

A STUDY ON THE ECO SYSTEM IN DIGITAL MEDIA MARKETING WITH SPECIAL REFERENCES AT EQUATOR TECHNOLOGIES, COIMBATORE.

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Abstract

Online marketing uses internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. Methodologies used for achieving these objectives are client servicing and an exploratory research. Finding showed that Indian customers are highly information seekers. They collect more information about a product before buying it. Internet penetration in India is key player for this phenomenon. Most of Indians are getting stimulus through advertisements, but they are not reaching to end phase of customers purchase journey, mainly in high involvement purchases.

Introduction

When a firm advertises, it's doing so, in the hope of influencing the behaviour of the people who see it. Typically, the goal is to influence customer behaviour with regard to a commercial product. By this definition, non-personal delivery of product information, commodities, or ideas by recognised sponsorships via various media, which is typically given for and generally persuading in nature, is advertising.

In most cases, advertising is carried out by a third party, an agency. If you're looking for help with advertising, you'll want to work with an advertising firm. Independent of the customer, an advertising agency brings a fresh perspective to the process of promoting a client's goods or services. It is also possible for a marketing firm to assist its clients with their overall marketing and branding initiatives, as well as sales promotions. Different ad agency types include; Full service agencies, Creative agencies, Specialized agencies, In-house agencies and Digital agencies or new media agencies

The focus of this research is on digital or new media agencies in general. Digital media has supplanted television as the most common marketing tool for spreading knowledge about and generating interest in a company's goods. The primary driver behind this shift was the high cost of using traditional procedures. You might wind up paying hundreds of dollars more compared to digital marketing methods.

As a result, traditional marketing mediums do not give immediate feedback and data on who saw or heard an ad, and who took action. Ad impression data is recorded for a lengthy period of time after the first ad is seen. Marketing approaches that enable companies to track campaign performance in real time, such as how many times and for how long, as well as other metrics like sales conversions and other metrics are referred to as digital marketing techniques.

Digital Marketing OR Digital Media Marketing

The phrase "digital marketing" was coined in the 1990s, and it has been used ever since. From 2000 to 2010, the sophistication of digital marketing as an efficient means of establishing a long-term connection with customers grew.

Digital Marketing, According to Wikipedia.

Electronic devices (computers) such as personal computers, smart phones and tablet computers are used to communicate with clients in this kind of marketing. Websites, email, apps (traditional and mobile), and social networks are all examples of digital platforms used in marketing.

Incorrectly, digital marketing is sometimes called 'Online Marketing,' although that's a more accurate name for it. Because digital marketing centres on the Internet, many people assume that digital marketing and Internet marketing are one and the same. They are, nonetheless, distinct. Digital marketing encompasses all forms of online marketing, including search engine optimization (SEO). Digital marketing services like as search engine optimization, display advertising, and email marketing are all part of internet marketing.

Review of Literature

According to, Yasmin et al., 2015. There are several ways to implement the notion of digital marketing in reality. Digital marketing is also referred to as "internet marketing," "online marketing," or e-marketing, however these phrases are often used interchangeably. Despite the fact that these phrases are all related, there is a distinct difference between them. Another aspect of internet marketing is that it requires a real-time, live connection to the internet in order to advertise products and services over the internet (*Yasmin, et al., 2015*).

According to Dashgupta and Ghatge.,2015. Since the Internet is so easily integrated and compatible with many digital devices, like as tablets, smartphones, watches, and so on, it remains at the heart of digital marketing. (*Dashgupta, and Ghatge, 2015*). The Internet, in my opinion, has been the most important development of the twentieth century. In addition, the Internet has emerged as a multifaceted marketing, distribution, and connection-building tool.

According to Nair., 2015, the Internet has also advanced rapidly, allowing users to create and exchange web 2.0-based content with one another. Internet advantages such as personalisation, interaction, and connectedness also influenced consumer behaviour in a positive way. As a result of new and innovative services, gadgets, and networks that had a profound influence on consumers, as well as digital channels being the most important method of marketing, mass media advanced (*Nair.,2015*).

According to Prabhu and Satpathy.,2015. An interesting shift from conventional media channels was the promise of digital channels. A key selling point of digital media is that it can be used to gather data, do tests, and provide estimations, all of which may lead to the most successful and sophisticated initiatives possible(*Prabhu and Satpathy.,2015*).

According to Karimi and Naghibi.,2015. One of the most significant financial burdens that enterprises must bear is the expense of digital marketing and promotion. For large corporations, spending millions on Digital Marketing and advertising may not be a big deal, but for smaller businesses, it could be unthinkable or a horrible bad dream (*Karimi, and Naghibi, 2015*). The use of digital platforms for marketing is a more cost-effective alternative to traditional methods.

According to Deichmann et al. 2016. the word "digital" may be defined as a data transmission technique that is either finite or non-variable. Contrast to the word "analogue," "digital" expresses itself as a continuous method for conveying data. As soon as many types of digital platforms are used to perform the market's function, the marketing activity becomes digital. Additionally, digital marketing is defined as the use of digital media or electronic media to promote products and services.

According to Harika.,2018. supported the unique physiognomy of the internet's cutting-edge approaches simplifying productive and thought-provoking consumer-to-business-to-e-marketer interactions in India. The internet has become an essential part of many people's lives, and they choose digital marketing over traditional marketing.

According to Todor., 2016, digital marketing is the use of skills and methodologies to help in the development of consumer understanding by meeting their needs. Several companies in India have recognised the importance of digital marketing and the impact it has on consumers. As a result, a growing number of businesses are combining online and conventional tactics in order to better satisfy the needs of their customers.

According toKaushik.,2016. The repetitious style of advertising items and methods of marketing have adapted to digital marketing in the current day, according to Kaushik, (2016). In addition, Digital marketing is so powerful that it may help the economy recover, and it can also provide governments the opportunity to function more effectively.

According to Fernandes, and Vidyasagar., 2015, it is the responsibility of the Marketing expert to grasp the campaigns of online social marketing and programmes, as well as understand how to execute it effectively with the performance metrics. It has become more common for companies to use digital marketing in lieu of conventional marketing as a result of the increasing accessibility of young people to social media.

According to Alavi.,2016. Increasing visitors to a corporate organization's website is the most effective way to do this, according to Alavi, (2016). However, in the business sector, Digital Marketing is seen as the most widely utilised marketing and advertising assistance that has a history of phasing out old-fashioned methods of marketing.

Result and Discussion

The study exposes the facts based on survey method. The study attempts to measure relationship between gender and type of product and service purchase from online and relationship between collecting information before purchasing and type of information collect. The study found that majority of the respondents are male.Indian customers are highly information seekers. They collect more information about Quality, price and refer customer's experiences before purchasing a product. Advertisements

have high impact for creating stimulus in Indian customers. But this Stimulus will get in to action only through opinion leaders. Indian consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels. One of the current trends in Indian youth and young Indians are watching the T.V programs via online portals. May be the main reason is convenience of time, they can watch programs which they had skipped due to some reasons. The same thing is happening for the newspaper also, people have more affinity towards online news portals. Here's the reason may be they can get news updates very early; they don't need to wait for daily newspapers. More than 98% of the samples have a mobile or Smartphone and laptops or PC. 98% of samples have an internet connection is any of these gadgets, this showing the penetration of internet in India. 43% of the samples are using these gadgets while they are with their friends. 21% of the samples are using these gadgets while watching T.V. More than 97% of samples are noticing ads, among them 33% of samples noticed ads through TV. 33% of samples are telling they give more importance to online. 61% Of samples are share experience about nice deal, bad experience, and good experience. 30% of samples visit retail shop and purchase from retail shop. Majority of samples will share their experience through face to face talk. There is a significant relationship between gender and type of product and service purchase from online. There is a significant relationship between collecting information before purchasing and type of information collect. There is a significant relationship between when gadgets are used and what is done by the gadgets. There is a significant relationship between type of information collected and where you notice advertisement.

Relationship Between Gender and Type of Product and Service Purchase from Online

Null Hypothesis (H0)

There is no significant relationship between gender and type of product and service purchase from online

Alternative Hypothesis (H1)

There is significant relationship between gender and type of product and service purchase from online

Gender and Type of Product and Service Purchase from Online

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.936 ^a	5	.559
Likelihood Ratio	3.955	5	.556
Linear-by-Linear Association	1.924	1	.165
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.14.

Result: From the above chi-square table P value is greater than table value 0.05, since it reject null hypothesis and there is a significant relationship between gender and type of product and service purchase from online.

Relationship Between Collecting Information Before Purchasing and Type of Information Collected

Null Hypothesis (H0)

There is no significant relationship between collecting information before purchasing and Type of information collect

Alternative Hypothesis (H1)

There is significant relationship between collecting information before purchasing and Type of information collect

Collecting information before purchasing and type of information collected

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.832 ^a	4	.098
Likelihood Ratio	9.036	4	.060
Linear-by-Linear Association	.021	1	.885
N of Valid Cases	150		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .93.

Result: From the above chi-square table P value is greater than table value 0.05, since null hypothesis is rejected and there is a significant relationship between collecting information before purchasing and type of information collect.

ANOVA TEST

Relationship Between When Gadgets Are Used and What Is Done by The Gadgets

Null Hypothesis (H0)

There is no significant relationship between when you use with these gadgets and what you do with these gadgets

Alternative Hypothesis (H1)

There is significant relationship between when you use with these gadgets and what you do with these gadgets.

WHEN GADGETS ARE USED AND WHAT IS DONE BY THE GADGETS

Use of gadgets	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.542	7	.935	.583	.769
Within Groups	227.751	142	1.604		
Total	234.293	149			

Result:From the above table P value is greater than table value 0.05, since null hypothesis is accepted and there is a significant relationship between when gadgets are used and what is done by the gadgets

CORRELATION

Type of Information Collected and Where You Notice Advertisement

Null Hypothesis (H0)

There is no significant relationship between type of information collected and where you notice advertisement.

Alternative Hypothesis (H1)

There is significant relationship between type of information collected and where you notice advertisement.

Type of information collected and where you notice advertisement

Correlations

		Type of information collect	Notice advertisements
Type of information collect	Pearson Correlation	1	.049
	Sig. (2-tailed)		.549
	N	150	150
Notice advertisements	Pearson Correlation	.049	1
	Sig. (2-tailed)	.549	
	N	150	150

Result

Correlation of the co-efficient in the above table lies between -1 to +1. From the above analysis at 1% level of significance the correlation is a positive type and direct relationship between them. So there is a significant relationship between type of information collected and where you notice advertisement.

Suggestions

In India the digital marketing is a new and emerging concept in the present scenario of global competitive world.The small scale industries are the best beneficiary of this concept, but they don't have the awareness about the digital marketing usage.So that

digital marketing agencies should give the awareness to them in order to utilize the best way to advertising, to promote sales and as well as to build their brand. From the survey it is clear that customers have endless online and offline options for researching and buying new products and services. Under this scenario, digital channels no longer just represent “a cheaper way” to interact with customers, they are critical for executing promotions, stimulating sales and increasing market value.

Conclusion

The successful completion of this study indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two-way communication between brands and customers. Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement; brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups. The research focused on the consumer buying behaviour shows that, Indian consumers are highly information seeker and they will do research about a product before going to a retail shop. So brands want to give platforms to consumers to understand their product or to get a really feel of that brand.

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