



A STUDY ON THE EFFECTIVENESS OF DIGITAL MARKETING ON YOUTHS

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Abstract

Digital marketing plays a vital role in economic development of a country. Owing to the introduction of digital India, there is more scope for the growth of digital marketing in India. Digital marketing targets users of all kinds of electronic devices from desktop computers to smart phones in order to successfully promote a business online and engage an audience. Companies are being visible on as many types of digital marketing platforms as possible, from search engines to social media sites and smart phones. Our youth has been identified as the driving force behind online shopping. Hence, researchers made an attempt to study effectiveness of digital marketing on youths. This research paper focuses to find out reasons for the growth of digital market, to highlight the benefits of digital marketing and to exhibit youth's perception towards Digital marketing. The sample size for the study was 100. Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and clients. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The data amassed was meticulously organized, coded, and subsequently subjected to thorough analysis using statistical tools like chi-square tests, one-way ANOVA, correlation assessments, and frequency tabulations, all facilitated by SPSS software.

Keywords: Website and SEO contents, Blogs, Internet banner ads, online video contents, pay per click advertising, e-mail marketing, social media marketing.

Introduction

Marketing involves understanding, creating and satisfying demand. The latest and greatest tool to get the above done efficiently and effectively is through digital marketing. Digital marketing refers to the application of marketing principles and techniques through digital platforms. It includes all marketing activities conducted through digital media such as Television, computers, social media, internet, etc. It uses a wide range of technologies to help connect businesses to their customers. Customers are contacted, orders recollected, and payment is received through a digital platform. Digital marketing enables customers to buy goods from any corner of the world, sitting in their homes. Most of the companies are diverting a part of their marketing operations through digital media.

Today, our online experience is so much more than just checking emails. From talking to friends and family to doing the weekly grocery shopping, discovering new holiday destinations and researching things to do locally, the online world is very much a part of our daily lives. As the time we spend online increases, so do the digital opportunities available. The online experience is constantly evolving thanks to content creators, businesses and app developers. There are lots of clear ways digital marketing can help you as a business or as a customer. Such as, building relationships on social networks, selling or buying online, finding new customers, products or services. Or even easing the experience of existing ones. So whether you are a consumer, own a business yourself or would like to work for one, now is a great time to jump in and get involved in the digital world, because if not, as



Bill Gates said, "If your business is not on the internet, then your business will be out of business".

Review of Literature

OmkarDastane, 2022) this study explores the impact of digital marketing on Malaysian-commerce consumers online purchase intent. In addition, the mediating effect of customer relationship management (CRM) between online purchase and digital marketing was investigated because it had not been explored previously. According to the findings, digital marketing had a considerable beneficial impact on online purchase intent. CRM, on the other hand was discovered to have a negligible mediating effect. The study added to the literature by developing a structural model of digital marketing and buys the intention that could be used to assess the impact of digital marketing on online purchase intent in Malaysiane-commerce. The suggestions, limitations, and future research possibilities were examined in the paper.**(Alok Kumar Pal , Dr. BhartiShukla, 2021)** This study discusses how customer buying behavior is evolving at a much faster rate in the client situated market conditions. Moreover, because of the weight of the more youth purchasing behavior, computerize advertising has created several challenges to advertisers who are pressured to present the inventive way of marketing. Because the purchasing behaviour, the effect of digital marketing on buyer purchasing behaviour is examined as the central topic in this study. This study found out that how the majority of today's youth approach the digital awareness in their daily lives. **(Diantoin Asmuni etal, 2020)** Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions.

Research methodology

The study is conducted among youth aging between 18-24 which are mostly students to infer their attitude towards digital marketing. The study is conducted through the distribution of questionnaires online and a total of 100 responses were collected. The studyh used both primary data and secondary data. This paper analysis the impact that digital marketing has on young consumers. Their search was conducted by using both primary and secondary data. The primary was gathered through Google questionnaire form specifically targeting the youth. However the data collected from respondents were not limited by any particular demography. The samples were taken and considered as convenience sampling method which is also a type of non-probability sampling method. The data was collected by random sampling. The survey was also not limited to particular young consumers. For the research, the respondents were requested to fill out a Google form on their own. The various aspects of the survey were also explained be for filling out the questionnaire. Thesurveyquestionswerepre-determined containing open and closed ended questions. The questions are interpreted in mostly qualitative manner. However, few are in quantitative method. For interpretation and analysis, only the survey from Google form is taken into consideration. For secondary method, the data is collected through books, articles, research papers, journals, case studies and websites.



Analysis

1. Age of The Respondent

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24 yrs	63	31.5	63.0	63.0
	25 to 34 yrs	30	15.0	30.0	93.0
	35 to 44 yrs	6	3.0	6.0	99.0
	45 to 54 yrs	1	.5	1.0	100.0
	Total	100	50.0	100.0	
Missing	System	100	50.0		
Total		200	100.0		

Inference: From the above table it shows that out of 100 respondents 63% are 18 to 24 years, 30% are 25 to 34 years, 6% are 35 to 44 years , 1% are 45 to 54yrs.

2. Gender of the respondent

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	71	35.5	71.0	71.0
	Female	29	14.5	29.0	100.0
	Total	100	50.0	100.0	
Missing	System	100	50.0		
Total		200	100.0		

Inference: From the above table it shows that out of 100 respondents 71% are Male and 29% are Female.

3. Occupation of the respondent

Employment status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	51	25.5	51.0	51.0
	Employed	35	17.5	35.0	86.0
	Self Employed	10	5.0	10.0	96.0
	Homemaker	3	1.5	3.0	99.0
	Others	1	.5	1.0	100.0
	Total	100	50.0	100.0	
Missin g	System	100	50.0		
Total		200	100.0		

Inference: From the above table it shows that out of 100 respondents 51% are students, 35% are employed, 10% are self-employed , 3% are home maker and 1% are others.



4. Income of the Respondent

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10000	44	22.0	44.0	44.0
	10000 to 30000	41	20.5	41.0	85.0
	30001 to 50000	14	7.0	14.0	99.0
	Above 70000	1	.5	1.0	100.0
	Total	100	50.0	100.0	
Missing	System	100	50.0		
Total		200	100.0		

Inference: From the above table 44% are earning below 10,000, 41% are earning 10,000 to 30,000, 14% are earning 30,001 to 50,000 and 1% are earning above 70,000.

5. Electronic devices owned/Used by respondents

Electronic Device	No.of.users	Percentage of Users
TELEVISION	42	42
PERSONAL COMPUTERS	40	40
LAPTOPS	65	65
TABLETS/SMARTPHONES	82	82
OTHERS	6	6

Inference: From the above table 42% are using television, 40% are using personal computer, 65% are using laptops, 82% are using smart phone and tablets and 6% are using others.

6. Correlation Analysis

To find out the significance relation between the frequency of opinion on online advertisements and purchase online.

Ho: There is no significance difference between frequency of opinion on online advertisements and purchase online.

H1: There is a significance difference between frequency opinion on online advertisements and purchase online.

Correlations			
		What is your opinion on online advertisements?	Why do you purchase online?
What is your opinion on online advertisements?	Pearson Correlation	1	.289**
	Sig. (2-tailed)		.003
	N	100	100
Why do you purchase online?	Pearson Correlation	.289**	1
	Sig. (2-tailed)	.003	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).



Inference: From the above table, we find that the significant value is 0.03, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore, there is no significance difference between frequency of opinion on online advertisements and purchase online.

7. Chi-square analysis

To find out the association between the purchase decision and gender of the people.

Ho: There is no significance difference between the purchase decision and gender of the people.

H1: There is a significance difference between the purchase decision and gender of the people.

Test Statistics		
	Gender	Overall, how effective do you think digital marketing in influencing your purchasing decision?
Chi-Square	17.640 ^a	82.100 ^b
Df	1	4
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

Inference: From the above table, we find that the significant value is 0.000, which is less than table value 0.05, so the Null hypothesis is rejected and Alternative hypothesis is accepted.

Therefore, there is a significance difference between the purchase decision and gender of the people.

8. ANOVA

To find an association between Income and Make online purchase.

Null Hypothesis (HO): There is No Significant difference between Income and Make online purchase.

Alternative Hypothesis (H1): There is a significant difference between Income and Make online purchase.

ANOVA					
Monthly Income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.544	4	.386	.630	.642
Within Groups	58.166	95	.612		
Total	59.710	99			

Interpretation: From the above table we find the significant level (0.642) is greater than 0.05, so the Null hypothesis is rejected and Alternative Hypothesis H1 is accepted. There is a significant difference between Income and Make online purchase.



Findings

Majority of the respondents owned and used mobile devices such as laptops, however most among them used touch screen compact devices like smart phones and tablets, still a large majority viewed television. The respondents being youngsters, and they are mostly using social media platforms. Most stayed online for the purpose of entertainment and work. This point is further proven when that the specific platforms they use are entertainment and work applications. The respondents were aware that using their data for targeted advertisements were the only option for developers to provide their platforms at free or minimal costs, and yet are not willing to share it, despite wanting it for free. Majority of the respondents don't have a good opinion regarding online advertisement and most even considered them to be nuisance. Social media related marketing techniques such as advertisements, influence affiliations, etc., received the most attention from the respondents. According to survey, 46% of the respondents are very likely to open and read the news letters. Almost every respondent has purchased online with the average population making purchases mostly. Most of the respondents preferred online purchasing for several reasons such accessibility, ease etc. While some had concerns like lack of infrastructure, trust issues, etc. According to survey 56% of the respondents are clicked on a sponsored post on social media. According to survey, 43% of the respondents are neutral to share a brand's social media post. According to survey, 63% of the respondents are used a coupon or discount code from brands social media posts. According to survey, 50% of the respondents are feel digital marketing influencing his purchasing decision.

Suggestions

Marketers should expend their resources on marketing in mobile devices as majority owned and used them. Digital marketers should be able to capitalize on the short attention span of online users. Developers should ensure the safety and privacy of its users. Online advertisements in excess at the wrong time on the wrong place can have a negative impact as its viewers may consider it as a annoyance. Small scale business owners should take their business online and should seek professional help because marketing online can greatly help the business grow. The right techniques should be used while digitally marketing a product or service or it can have a negative impact.

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