction, sales growth, and brand enhancement. Understanding consumer behavior online will enable tailored. Analyzing successful tactics will uncover areas for improvement, optimizing marketing efforts for superior outcomes. By delving into these aspects, the research aims to enhance the company's competitiveness and profitability in the digital landscape, ensuring relevance and sustained growth. This study's insights will inform strategic decision-making, facilitating adaptability to evolving market dynamics and maximizing returns on digital investments.

SCOPE OF THE STUDY

The study encompasses a thorough examination of digital marketing strategies and their effectiveness within the context of a company. It involves analyzing various online marketing tactics such as social media campaigns, content creation, email marketing, and search engine optimization. The study aims to assess how these strategies impact customer engagement, brand visibility, and ultimately, sales performance. Additionally, the research will delve into key performance indicators like website traffic, social media metrics, and conversion rates. By identifying which strategies yield the best results, the study will provide valuable insights to optimize the company's digital marketing initiatives for achieving its business goals effectively.

RESEARCH METHODOLOGY

DESCRIPTIVE RESEARCH

Descriptive research includes surveys and fact-finding enquiries of different kinds and it can report only what has happened. The purpose of the research is description of the state of affairs as it exists at present. Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied.

PILOT STUDY:

This pilot study with 30 customer respondents aims to determine the appropriate sample size, identified as 274. Through surveys and interviews, we gather insights to refine our sampling strategy and ensure representations by using below formula.

$$n = (Z^2 * (PQ)) / E^2$$

Z = 1.96 for 95% confidence

level, E= Margin of error,

P =Positive Respondents,

Q = Negative
respondents.

By considering the confidence level of 95% with z value=1.96 and sampling error E=5%

P = 23/30

Q = 7/30

$$n = (1.96^2 * (0.767*0.233)) / 0.05^2$$

$$n \approx 274$$

SAMPLE SIZE

Simple size = 274

Sample size is a critical consideration in research and refers to the number of individuals, items, or data points you select from a larger population to represent that population. The appropriate sample size depends on various factors, including the research objectives, level of confidence, margin of error, and the characteristics of the population.

sample size of approximately 76 individuals to estimate the proportion of supporters with a 95% confidence level and a 5% margin of error, assuming a 50% chance of support (maximum variability).

DATA COLLECTION

Data collection is a process in research that involves the systematic gathering of information or data relevant to a specific study or analysis. This information can take many forms, including numerical figures, textual content, visual materials, or observations, depending on the research's focus and objectives. To initiate this process, researchers must first define their research goals and outline the questions they seek to answer. There are two types of data collected for research.

DATA ANALYSIS AND INTERPRETATION

NORMALITY TEST

NULL HYPOTHESIS: H0: The data follows normal distribution.

ALTERNATIVE HYPOTHESIS: H1 The data significantly deviates from normal distribution.

Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
online platforms	.094	274	.000	.957	274	.000
Technology adoption	.102	274	.003	.954	274	.000
Strategy implementation	.094	274	.000	.962	274	.001

Conclusion:

From the above analysis, it is found that the significant value for the dimensions Awareness and platform (0.000), Technology adoption (0.000), and Strategy Implantation (0.001) is lesser than 1.96 (0.05) which indicates data is not normally distributed. Hence, Null hypothesis is rejected. Therefore, Non parametric tests should be performed.

CHI-SQUARE TEST

Comparative analysis of Gender and opinion towards user interaction and past purchases.

Null Hypothesis: H0: There is no significant difference between Gender and respondent opinion towards user interaction and past purchases.

Alternative Hypothesis: H1: There is a significant difference between Gender and respondents' opinion user interaction and past purchases.

Cross Tabulation

Gender		Respondents opinion towards user interaction and past purchases					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
male	Count	12	21	44	36	17	130
	% within Gender	9.2%	16.2%	33.8%	27.7%	13.1%	100.0%
		50.0%	55.3%	52.4%	37.9%	51.5%	47.4%
	% of Total	4.4%	7.7%	16.1%	13.1%	6.2%	47.4%
female	Count	12	17	40	59	16	144
	% within Gender	8.3%	11.8%	27.8%	41.0%	11.1%	100.0%
		50.0%	44.7%	47.6%	62.1%	48.5%	52.6%
	% of Total	4.4%	6.2%	14.6%	21.5%	5.8%	52.6%
Total	Count	24	38	84	95	33	274
	% within Gender	8.8%	13.9%	30.7%	34.7%	12.0%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	8.8%	13.9%	30.7%	34.7%	12.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	5.509	4	.000
Likelihood Ratio	5.551	4	.000
Linear-by-Linear Association	1.315	1	.001
N of Valid Cases	274		

Conclusion:

From the above analysis it is found that P value (0.000) is lesser than 1.96 (0.05). Hence, we reject null hypothesis. Therefore, there is significant difference between Gender and user interaction and past purchases.

SPEARMAN CORRELATION

Null Hypothesis: H0: There is no significant relationship between the dimensions (online platforms, Technology adoption, and Strategy implementation).

Alternative Hypothesis: H1: There is no significant relationship between the dimensions (online platforms, Technology adoption, and Strategy implementation).

Correlations

			Online platforms	Technology adoption	Strategy implementation
Spearman's rho	Online platforms	Correlation Coefficient	1.000	.586	.539
		Sig. (2-tailed)		.000	.000
		N	274	27	274
	Technology adoption	Correlation Coefficient	.586	1.00	.632
		Sig. (2-tailed)	.000		.000
		N	274	274	274
	Strategy implementation	Correlation Coefficient	.539	.632	1.000
		Sig. (2-tailed)	.000	.000	
		N	274	274	274

Conclusion:

From the above analysis it is found that the dimension awareness and platform usage is positively correlated to content analysis, whereas the dimensions influencers promotions and measurements for improvements shows positive correlation but is meagerly correlated. Hence, there is positive relationship between the dimension's Online platforms, Technology Adoption and Strategy Implementation.

Calculation of Interval Estimation

$$n = 274$$

$$p = x / n$$

$$= 152/274$$

$$= 0.5547$$

$$q = 1 - 0.5547 = .445$$

$$Z_{\alpha / 2} = 1.96$$

At 95% of confidence interval for p is

$$p \pm z_{\alpha / 2} \sqrt{pq/n}$$

$$= .445 \pm 1.96 \sqrt{0.5547(.445)/274}$$

$$= (0.50, -0.39)$$

CONCLUSION

At 95% of the confidence level, the respondents that analyzing and understanding market competitors. lies in the range 0.50 and -0.39.

FINDINGS

The survey revealed that most respondents are female (61%) and aged 21-25, with few above 35. Government employees make up 32%, and 14% are self-employed. Income distribution shows 29% earning Rs 10,001-20,000 and 11% above Rs 40,000. Websites are the primary brand used by 44%, while 20% rely on word of mouth. Respondents mostly showed neutrality or moderate agreement with various statements, with some specific disagreements and strong agreements. A notable 89% are aware of social media ads, with varying agreement levels on related statements. Normality tests indicated non-normal data distribution, leading to the rejection of the null hypothesis and the use of non-parametric tests. Chi-square tests showed significant differences between gender and product recommendations, age group and platform channels, occupation and brand delivery preference, and income and e-commerce discounts. A positive correlation exists between awareness, platform usage, and content analysis, with a

weak positive correlation for influencer promotions and measurement improvements, indicating a positive relationship between Online Platforms, Technology Adoption, and Strategy Implementation.

SUGGESTIONS

It is suggested that prioritize enhancing user experience through social media content and website optimization, leveraging data analytics for personalized content and improved product delivery, fostering audience relationships and driving growth. It suggested that prioritize addressing concerns of dissenting respondents by enhancing social media content and website usability, leveraging data analytics for personalized content and refined product delivery to foster connections and drive growth. It is suggested by prioritizing social media content and website friendliness, leveraging data analytics for personalized content and improved product delivery to address concerns of dissenting respondents, fostering stronger relationships, and driving growth.

CONCLUSION

In conclusion, the study has shed light on the effectiveness of digital marketing strategies in today's business landscape. Through meticulous analysis and examination, it has become evident that digital marketing holds significant promise for businesses seeking to enhance their reach, engagement, and ultimately, their bottom line. One of the key findings of this study is the paramount importance of understanding the target audience. Digital marketing allows for precise targeting, enabling businesses to tailor their messages to specific demographics, interests, and behaviors. This targeted approach has been shown to yield higher conversion rates and return on investment compared to traditional marketing methods. Additionally, the study highlights the significance of data-driven decision-making in digital By harnessing the power of analytics and metrics, businesses can gain valuable insights into consumer behavior, campaign performance, and market trends. This empirical evidence allows for continuous optimization and refinement of digital marketing strategies to better align with business objectives and customer preferences.

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