



A STUDY ON PERCEPTION OF STUDENTS TOWARDS DIGITAL MARKETING

Mohammed Javed kalburgi* Arjun Rao. N.G**

*Assistant Professor, Department of Management Studies, Ballari Institute of Technology and Management, Karnataka.

**MBA 2nd Sem Student, Ballari Institute of Technology and Management, Karnataka.

Abstract

Digital marketing refers to the process of promotion of marketer's goods and services through digital means such as the internet or non-internet source. Digital marketing has given a helping hand to many business organizations and digital consumers to understand well about the products or brands and easily access the products whenever and where ever needed. It also helped businesses to display products globally and helped consumers access the products with fast and easy delivery system. The objectives of the research paper are to study students' views on Digital Marketing and to understand the students buying behavior through Digital Marketing. The major finding from the paper was that digital marketing assumes a key part for both marketer and consumers. Consumers subscribe for digital marketing ads on their interesting items, learn about the item and afterward continue to purchase online or at the store. This paper is totally divided into five sections, including this introductory section. The review of literature is presented in the second section and the methodology followed is given in the third section. The data analysis and interpretation are discussed in the fourth section and the conclusion is presented in the last section.

Keywords: Digital marketing, Marketers, Consumers and buying behavior.

Introduction

Digital Marketing refers to the marketing of products and services through electronic commerce. Businesses utilize digital channels to deliver promotional advertisements of their products or brands to consumers through digital technologies via internet channels like social medias, email alerts, AdSense, pop-up, e-books and non-internet channels like television, Radio, electronic billboards, SMS, and MMS.

Numerous sellers are promoting their products and services through digital marketing. This helped them to spread their products and services to more extensive markets. Consumers likewise subscribe for marketing ads to their digital accounts like e-mail IDs and social media accounts. Sellers additionally display their products and services on different online marketplaces and customers purchase them through various digital payment methods like online banking, digital wallets, gift cards, debit cards and credit cards. Buyers feel convenient receiving ads and buying online with discounted prices less than the local stores and delivery of their purchased goods to their doorstep when bought online.

Indian citizens have moved into the age of digital era. The digital population in India as of January 2017 was found that India had 462.1 million internet users, of which 442.7 million were mobile internet users. The Government of India with a vision to transform India into a digitally empowered society and knowledge economy introduced "Digital India" which is a flagship program. This helped the citizens of India shift to smartphones and other digital devices. This program helped marketers to increase their promotional activities through digital means and reach out the digital consumer users easily.

But using the means of digital marketing is truly challenging to both the marketers and the consumers. Marketers need to invest enormous cost and time in the digital marketing campaign. Digital users may not receive the ads if they use different types of devices and some web browsers offering privacy modes to block ads. Some users also use ad-blockers to get rid of web advertisements. Some consumers don't know how to access to digital marketing ads and few don't want to opt for it. Some feel digital buying doesn't give the chance of seeing; touching and feeling the product, some consumers don't want to provide their personal and payment account details and some are tensed of the delivery system. Digital marketing has some challenges regarding changing the mindset of the consumers, but it must be considered as one of the best sources of e-marketing.

Literature Review

Digital Marketing refers to the promotion of products or brands by means of at least one type of electronic media. Marketers use digital marketing strategy as a tool for promotion through different electronic means and channels. But this field needs persevering learning. There is a frightful need to stay up to date with the most recent improvements in the field of IT. Spam, data fraud, interfering publicizing, specialized obstacles, not keeping terms with contract, the gap between requested items and actual deliveries has made significant doubt on digital marketing. (Mrs. Anjali Vachhani, Dec 2016)

The boundless reception of digital marketing strategies, including social networking, has essentially added to the individualization of promoting where the suppliers of products and services are progressively communicating with individual



clients, receiving feedback and resolving issues. There are individual difficulties confronting public and private sector professionals because of contrasting employments of online networking and advanced advertising: while the private division principally embraces computerized showcasing as an additional correspondence channel for advancing and offering products and services for customers, public sector utilize is essentially centered on information sharing and empowering client engagement. (Jo Royle, Audrey Laing, Dec 2013)

Digital marketing helps the marketer to reach customers wider distance in a speedy and low-cost manner and can promote a wide range of goods and services. The advancement of digital marketing and social networking publicizing has prompted organizations to arrange goods and services related information in form of categories and different filters on the Internet. It likewise engages disappointed customers to write bad reviews that can possibly enormously destabilize certain e-promoting efforts and operations. (Ruchika Mahajan, Dec 2015)

Advanced advertising helps customers to get to a huge assortment of the high quality of items in less time at sensible cost. In any case, the client needs to learn about the most recent advancement both in digital technology also monetary and lawful area. Digital marketing is restricted to the facts that it need High-speed Internet and furthermore facilitates inconveniences to consumers like they are not able to touch, taste or smell the things and furthermore fear about security in online payments over various websites. Customers need not bargain and online sellers are offering items at special marked down costs compared to store sellers. (Niharika, Satinder, Nov 2015)

Marketers are investing enormously in social media to showcase their products and services to create reliability among the brand fans. Social media is a decent hotspot for marketing where users follow brands and companies worldwide spending on social networking sites for marketing their products and services. Online marketing has become one of the most important marketplaces for the transaction of all available products and services. Most of the consumers read online reviews before they buy products. The utilization of social networking additionally makes a tremendous increase in client insights, including how customers are interacting with each other and the items and services they consume. (Peter S.H. Leeflang, Peter C. Verhoef , Peter Dahlström, Tjark Freundt, 2014)

Methodology

With a view to accomplishing the objectives set for the study, the researcher has used a blend of exploratory and descriptive research. The information utilized as a part of this section is obtained from primary sources. The information is obtained by managing questionnaire to selected 100 students of a College. The researcher based on his comfort and judgment has chosen simple random sampling method. For gathering the information Interview method has been followed.

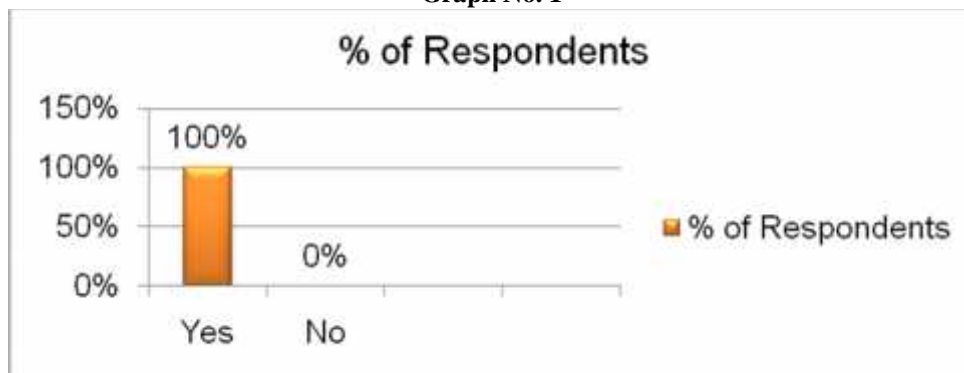
Data Analysis And Interpretations

1. Are you a Digital user? (Using Smartphone/Laptop/Desktop/Tab etc.)

Table No. 1

Particulars	% of respondents
Yes	100%
No	0%
Total	100%

Graph No. 1



Interpretation: From the above table no. 1 and Graph No.1, out of 100 respondents, 100% of the respondents are Digital users and we find 0% of the respondents who are non-Digital users.

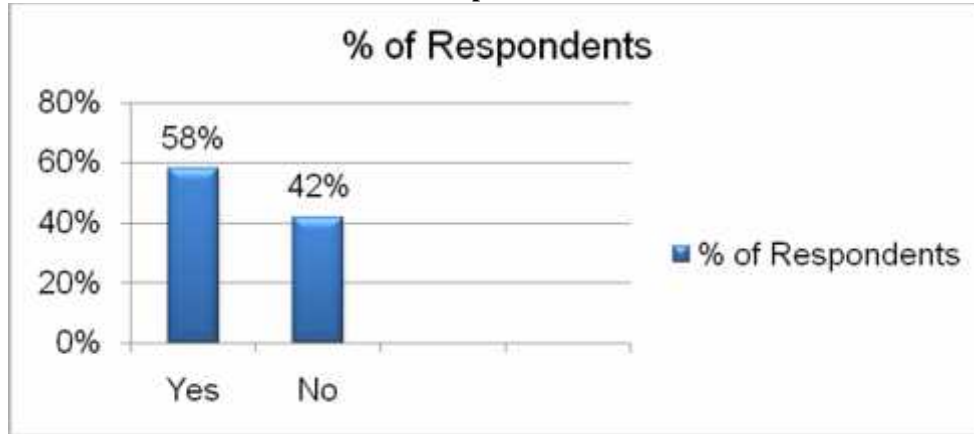


2. Do you subscribe for Digital Marketing ads on your E-mail I.D.?

Table No. 2

Particulars	% of respondents
Yes	58%
No	42%
Total	100%

Graph No. 2



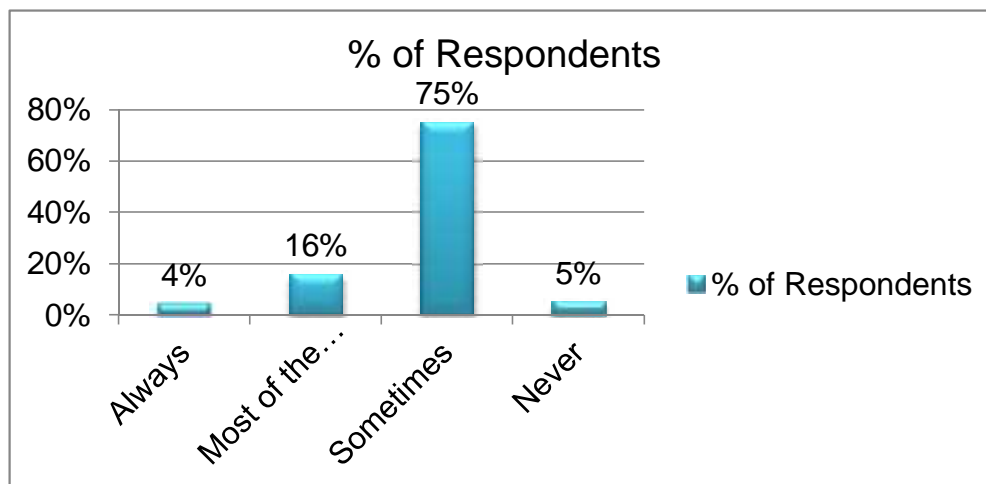
Interpretation: From the above table no. 2 and Graph No. 2, out of 100 respondents, 58% of the respondents subscribe for the Digital Marketing Ads on their e-Mail IDs and 42% respondents doesn't subscribe for the Digital Marketing ads.

3. Do you shop for goods through the information from Digital Marketing ads?

Table No. 3

Particulars	% of respondents
Always	4%
Most of the time	16%
Sometimes	75%
Never	5%
Total	100%

Graph No. 3



Interpretation: From the above table no. 3 and Graph No. 3, out of 100 respondents, 4% of the respondents Always shop for goods through the information from Digital Marketing ads, 16% of the respondents Most of the time shop for goods through the information from Digital Marketing ads, 75% of the respondents Sometimes shop for goods through the information from

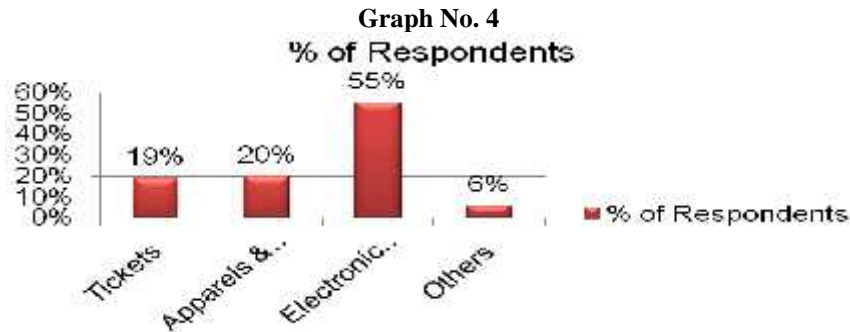


Digital Marketing ads and 5% of the respondents Never shop for goods through the information from Digital Marketing ads.

4. Which kind of Digital Marketing ads you specially opt for?

Table No. 4

Particulars	% of respondents
Tickets	19%
Apparels & Accessories	20%
Electronic Gadgets	55%
Others	6%
Total	100%

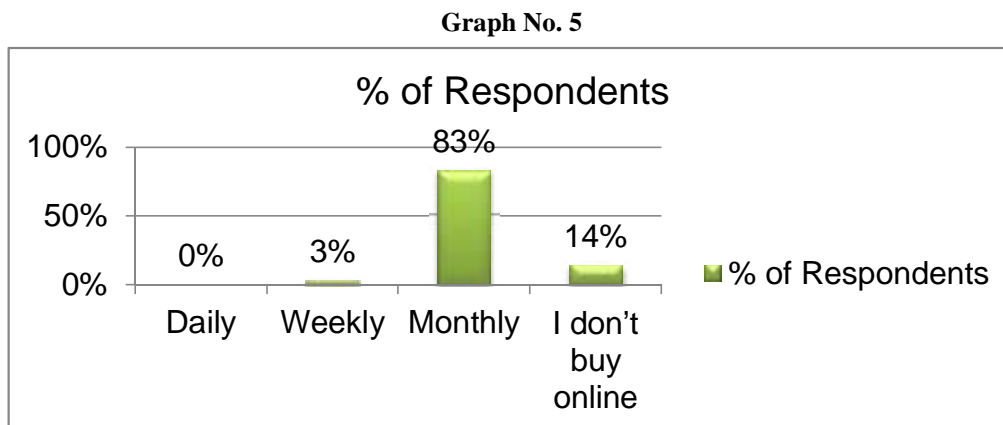


Interpretation: From the above table no. 4 and Graph No. 4, out of 100 respondents, 19% of the respondents specially opt for Tickets ads, 20% of the respondents specially opt for Apparels & Accessories ads, 55% of the respondents specially opt for Electronic Gadgets ads and 6% of the respondents opt for other kinds of ads.

5. How often do you purchase through Digital/online?

Table No. 5

Particulars	% of respondents
Daily	0%
Weekly	3%
Monthly	83%
I don't buy online	14%
Total	100%



Interpretation: From the above table No. 5 and Graph No. 5, out of 100 respondents, 0% of the respondents don't purchase Daily through online, 3% of the respondents purchase Weekly through online, 83% of the respondents purchase monthly through online and 14% of the respondents never purchase through online.

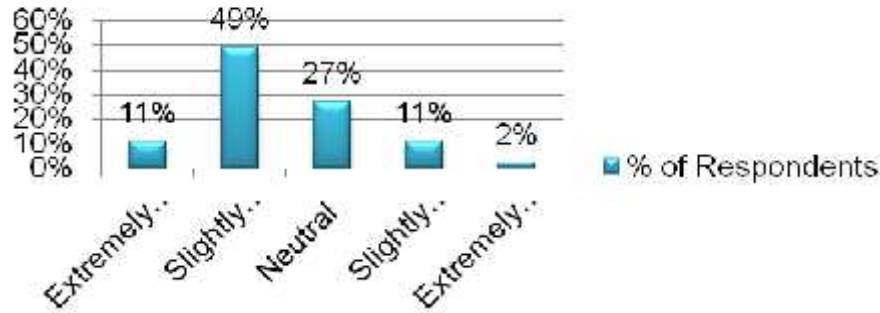
6. How satisfied are you with the quality of goods available online?



Table No. 6

Particulars	% of respondents
Extremely satisfied	11%
Slightly satisfied	49%
Neutral	27%
Slightly unsatisfied	11%
Extremely unsatisfied	2%
Total	100%

Graph No. 6
 % of Respondents



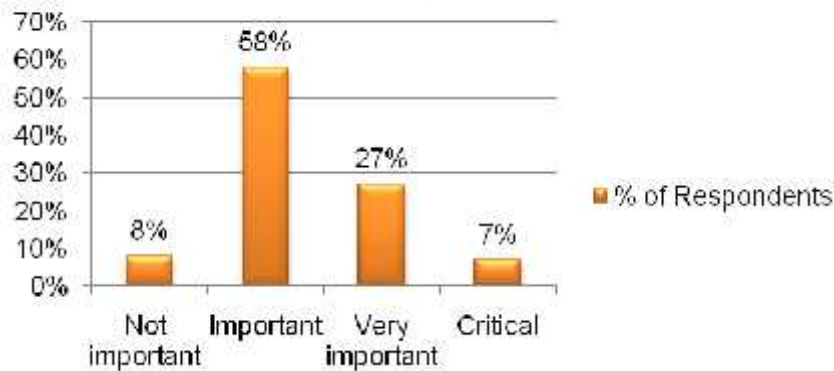
Interpretation: From the above table no. 6 and Graph No. 6, out of 100 respondents, 11% of the respondents are Extremely satisfied with the quality of goods available online, 49% of the respondents are Slightly satisfied with the quality of goods available online, 27% of the respondents are Neutral with the quality of goods available online, 11% of the respondents are Slightly unsatisfied with the quality of goods available online and 2% of the respondents are Extremely unsatisfied with the quality of goods available online.

7. How important are online platforms for Shopping, Banking, Trading, Bidding so forth for you?

Table No. 7

Particulars	% of respondents
Not important	8%
Important	58%
Very important	27%
Critical	7%
Total	100%

Graph No. 7
 % of Respondents



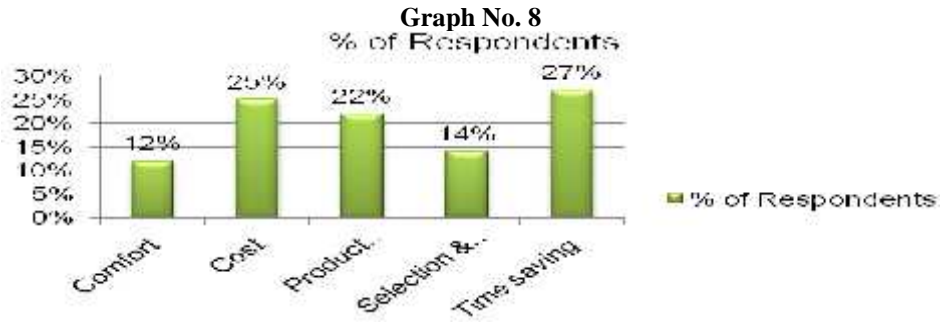
Interpretation: From the above table No. 7 and Graph No. 7, out of 100 respondents, 8% of the respondents feel online platform as not so important, 58% of the respondents feel online platform as just important, 27% of the respondents feel online platform as Very important and 7% of the respondents feel online platform as critical.

8. What is your principle inspiration for buying through online?



Table No. 8

Particulars	% of respondents
Comfort	12%
Cost	25%
Product comparison	22%
Selection & Accessibility	14%
Time saving	27%
Total	100%

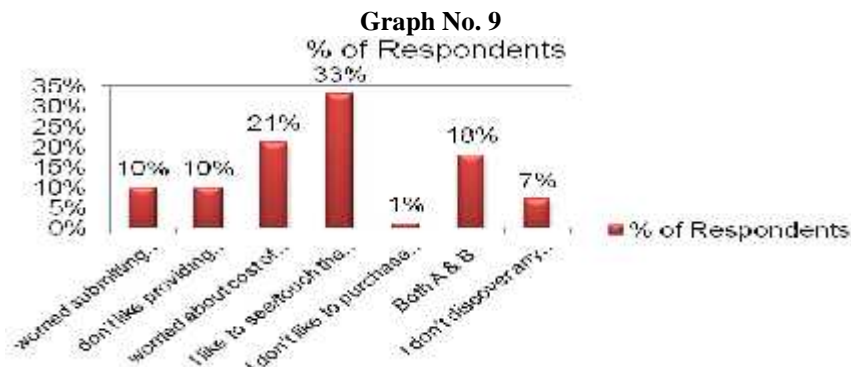


Interpretation: From the above table no. 8 and Graph No. 8, out of 100 respondents, 12% of the respondents feel that comfort is their main principle of inspiration for buying through online, 25% of the respondents feel that cost is their main principle of inspiration for buying through online, 22% of the respondents feel that product comparison is their main principle of inspiration for buying through online, 14% of the respondents feel that selection & accessibility is their main principle of inspiration for buying through online and 27% of the respondents feel that time-saving is their main principle of inspiration for buying through online.

9. What according to you is the most important obstruction to buy through online?

Table No. 9

Particulars	% of respondents
I am worried about submitting my Debit/Credit Card No.	10%
I don't like providing my personal details	10%
I am worried about the cost of returning obtained products	21%
I like to see/touch the item before buying	33%
I don't like to purchase anything with whom I am not familiar	1%
Both A & B	18%
I don't discover any hindrances	7%
Total	100%



Interpretation: From the above table no. 9 and Graph No. 9, out of 100 respondents, 10% of the respondents worried about submitting their Debit/Credit Card No., 10% of the respondents don't like providing their personal details, 21% of the respondents are worried about the cost of returning obtained products, 33% of the respondents like to see/touch the item before buying, 1% of the respondents don't like to purchase anything with whom they are not familiar, 18% of the respondents are worried about both submitting their Debit/Credit Card No. and providing their personal details and 7% of the respondents don't discover any hindrances buying through online.



Findings

1. 100% of the respondents are Digital users.
2. 58% of the respondents subscribe for the Digital Marketing Ads on their respective e-Mail IDs and 42% of the respondents doesn't subscribe for the Digital Marketing ads.
3. 75% of the respondents Sometimes shop for goods through the information received from Digital Marketing ads, 16% of the respondents Most of the time shop for goods through the information, 4% of the respondents Always shop for goods through the information and 5% of the respondents Never shop for goods through the information from Digital Marketing ads.
4. 55% of the respondents specially opt for Electronic Gadgets ads, 20% of the respondents specially opt for Apparels & Accessories ads, 19% of the respondents specially opt for Tickets ads 6% of the respondents opt for other kinds of ads and 14% of the respondents never purchase through online.
5. 83% of the respondents purchase monthly through online, 0% of the respondents don't purchase Daily through online, 3% of the respondents purchase Weekly through online
6. 49% of the respondents are slightly satisfied with the quality of goods available online, 11% of the respondents are Extremely satisfied with the quality of goods available online, 27% of the respondents are Neutral with the quality of goods available online, 11% of the respondents are Slightly unsatisfied with the quality of goods available online and 2% of the respondents are Extremely unsatisfied with the quality of goods available online.
7. 58% of the respondents feel online platform as important, 8% of the respondents feel online platform as not so important, 27% of the respondents feel online platform as Very important and 7% of the respondents feel online platform as critical.
8. 27% of the respondents feel that time saving is their main principle of inspiration for buying through online, 12% of the respondents feel that comfort is their main principle of inspiration for buying through online, 25% of the respondents feel that cost is their main principle of inspiration for buying through online, 22% of the respondents feel that product comparison is their main principle of inspiration for buying through online and 14% of the respondents feel that selection & accessibility is their main principle of inspiration for buying through online.
9. 33% of the respondents like to see/touch the item before buying, 10% of the respondents worried about submitting their Debit/Credit Card No., 10% of the respondents don't like providing their personal details, 21% of the respondents are worried about the cost of returning obtained products, 1% of the respondents don't like to purchase anything with whom they are not familiar, 18% of the respondents are worried about both submitting their Debit/Credit Card No. and providing their personal details and 7% of the respondents don't discover any hindrances buying through online.

Conclusion

The innovation in the Mobile technology and the cloud services brings the internet at any place and any time. Through digital marketing, businesses all over the world have entered online markets with their goods and services. Marketers made people buy online and even people feel more convenient than purchasing at physical markets. In this new age of digitalization, people subscribe for digital marketing ads to receive alerts through emails and messages. Marketers' use social media as a tool for promoting their products and services all over the world and people buy their required products ordering and paying the value online and get delivered at their door steps with the fast and easy process. Digitalization has also helped consumers to select and access the product easily, compare and purchase comfortably at low prices. This made many firms to market digitally and involve their consumers to subscribe and purchase digitally.

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