

## Impact of Digital Marketing on Consumers

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### ABSTRACT

*Digital marketing is marketing where electronic media is used to promote the product. This is an innovative step toward marketing. Today in India, people are more aware they are going to buy product through online searching and comparing the different sellers. This concept is important for both marketers as well as consumers. This is a cost effective method for both seller as well as consumer. This paper is based on secondary data. During the research it is noticed that many changes are occur in digitalization. In this paper we analysis that how much consumer are aware about digital marketing and how it impact the consumer purchase. Data is collected from 100 respondent's opinion to get the clear pictures.*

**Keywords:** Digital marketing, Promotion, Effectiveness, Customer awareness.

### INTRODUCTION:

Digital marketing is also term as online marketing, web marketing or internet marketing. This concept of marketing is become very common after the years 2013. It is a type of marketing where promotion of products or service and reach consumers by using electronic media. Here, consumers are able to access information anytime and anywhere. Traditional system f marketing is very different from digital marketing. In digital marketing customers can make queries or make suggestions regarding the products and services. It includes social media, chats, websites, E-mail. It is fast as compare to traditional marketing is respect of designing development preparing and launching of products. It covers the large global area and target the audience.

### LITERATURE REVIEW:

Yuliharsi 2011, digital marketing involve 24 hrs services for consumers and transparency in the transactions. Gangeshwer, 2013 found that digital marketing keep their information +equal for their consumers. Gregory Karp, 2014, digital marketing helps companies to update their product information on website which is easy for consumers as well to update regarding products. It saves time and money. Suresh Reddy, 2003 revealed that digital marketing involve advertising in more digital forms which attract consumer and understand better regarding products. Chaffey & Smith, 2008 analyse that Digital marketing involve concept of e-marketing Internet marketing and electronic marketing related where marketing is done online i.e through websites and Waghmare (2012) focused on online promotion of products.

### OBJECTIVE:

1. The main purpose is to analyse the importance of digital marketing.
2. To study the impact of digital marketing on consumer.

### RESEARCH METHODOLOGY:

**Research design:** This research involves descriptive design study. It describes the characteristics of the phenomenon. Primary and secondary data was used to collect the data.

**Primary data:** Primary data was collected by designing a questionnaire.

**Secondary data:** Secondary data was collected through magazines, books, journals etc.

**Sample procedure to collect data:** Questionnaire is designed to collect the data where 100 respondent opinions were used who presently doing online shopping.

**Tables showing online buyers profile:**

**Table 1: on the basis of gender**

Gender	Male	Female	Total
No. of respondent	75	25	100%
Percentage of respondent	75%	25%	100%

**Table 2: on the basis of age**

Age	Below 18 Years	19-30	31-45	Above 45	Total
No. Of Respondent	15	30	40	15	100
Percentage Of Respondent	15%	30%	40%	15%	100%

**Table 3: on the basis of profession**

Profession	Students	Employees	Business-man	House-wife	Any other	Total
No. of respondent	8	45	30	10	7	100
Percentage of respondent	8%	45%	30%	10%	7%	100%

**Table 4: on the basis of income**

Monthly Family Income (In RS.)	Below 10000	10001-20000	20001-40000	Above 40000	Total
No. of Respondent	20	52	18	10	100
Percentage of Respondent	20%	52%	18%	10%	100%

**Table 5: Reason for online shopping**

Particulars	Variety of product	Lower price	Easy buy	Payment mode	Others	Total
No. of respondent	25	18	35	12	10	100
Percentage of Respondent	25%	18%	35%	12%	10%	100%

**Table 6: Shows frequency of online shopping**

Particulars	Buy Annually	2-4 buy annually	5-10 buy annually	11 buy annually and above	Total
No. of respondent	14	36	29	21	100
Percentage respondent	14%	36%	29%	21%	100%

**FINDINGS:**

This research revealed that concept of digital marketing is important as it has a great future and people are more aware about online shopping today. Consumers are feeling happy and satisfied with this concept of shopping as it saves time and money. It is revealed that 100% people are aware about online shopping but male members do their 75% shopping online compare to females. People of age group 31-45 years do 40% to their shopping online. Those consumers who are working like employees were prefer to but online products as compare to business-man students house-wife etc. Income of the respondent who income lays in 10001-20000 will do their 52% of shopping online. Research also shown that most of the respondents buy online products due to easy buy and varieties of products are available. Most of the respondent buy 11 times annually and above.

### **SUGGESTIONS:**

This research suggests three main things that must be implemented are:

1. There should be transparency in online dealing.
2. The full description of the product should be given to online shoppers.
3. Consumer feedback must be considered regarding online shopping.

### **CONCLUSION:**

Today marketing need to be innovative with changing needs of people and scenario. Digital marketing concept is great to deal with where there is a need of low investment. This concept is benefited for both consumers as well and business man. It saves a time and money. Digital marketing have a great future as it is easy to deal for both the parties.

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