

A Study on Impact of Digital Marketing With Special Reference To Coimbatore City

Mr. P. Kanagaraj¹, S. Jayesh²

¹Assistant professor, Dept of Commerce with Professional Accounting

²Dept of Commerce with Professional Accounting

^{1,2}Dr. N.G.P Arts and Science College, Coimbatore.

Abstract- Digital marketing advertising delivered through digital channels such as search engines, websites, social media etc. Using the online media channels, digital marketing is the method by which companies endorse goods, service and brands. Consumer heavily rely on digital means research products. In the modern world, most of the people are connected with the internet and they get more attracted by the digital marketing. Along with the traditional marketing strategies the digital marketing places a vital role. This study makes us to identify the impact of digital marketing in financial service. For the purpose of the study, a convenient sampling survey was conducted among 120 respondents in Coimbatore city with the help of e-questionnaire. The tools used for this study are simple percentage analysis, rank analysis.

Keywords- Digital marketing, Digital channel, Simple percentage analysis, Rank analysis

I. INTRODUCTION

The development of digital marketing is inseparable from technology development. One of the key points in the start of was in 1971, where Ray Tomlinson sent the very first email and his technology set the platform to allow people to send and receive files through different machines. However, the more recognisable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computer was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. This kind of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not so efficient.

Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web

marketing. Worldwide digital marketing has become the most common term, especially after the year 2013.

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.

II. STATEMENT OF THE PROBLEM

The most interesting result of the technology explosion and easy access to it by consumers is the disruption of the market and the marketing practice. The consumer today is an empowered customer, and control of the interactive online media, content and the communication process. Technology is changing the context of and practice of marketing: marketers are increasingly forced to operate in a complex and changing world where they do not have any more the full control of the media and the message. New knowledge, new skills and new approaches are required but today and future marketers not only understanding the changing and technology enabled marketing environment but also for communicating with new customer. Digital connectivity offering marketers more means to reach, engage with and influence customers, there have been challenges for companies to create customer value. This study designed to explore the impact of digital marketing in financial service.

III. OBJECTIVES OF THE STUDY

- To study the effectiveness of the Digital marketing.
- To know the various problems faced in the digital marketing.
- To know the customer opinion of the digital marketing.

IV. RESEARCH METHODOLOGY

SOURCE OF DATA

- Primary data is used in the study. It is original data for the purpose of collection of primary data, e-questionnaire were filled by the respondents. The e-questionnaire comprises of close ended.
- Secondary data was also collected for the study books, journals and magazines were referred for this purpose from the library to facilitate proper understand of the study.

Research Design

- Sample technique

A convenient sampling technique was adopted for data collection.

- Sample size

Sample size taken in this was 120 people.

- Area of the study

The area of the study will be confined to Coimbatore city.

Tools for analysis

- Simple percentage analysis
- Rank correlation

LIMITATIONS OF STUDY

- The study is confined in Coimbatore city only.
- It has difficult to know whether the respondents are truly given the exact information user preference and opinion are supposed to change in update of the application.
- The result is completely relying upon the collected data which was presented by the respondent.

V. REVIEW OF LITERATURE

Dr. Madhu Bala, Mr. DeepakVerma (2018), this study entitled A critical review of digital marketing. The role of marketing itself changed dramatically due to various cries – material and energy shortages, inflation, economic recessions, high unemployment and effects due to rapid technological changes in certain industries. The businesses can really benefit from Digital marketing such as SEO, SEM< content marketing influencer marketing, content automation, e-commerce

marketing and becoming more and more common in our advancing.

Surabhi Singh(2016), this study entitled Impact of digital marketing on Indian rural banking. The digital channel is used for promoting product and services and to reach consumers. The banks have automated but rural customers are not able to utilize the digital media effectively. The benefits underlying the use of digital media are based on customer perception of the use of information technology. The consumption of information technology in buying of banking products will lead to bright future of India from business perspective. The sustainable model of digital marketing can be proposed so futures of Indian rural banking are maintained.

Raju Kaushik(2016), this study entitled Digital Marketing in India context. Digital marketing is any form of products or services, which involves electronic devices. It can be both online or offline. Digital Marketing has increased in last a few years in India. People have different views about it. But the fact is this digital marketing has tremendous potential to increase in sales provide business should have knowledge to implement in right way. Benefits like increased brand recognition and better brand loyalty can gained by digital media plan.

VI. ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the study on impact of digital marketing with special reference to Coimbatore city supplied by a sample of 120 respondents selected from Coimbatore city.

This chapter contains three different analyses namely:

- Simple percentage analysis
- Rank analysis

TABLE SHOWING THE DIGITAL CHANNEL THAT INFLUENCE TO BUY MORE

DIGITAL CHANNEL	NO.OF RESPOENDENTS	PERCENTAGE
SOCIAL MEDIA	73	60.8
WEBSITE/BLOGS/ MOBILE APPS	30	25
EMAIL ADVERTISEMENT	15	12.5
OTHERS	2	1.7
TOTAL	120	100

INTERPRETATION

It is observed in above table social media influences 60.8%, website/ blogs/ mobile apps influence 25%, email advertisement influences 12.5%, 1.7% consider others.

Hence, majority 60.8% of respondents more influences by Social media.

TABLE SHOWING THE AVAILABILITY OF ONLINE INFORMATION ABOUT THE PRODUCT

OBJECTIVES	NO. OF RESPONENT	PERCENTAGE
EXCELLENT	20	6.7
GOOD	61	50.8
AVERAGE	33	27.5
POOR	6	5
TOTAL	120	100

INTERPRETATION

It is observed that availability of online information about the product, 50.8% are good, 27.5% are average, 16.7% are excellent and 5% are poor.

Hence, majority 50.8% of respondents are choose the availability of online information of product are good.

TABLE SHOWING THE LEVEL OF RATING OF FOLLOWING OBJECTIVES

OBJECTIVES	STRONGLY AGREE	AGREE	NETURAL	DISAGREE	STRONGLY DISAGREE	TOTAL
Digital channel changes customer opinion towards buying decision	19	44	30	14	13	120
Satisfied with the product which customer purchased using digital channels	15	50	40	10	05	120
It is easy to claim warranty for products while purchasing through digital channels	21	51	30	14	04	120

INTERPRETATION

It is observed from the above table, in all state of objectives the majority of respondent’s remains **Agree**.

- Majority of respondents agreeing that, digital channel changes customer opinion towards buying decision.

- Majority of respondents are agreeing that, customer satisfied while purchasing through digital channel.
- Majority of respondents are agreeing that it is easy to claim warranty for products while purchasing through digital channel.

VII. FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority (63.3%) of respondents are male.
- Majority (48.3%) of the respondents are between 21-30 years of age.
- Majority (67%) of the respondents are graduates.
- Majority (62.5%) of the respondents are married.
- Majority (32.5%) of the respondents are doing professional.
- Majority (36.7%) of the respondents are getting a salary of below 240000.
- Majority (54.2%) of respondents are more aware about the Social media.
- Majority (60.8%) of respondents more influences by Social media.
- Majority (50.8%) of respondents are choose the availability of online information of product are good.
- Majority (50.8%) of respondents listen the digital marketing ads while using the internet.
- Majority (39.2%) of respondents are purchase monthly.
- Majority (38.3%) of respondents collect the information about the quality.
- Majority of respondents agreeing that, digital channel changes customer opinion towards buying decision.
- Majority of respondents are agreeing that, customer satisfied while purchasing through digital channel.
- Majority of respondents are agreeing that it is easy to claim warranty for products while purchasing through digital channel.

RANK ANALYSIS

It is observed that the comparative position of various facilities provided by digital channels, cancellation ranked first.

SUGGESTIONS

In digital marketing, majority of people aware by social media it reaches the people quickly and the social media have influence to reach the people quickly.

- In digital marketing, the availability of online information about the product are should be updated frequently it makes the customer to known about the product details and features.
- The most of the people are prefer to known the quality of the product, by adding the quality detail more it makes a people to by product.
- By adding the suggestion boxes it helps to known the customer preference.
- By giving the EMI facilities and warranty claiming facilities to the product makes a customer to buy.

VIII. CONCLUSION

Digital marketing has turn out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing their product and services in the society. It has no restrictions. Company can utilize any devices such as tablets, laptops, media, social media, e-mail and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

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