

An Investigation on Digital Marketing Strategies

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ABSTRACT

Digital marketing is the practice of leveraging electronic means like the Internet, mobile devices, television, and radio to promote a business or organization. Innovative web advertising, video, podcasts, and other similar methods are all part of this strategy as well. A large part of any digital marketing strategy is devoted to internet marketing, which is growing more and more important to many businesses as a whole. For viral marketing and social media, this is especially true. Digital media is great for brand-building. It is cheaper and

gives marketers more touchpoints. Digital platforms help brands engage with their target audience. Digital media will help companies increase or retain consumers. Digital platforms boost targeted demographic brand memory. According to a study of their buying habits, Indian customers are information seekers and would investigate a product before buying it. Brands aim to provide consumers with venues to learn about their products and brands.

Keywords: Digital Marketing, Media, Promotion.

I. INTRODUCTION

It's not only about internet marketing and social media, but it's about the entire digital marketing ecosystem. The Internet and social media marketing make up the digital marketing ecosystem. The digital ecosystem is made up of channels and services that are integrated together. This research work is carried out in a private company. Concepts Meditex company from Coimbatore, India produces wearable textile and consumables for hospitals and industrial end-user who utilizes woven and nonwoven fabrics. The

company feels that safety and comfort will be paramount in the healthcare workplace. They are dedicated to ensure the importance of quality attributes in textiles through appropriate design and processes at low cost. Concepts Meditex Company manufacture and supply the best-quality range of masks, aprons, surgical gowns, etc., Their range of products is highly durable, made of quality raw-materials that have a long service life and are cost-effective. Surgical Gown, Reinforced gown, Wrap – around gown, Patient gown, Examination gown, Isolation gown, Bed Sheets and pillow covers, Disposable Apron are the products manufactured by Concepts Meditex.

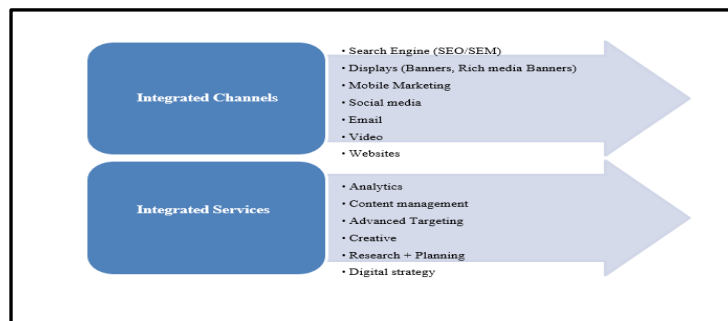


Figure: 1 Digital Ecosystem

Objectives of the Research

- To find the ways to maintain social media interactions with customers.
- To research how customers visit Website and browse through it.

- To find out the factors influencing the buying behavior of a Consumer towards Concepts Meditex.
- To find out the consumer perception of the brand in online marketing.

- To know what the customers keep in mind while dealing with digital marketing.
- To research the different criteria of digital marketing services.

II. RESEARCH METHODOLOGY

Descriptive Research

It is a sort of study that identifies the population, circumstances, or phenomena under investigation. What, how, when, and where inquiries are answered rather than the why questions of a research topic.

This is why a thorough grasp of a study topic is necessary before looking into why it exists in the first place.

Hypothesis of the Research

A research hypothesis is a specific, clear, and testable proposition or predictive statement about the possible outcome of a scientific research based on a particular property of a population, such as presumed differences between groups on a particular variable or relationships between variables.

H01: There is no relationship between age of respondent and opinion regarding present method of digital marketing

Ha1: There is relationship between age of respondent and opinion regarding present method of digital marketing.

H02: There is no relationship between gender of respondent and opinion regarding the present method of digital marketing.

Ha2: There is relationship between gender of respondent and opinion regarding the present method of digital marketing.

Sources of Data Collection

Primary data:

Primary data was collected through the use of questionnaire which was responded by the consumers.

Secondary data:

Secondary data was collected from articles, books, journals, company manual, e-books references and website of the company.

Sampling Design

Convenience Sampling technique was adopted to choose the samples.

Sample Population:

The population total of customers using digital marketing is more than 10 billion.

Sample Size:

Sample size for the research is 70 consumers.

Analytical Design

Analytical Design is all about realizing that regardless of how much time, or how much

money you spend on an initial web design, you can never be certain that your design is going to be the one that sells well. Even the time of year will affect the effectiveness of different design.

Percentage Analysis

Multiple choice questions were used to categorize workers according to their nature, and the percentage for each group were computed. The ratio of a current value to the result multiplied by 100 is a percentage analysis.

$$\text{Percentage analysis} = \frac{\text{Actual respondents}}{\text{Total No of Respondents}} \times 100$$

Chi-square test

As stated, chi-square testing is based on comparing observed frequency (O) to predicted frequency (E) to see if there is a statistically significant difference.

$$\text{Chi-square} = \frac{\sum (O_i - E_i)^2}{E_i}$$

O_i = Observed Frequency

E_i = Expected Frequency

ANOVA

It separates random and systematic variables for statistical analysis. Structural and random factors affect the dataset. ANOVA shows how many independent factors impact a dependent variable in a regression analysis. It's also the initial step in determining what's impacting data. Using the results of an ANOVA, more research could be done on statistically significant systematic variables that contribute to data gaps.

SCOPE OF THE RESEARCH

- Consumers are the lifeblood of every business.
- Researchers look at the media choices of consumers to find out which channels they use to learn about brands and companies.
- The findings of this study can be used to better understand the purchasing habits of Indians.
- It has the potential to help companies connect with their target audience through the right medium.
- To help companies achieve their marketing goals, it will give a concept based on where they should invest their marketing budget.
- As a result, the firm will be able to better understand how to sell its items online, which will lead to increased brand value and sales.

Advantages of Digital Marketing

Many organizations' budgets include digital advertising. All sizes of businesses utilize it to market their goods and services.

Digital advertising's ability to reach a specific demographic is a major benefit. Online media has a wider geographical reach than conventional media. It is cost-effective to reach a larger geographic region, and advertisements may be targeted. Online advertising may help a marketer sell items to a certain demographic.

Web publishers, media agencies, and marketers know the best techniques and websites for a certain product or service.

Measurement: Tools are available to measure ad campaign effectiveness. Increasingly, ROI can be measured. Organizations that were hesitant to spend online now recognize the medium may ease their anxieties. Properly planned internet marketing campaigns encourage marketers to continue online advertising.

The Internet is an interactive and entertaining medium. Interactive campaigns have become common online. Online allows a direct reaction between people and advertising.

Digital advertising is cheaper than traditional advertising techniques. Advertisers and publishers have different payment strategies. Advertisers are often compensated when visitors click on their ads. Next, we'll consider payment models.

Internet advertising reduces the time it takes to reach a target audience. Online can be excellent for ambush marketing, for example. Online advertising initiatives take less time to execute than traditional ones, even for regular marketing programs.

Branding in Digital Era

Today, brand consumers are the connected users who exist across digital platforms. They are multifaceted. They are the publishers, circulators, ambassadors, instigators and at the same time they are the custodians as well. Yet brands and their default custodians continue to live blissfully in an illusion about the control they exercise over their brand.

III. LITERATURE REVIEW

CONCEPTUAL REVIEW

Customer impressions are vital for every organization. It's crucial to target online customers for development and success, whether for shopping, purchasing tickets, or doing business. Digital marketing and consumer perception, online or offline, are useful for brand popularity and

awareness. Broken links can be a barrier in digital marketing when a website or web page doesn't operate. Each customer's view of a product is unique. To engage with customers, it's important to track down their perception patterns. The search begins online, thus online presence and rating are vital. Growth requires addressing client perception.

EMPIRICAL REVIEW

Neelika Arora 32 has published research article entitled "Trends in Online Advertising" in advertising Express, Dec 2021. The global online advertising revenues are expected to touch US \$10bn by 2032. In India, the revenues at present are estimated to be Rs.80 cr. and are expected to increase six times more within the next five years. In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kellogg's, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms-Google, Yahoo, Microsoft, AOL (America Online Launchers), and Overture. Approximately, 90% of the Google revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender. This article explains demographic profile of Indian users. It also gives the comparison between global trend and Indian trend, which is useful for my research work.

Sumanjeet 37 has published article on "On Line Banner Advertising" in Indian Journal of Marketing. Online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented.

Avinash Kaushik is an Indian entrepreneur published an article in Dec 2019 titled digital marketing and analytics are two ladders of magnificent success.

Jaffrey Graham 45 has published his article

entitled “Web advertising’s future e-Marketing strategy” Morgan Stanley Dean Witter published an equity research report analyzing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest. Advertising in social media: How consumers act after seeing social ads. Adapted from Nielsen (2012: 10). Social media has not only changed how people communicate online, but it has also changed the consumption of other media too. Online social connections are used to filter, discuss, disseminate, and validate news, entertainment, and products for consumption. (Ryan 2011: 15) The next chapters will explain more about each of the world’s current most widely

used social medias. There are, of course, many other social networks and applications (apps) available but considering the research, the focus is on the main medias.

Vikas Bondar has published his article on “sales and marketing strategies” Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now. This article explains how internet is useful tool for advertisement

IV. DATA ANALYSIS AND INTERPRETATIONS

Table 1. Age group of the Respondents.

Age	Number of Respondents	Percentage (%)
0-15	15	15
15-30	27	27
30-45	51	51
Above 45	7	7
Total	100	100

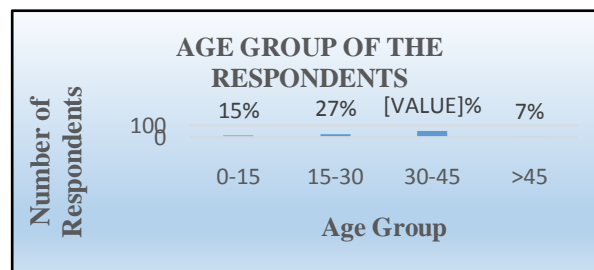


Figure 2. Age group of the Respondents

Interpretation:

The above table indicates that 7% of the respondents are between the age group of above 45, 51% of the respondents are between the age group

of 30-45, 27% of the respondents are between the age group of 15 - 30, and 15% of the respondents are between the age group of 0 - 15.

Table 2. Gender of the respondents

Gender	Number of Respondents	Percentage (%)
Male	75	75

Female	25	25
Total	100	100

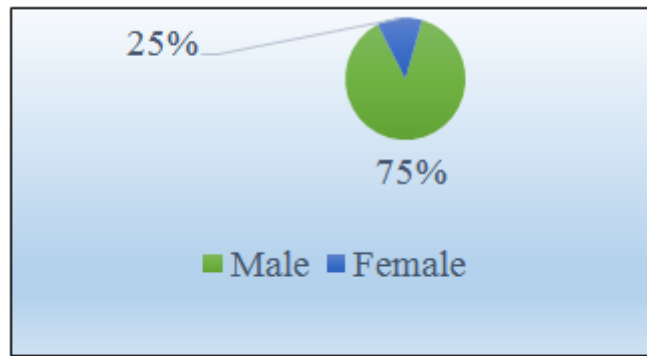


Figure 3. Gender of the respondents

Interpretation:

The above table indicates that 75% of the respondents are male and 25% of the respondents are female.

Table 3. Marital status of the respondents

Marital Status	Number of Respondents	Percentage (%)
Married	60	60
Unmarried	40	40
Total	100	100

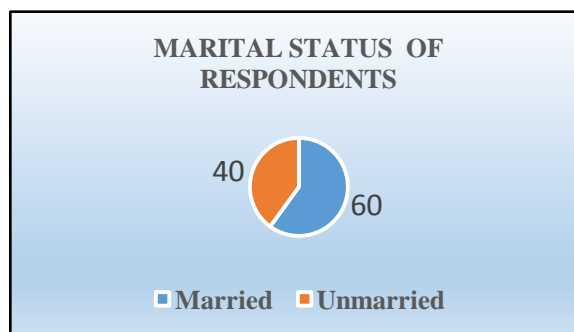


Figure 4. Marital status of the respondents

Interpretation:

The above table indicates that 60% of the respondents are married and 40% of the respondents are unmarried.

Table 4. Website of concepts meditex

Mode of Access to the Meditex website	Number of Respondents	Percentage (%)
Links	17	17

E-mail	24	24
Social Media	38	38
Group and Forums	21	21
Total	100	100

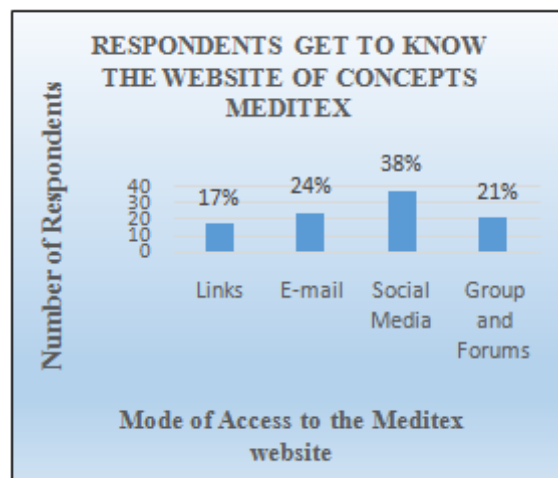


Figure 5. Website of concepts meditex

Table 5. Educational qualification of the respondents

Educational qualification	Number of Respondents	Percentage (%)
S.S.L.C	20	20
H.S.C	8	8
UG	5	5
PG	10	10
Diploma	7	7
Others (ITI)	50	50
Total	100	100

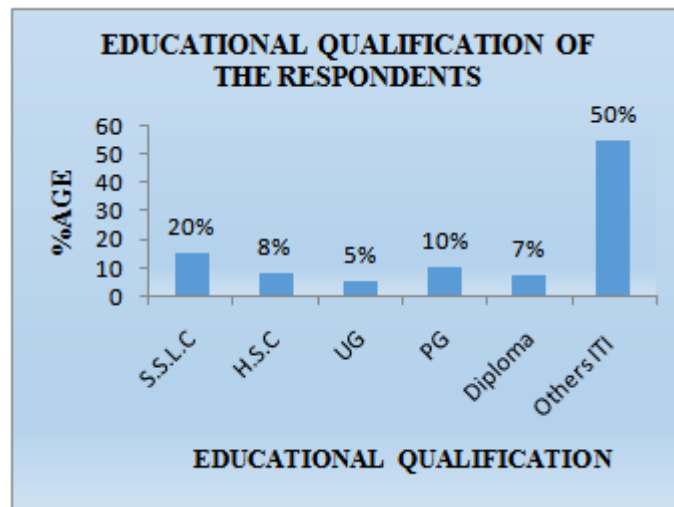


Figure 6. Educational qualification of the respondents

Interpretation:

The above table depicts that 50% of the respondents are belonging to the qualification of ITI, 20% and 18% of the respondents are belonging to the qualification of S.S.L.C and HSC

respectively, 10% of the respondents are Post graduate, 7% of the respondents are qualified with Diploma and remaining 5% of the respondents are Under graduates.

Table 6. Mobile phone or Smartphones

Preference	Number of Respondents	Percentage (%)
Mobile phone	30	30
Smartphone	70	70
Total	100	100

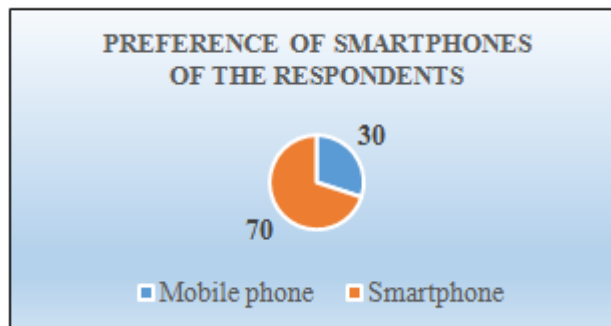


Figure 7. Mobile phone or Smartphones

Table 7.Expectations of products

Expectations	Number of Respondents	Percentage (%)
Yes	81	81
No	19	19
Total	100	100

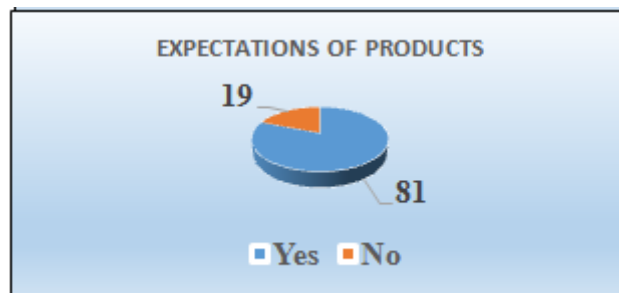


Figure 8.Expectation of the products

V. RESULTS AND DISCUSSIONS

RESULTS

1. Advertisements are highly effective in arousing interest in a product or service among consumers. But opinion leaders are the only ones who will be able to put this stimulus into action.
2. Online shopping is quite popular among Indian customers. Electronics and clothing are two of their favorite things to buy online.
3. The vast majority of responses are between the ages of 30 and 45.
4. Male responses account for 75 % of the total sample.
5. Over half of those polled are married.
6. 66% of those who responded are ITI-certified (others).
7. 81 % of samples are aware of the Meditex concepts and believe that the product meets their expectations.
8. More than three-fourths (73%) of the samples come in via social media.
9. One of the current trends among Indian youth and young Indians is watching television shows online. The fact that they have more time may be the main reason, since it lets them watch shows they missed before.
10. People's preference for online news sources is similar to that of newspapers. People don't have to wait for the daily newspapers to get the most up-to-date news.
11. There are mobile phones, laptops, or PCs in over 70% of the samples. The fact that 96% of samples had internet access via one of these

devices shows just how widespread internet use is in India.

12. A whopping 33 % of our participants are using these devices when out with friends, so think about the potential impact. That which is great and awesome is bound to be shared with others if one person notices it.
13. Thirty-five % of respondents reported seeing advertising online, followed by television commercials and newspapers.
14. 48 % of samples say that internet advertisements are more important than television commercials, while 34 % of samples say that television commercials are more important.
15. We already know that clients are information seekers from the beginning of our investigation. Because of this, people have a lot of faith in internet advertisements. After seeing an advertisement, they can look for additional information online, which is the only two-way communication channel available to them.
16. Before buying something in a store, 22% of the people in the samples do research on their laptops or desktops, and 21% do research on their phones or tablets.
17. Although most Indians prefer to buy from a brick-and-mortar store, they will first research a product on an online platform before making the trip to the store. In the early days, consumers believed in a product only after viewing it in a brick-and-mortar retail store.

18. Indian buyers are becoming more interested in getting their hands on a product before they buy it from a retail store. From the perspective of a marketer, they seek to persuade clients to buy their products before they visit a store.

SUGGESTIONS

- The digital networking strategy should sufficiently flexible to allow it to adapt to new developments and to determine what works and what does not work.
- A dedicated social media coordinator is recommended to monitor the impact of any changes implemented.
- A dedicated coordinator would also allow for consistency in communication.
- At the very least a professional agency experienced in digital media marketing should be consulted at from the earliest planning stages.
- The reviews and complaints raised by the customers should be effectively managed and proper actions should be taken by the management and the action taken should also be communicated to the customer.
- The promotional offers during season on should be displayed on the Social Network Site on regular basis, so that a large number of customers is attracted.

VI. CONCLUSION

According to a study, digital is the future of marketing. Digital marketing includes integrated services and channels, not just portal advertisements. Marketers employ these components to reach target groups and develop brands. In the digital era, brand custodians are digitally connected individuals, not marketers.

Brands strive to increase their digital presence because customers prefer digital media. Digital media is the sole means for companies and customers to communicate two-way.

Digital media is great for brand-building. It's cheaper and gives marketers more touchpoints. Digital platforms help brands engage with their target audience. Digital media may help companies increase or keep consumers. Digital platforms boost target-group brand memory.

According to a study of their buying habits, Indian customers are information seekers and would investigate a product before buying it. Brands aim to provide consumers with venues to learn about their products and brands.

VII. APPENDIX

A RESEARCH ABOUT CONSUMER PERCEPTION ON DIGITAL MARKETING

OF CONCEPTS MEDITEX COMPANY AT COIMBATORE QUESTIONNAIRE

- Name: _____
- Age:
 - 0-15
 - 15-30
 - 30-45
 - Above 45
- Gender:
 - Male
 - Female
 - Transgender
- Marital status:
 - Married
 - Unmarried
- Educational qualification:
 - S.S.L.C
 - H.S.C
 - UG
 - PG
 - Diploma
 - Others
- Do you know about concepts meditex company?
 - Yes
 - No
- Do you have mobile phone or smartphones?
 - Yes
 - No
- Do the products of concepts meditex reach your expectation?
 - Yes
 - No
- How do you get information about our products and company?
 - Word of mouth
 - Advertisement
 - News
 - Other sources
- Would you like to see the ad in social media without skipping?
 - Yes
 - No
- Do you find any problem browsing through our website?
 - Yes
 - No
- How did you get through our website?
 - Links
 - Email
 - Social media
 - Groups and forums
- When do you use these gadgets?
 - While watching TV
 - Office
 - College
 - With friends
- What do you do with these gadgets?
 - Games
 - Surfing
 - Shopping
 - News reading
 - Blogging
 - E-booking
 - Reading
 - Watching Videos
 - Chatting
- Do you ever notice advertisements digitally?
 - Yes
 - No
- If yes, from where?
 - TV
 - Website
 - Facebook
 - YouTube
- Mention one form of media from the list below, which you give more importance?
 - TV
 - Online

- c) Newspaper d) YouTube
- e) Outdoor Hoarding f) Radio g) Display ads in shops
18. How do you normally purchase a product?
- a) Research in mobile and purchase from retail shop
- b) Research in laptop and purchase from retail shop
- Visit the retail shop and purchase from mobile

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