

# A Study On Digital Media Marketing And Analysis With Special Reference To Consumers in Ariyalur (District)Tamil Nadu

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**Abstract-** *The digital media has become a source of communication between consumers and their favorite brands, surprisingly little academic research has sought to appreciate how social media is positioned within a firm's existing marketing communications strategy. In the present research, the authors conducted a primary data studies with the consumers responsible for making digital media choice decisions in order to understand how individuals incorporate digital media into an existing marketing communications strategy. An in-depth interviews were conducted with these consumers to understand their approach to social media, the challenges they face, and the solutions they have found . Findings suggest that the consumers of Ariyalur categorize digital platforms into four categories: relationship management, news gathering, creativity, and entertainment.*

*Though digital platforms differ in purpose, a cohesive brand personality is created across each platform by following the four C's of integration: consistency, customization, commitment, and caution. Findings offer insights into how brand managers position digital media within the communications strategy and utilize different digital l media platforms to understand and address individual consumer needs. The authors also suggest a number of tools to guide implementation and management of digital media communications across platforms.*

## I. INTRODUCTION

A digital marketing service is an online service, platform, or site that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. A social media service consists of a representation of each user, his/her social links, and a variety of additional services. Most digital marketing services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a digital network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social

networking sites allow users to share ideas, activities, events, and interests within their individual networks.

Promoting a business to various networks and targeted communities to build a powerful reputation online is one of the task in front of the Digital Marketing organizations. Social networking allows you to reach out to potential customers without spending money on advertising. Having a presence on a popular social network suggests to people that your business is on the cutting edge or at least is able to keep up with the changing times. My social media networking promote your business online. Social Media Marketing, Social Media For Business Social Media Marketing, Enterprise Social Network Marketing Marketing Business Online Social Media Promotion , Business Promotion Marketing , Product Marketing Online , Grow Company Online Website Media Promotion. The Advantages of Social Networking Promoting a Business are:

- Connecting with Current Customers
- Finding New Customers
- Open Communication
- More Social Media Networks gives Bigger and Better Audience

## THE RESEARCH OBJECTIVES ARE:

- i. To understand the importance of Online advertising in changing market scenario.
- ii. To understand the reasons for growing popularity of online marketing.
- iii. To analyze the effectiveness of online marketing as compared to traditional marketing tools.

## LITERATURE REVIEW

This chapter aims at exploring detailed information on major domains of the dissertation topic by reviewing past research, books and related articles. Modern studies and past theories concerning these domains are presented. These theories will be the foundation for the dissertation. Since the major domains of research topic are – Integrated Marketing

Communication & Online Marketing. The review of literature will revolve around these.

**Philip Kotler & Kevin Lane Keller, Marketing Management, New Delhi, Pearson Education, 2006, pg. no. 52**

Integrated marketing communication can produce stronger message consistency and greater sales impact. It forces management to think about every way the customer comes in contact with the company, how the company communicates its positioning the relative importance of each vehicle and timing issues. It gives some responsibility to unify the company's brand image and messages as they come through thousands of company activities. IMC should improve the company's ability to reach right customers, with the right message, at right time in the right place. Thus personal and non-personal communication channels should be combined to achieve maximum impact.

**Warren J. Keeyan, Global Marketing Management, USA, Prentice-Hall of India Pvt. Ltd., 2002, pg. no. 3**

A revolutionary development in the shift to the strategic concept of marketing is in the marketing objective – from profit to consumer benefits. There is a growing recognition that profits are a reward for performance (defined as satisfying customers in socially responsible or acceptable ways). To compete in today's market, it is necessary to have an employee team committed to continuing innovation and to producing quality products. In other words, marketing must focus on the customers and deliver value by creating consumer benefits. This change is revolutionary idea that is accepted today by a vanguard minority marketing practitioners.

**Integrating Online & offline marketing together, Fitzpatrick Michele, Direct marketing, Oct 2003, pg no. 50.**

The concept of integrating online & offline marketing to build success is one who time has come. While many companies still view their online & offline efforts as separate entities, savvy marketers are slowly realizing that success comes through integration through all channels to provide consumers with what they demand- accessibility, choice & convenience.

**Kitchen and Schultz (1997)** believe that integrated marketing communication has significant value for the organization, specifically in lowering costs and having greater control over the marketing communication program. This is supported by Duncan and Everett (1993) who extend the benefits to include gaining competitive advantage through IMC.

Radio, Newspapers, however

**According Perkin (2003)** “as media-blitzed, ad-cynical, time-poor, channel-flicking audience living in a fast-paced, attention-challenged world” The fact is that due to fast pace of technology, and globalization of the world, consumer behavior around the world is changing. Today customers have more control over what to see, and read and therefore IMC need to tailor the organization campaign as per the requirements of the market.

### **Literature on Online Marketing**

Online marketing users in One to one marketing, Fosket, Sally, Direct marketing; Nov 1996, pg no 38 Online services will drive marketing to the opposite end of the spectrum from “mass” marketing to customized “one-to-one” marketing. Online marketers communicate instantly and directly with the prospective customers and can provide instant fulfillment as well. Marketers with carefully designed World Wide Web sites are already interacting computer to computer, with prospective customers or an individual basis, much as ATM does in very primitive fashion. Online one to one approaches while innovative and still glamorous in their pioneering aspects, offer significant new challenges. The significant aspect is the access with the customers. Communication and information technology development has encouraged the emergence of new communication channels that have increased the options available to organizations for building relationships with clients.

### **How important is Internet marketing to the success of an organization.**

There are no exact answers for this question. It depends on the nature of one company business line. There are many companies currently using the Internet as their main business transaction such as DELL, AirAsia, etc... However, companies such as UPM, the world's leading forest products producer only uses the Internet as a media to introduce the company and its products to customers via its website. Besides that, during the whole purchasing decision making process, customers not only use the Internet in isolation to search for products but other media such as print, TV, direct mail and outdoor as well. These social media still play an extremely.

Foux (2006) suggests Social media is perceived by customers as a more trustworthy source of information regarding products and services than communication generated by organizations transmitted via the traditional elements of the promotion mix.

Johnson and Greco (2003) explain that desires and different hopes from different clients can sometime require certain unique information and contact strategies. Communication channels and strategies now differ broadly from the ones in former times or offline times.

#### **OUR CONFIDENTIAL SOURCES:**

To better understand social media strategy, seven in-depth interviews were conducted with two distinct participant groups: senior managers responsible for the digital strategy of multi-billion dollar brands and agency managers responsible for the digital strategy of at least one Fortune 1000 firm. Participants were identified and recommended by business contacts of the first author and no compensation was offered in exchange for participation.

#### **MOBILE FIRST**

All applications are designed/redesigned to enable delivery of services through mobile.

**Security and Electronic Data Preservation For Social Media** - All online applications and e-services to adhere to prescribed security measures including cyber security. The National Cyber Security Policy 2013 notified by DeitY must be followed.

### **II. FUTURE SCOPE OF THE STUDY**

The study could be extended; so as to cover all the states of India as the researcher believes that consumer buying behavior w.r.t online marketing may be at the variance in different states.

#### **1. THE INCREASING DIGITAL EMPOWERMENT OF CONSUMERS**

One of the biggest changes in human interaction is the recent proliferation of digital and social networks. Rapid growth of Web-based platforms that facilitate online social behavior has significantly modified the nature of human activities, habitats, and interactions. Real-world social relationships have been migrated to the virtual world, resulting in online communities that bring people together from across the globe. This movement into the digital dimension allows individuals to share knowledge, entertain one another, and promote dialogues among different cultures

#### **2. TECHNOLOGIES**

There are ten technologies included in our research. These consist of digital profiling, segmentation, websites, search engine e-marketing, campaign management, content management, social media, mobile applications, digital association, and analytics. The key features associated with each of the digital marketing technologies.

#### **Technology for Financial Inclusion Mobile Banking**

- Micro-ATM program
- CSCs/ Post Offices

### **3. RESEARCH GOAL**

Ground theoretically the peculiarities of social media integration into marketing communication. Timeliness of the article is defined by the lack of scientific research about it. Though integrated marketing communications and social media are researched in scientific literature as separate processes, there is a lack of scientific works or research which would analyze social media in integrated marketing communications.

### **4. THE SOCIAL MEDIA AS PART OF MARKETING STRATEGY**

Effectively engaging the Social Media as part of the business marketing strategy requires that the company's This because most of the strategic objectives of Social Media marketing require the presence of an perfect company web site: functional, efficient, truthful, organizationally integrated and customer-oriented. The firm's online corporate presence must reflect and communicate the corporate positioning, quality, customer point of reference and image.

#### **SOCIAL MEDIA MANAGEMENT**

Our team of Social Media Experts have extensive experience building social media communities across Face book, Twitter, Instagram, LinkedIn, YouTube, Pinterest and blogger networks. With the right mix of creativity and analytics, we will create campaigns and tell your brand story in an engaging and compelling manner, with the goal of engaging your customers and driving business results.

### **WHY SOCIAL MEDIA MARKETING IS FUTURE OF DIGITAL MARKETING IN TREND**

The popularity of the plethora of social media channels is going on rising and there are no chances of them letting up anytime soon. Brands have been making good use of these platforms with the inception of new innovative strategies

which they have made use of in good effect and have build a pretty good audience following for them.

**THE PAST DECADE SAW THE RISE OF SOCIAL MEDIA INTO AN INTERNET GIANT**

Social media networking has seen a meteoric spur in just a decade from its invention. And to go by the forecasts it is believed that it should grow even further in the upcoming years. After all humans are definitely social creatures and this extra nudge of connecting with others has been a key to social media development at this space.

**DATA ANALYTICS IS DRIVING GOOD DECISION-MAKING**

Before this, social media was a lot of hit-or-miss when it came to conducting marketing and relied a lot on gut feeling. But these days with the emergence of social media analytics, the market has grown much stronger, more user-friendly and detail oriented for even average blokes to use and understand. So, it is evident that dumbed down statistics automated will analytics tools will be here to stay.

**VIDEO WINS ON SOCIAL MEDIA:**

It is definitely hard to ignore, but perhaps you might have seen Snapchat has more than 10 billion regular views for its video content. This even surpasses YouTube! This domination of the social media by high-quality video content has been much like an eye-opener for most companies, and this will further increase in the future. There is well-backed proof that videos definitely work for brands. So, more than 76% of B2Bs actually make good use of them.

**III. DATA ANALYSIS AND INTERPRETATION**

**3.1. RELIABILITY AND VALIDITY DATA**

As the Cronbach’s alpha of one parameter Digital Marketing And Analysis To Consumers reveal .650 and more than .650 as alpha. So, it is confirmed that the data are highly reliable and valid for analysis. The following table show that, the Cronbach’s alpha value for Digital Marketing And Analysis To Consumers.

Table.3.1 Reliability and Validity of data

<b>Reliability Statistics</b>	
<b>Cronbach's Alpha</b>	<b>N of Items</b>
.792	6

Table.3.2 ANOVA test for income and DIGITAL MARKETING AND ANALYSIS TO CONSUMERS

<b>DIGITAL MARKETING AND ANALYSIS TO CONSUMERS</b>	<b>F</b>	<b>Sig.</b>
What are the stated reasons why marketing executives from selected companies use social media in digital marketing	6.602	.000
Which social media metrics and analytics are used by marketing executives from selected companies for online marketing	9.188	.000
What are examples of successful marketing strategies implemented by marketing executives from selected companies executives from selected companies	18.619	.000
How reliable are the metrics used by marketing executives from selected companies in interpreting the data they collect by which the effectiveness of social media marketing campaigns is being measured	6.140	.000
How do marketing executives from selected companies assess the effect of social media marketing on their revenue	4.846	.001
my organization provides customerized services and product to our key customers service from social media.	2.884	.022

Based on the result generated by SPSS 20, there is no significant values of What are the stated reasons why marketing executives from selected companies use social media in digital marketing, Which social media metrics and analytics are used by marketing executives from selected companies for online marketing, What are examples of successful marketing strategies implemented by marketing executives from selected companies, How reliable are the metrics used by marketing executives from selected companies in interpreting the data they collect by which the effectiveness of social media marketing campaigns is being measured, How do marketing executives from selected companies assess the effect of social media marketing on their revenue, my organization provides customerized services and product to our key customer service from social media are less than 0.05. so null hypothesis is rejected. Therefore. There is significant relationship between income and Digital Marketing And Analysis To Consumers.

Table.3.1 KMO and Baret’s Test of DIGITAL MARKETING AND ANALYSIS TO CONSUMERS

<b>KMO and Bartlett's Test</b>		
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		.761
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	2.181E3
	<b>Df</b>	15
	<b>Sig.</b>	.000

Source: Output generated from SPSS 20

Table.3.2 Total variance explained for DIGITAL MARKETING AND ANALYSIS TO CONSUMERS

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.660	60.992	60.992	3.660	60.992	60.992	3.627	60.448	60.448
2	1.048	17.458	78.451	1.048	17.458	78.451	1.080	18.003	78.451
3	.899	14.987	93.438						
4	.250	4.171	97.608						
5	.089	1.486	99.094						
6	.054	.906	100.000						

Source: Output generated from SPSS 20  
 All the statements of the digital marketing and analysis to consumers are loaded on the two factors.

Table – 3.3 Rotated Component Matrix of DIGITAL MARKETING AND ANALYSIS TO CONSUMERS

Variables	Rotated Component Matrix <sup>a</sup>	
	1	2
What are the stated reasons why marketing executives from selected companies use social media in digital marketing	.980	.037
Which social media metrics and analytics are used by marketing executives from selected companies for online marketing	.961	.064
What are examples of successful marketing strategies implemented by marketing executives from selected companies executives from selected companies	.941	.106
How reliable are the metrics used by marketing executives from selected companies in interpreting the data they collect by which the effectiveness of social media marketing campaigns is being measured	.934	.075
How do marketing executives from selected companies assess the effect of social media marketing on their revenue	.120	.834
my organization provides customerized services and product to our key customers service from social media	.215	.565

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 3 iterations.

The total variance accounted for, by all the two factors with Eigen value greater than 1 is 78.451 percent and the remaining variance is explained by other variables. Among the two factors, the first factor accounts for around 60.448 percent of variance which is the prime criteria considered in digital marketing and analysis to consumers

**The statements are converted into 2 factors using factor analysis.**

**The following five aspects related to DIGITAL MARKETING AND ANALYSIS TO CONSUMERS is converted a single factors.**

1. What are the stated reasons why marketing executives from selected companies use social media in digital marketing

2. Which social media metrics and analytics are used by marketing executives from selected companies for online marketing
3. What are examples of successful marketing strategies implemented by marketing executives from selected companies
4. How reliable are the metrics used by marketing executives from selected companies in interpreting the data they collect by which the effectiveness of social media marketing campaigns is being measured
5. How do marketing executives from selected companies assess the effect of social media marketing on their revenue.

## VI. CONCLUSION

This study also establishes firms' resources to explain social media strategy choices for better performance. The existing marketing and management literature offers scarce theoretical explanations for how firms determine their social media strategy and what factors affect organizational performance. This study provides an initial step toward explaining social media strategy and performance. And The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool i.e. online advertising. Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly. The study also reveals that main reason for growing importance of digital marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social media, online shopping & media sharing (photo, music, video)

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