

The Growing Impact Of Digital Marketing On Customers In Vee Software Solutions Pvt.Ltd

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Abstract:

The expansion of advancements in the business world advertiser's activity changes from bulletin and print ad to additional on online mediums. The outline, the intended interest group indicated with the high increase of online marketing, online purchasing, offering, selling and online companies web-design. The present organizations focused on outlining the website page for marketing or advertising their item as opposed to demonstrating ads on TV, announcement, magazines, daily papers etc. Digital marketing is the eventual fate of marketing, it is brisk, less expensive and give exact data on time. Digital Marketing promoting products and services using digital distribution channels to reach consumer in a manner relevant, personal and cost effective.

Introduction

Digital marketing or internet marketing is the promoting of items or administrations over the Internet. Digital Marketing promoting products and services using digital distribution channels to reach consumer in a manner relevant, personal and cost effective. Digital marketing incorporates a large number of the methods and practices contained inside the class of internet marketing. Web promoting is in some cases thought to be broad in scope since it alludes to marketing on the Internet, as well as incorporates advertising done through email and remote media. Administration of digital customer information and electronic customer relationship management (ECRM) frameworks are likewise regularly assembled together under online marketing.

Clearly, marketers are including line channels to discover, achieve, convey, and offer. I-marketing has something like five extraordinary preferences. To begin with, both small and expansive firms can manage the cost of it. Second, there is no genuine point of confinement on promoting space, as opposed to print and broadcast media. Third, data access and recovery are quick, contrasted with medium-term mail and even fax. Fourth, the site can be visited by anybody from wherever on the world. Fifth, shopping should be possible privately and quickly.

Digital marketing benefits organizations of all sizes by offering access to the mass market at a moderate cost. Not at all like TV or print promoting, has it permitted genuinely customized marketing. The reason why internet marketing has become so popular is because they provide number of benefits to potential buyers:

1. Global reach: A website allows you to find new markets and trade globally for only a small investment.
2. Lower Costs: online marketers avoid the expense of maintain a store and the costs of rent, insurance and utilities.
3. Personalisation: If your client database is connected to your site, at that point at whatever point somebody visits the site, you can welcome them with focused offers. The more they buy from you, the more you can refine your customer profile and market sufficiently to them.
4. Transparency: By getting included with internet based life and overseeing it deliberately, you can assemble client faithfulness and make a notoriety for being anything but difficult to draw in with.
5. Social money: Digital advertising gives you a chance to make connecting with crusades utilizing diverse sorts of rich media content. On the web these battles can expand social cash - being passed from customer to customer and getting the chance to be viral.
6. Information: Customers can find reams of comparative information about companies, products, competitors and prices without leaving their office or home.
7. Enhanced transformation rates - on the off chance that you have a site, at that point your clients are just ever a couple of snaps from finishing a buy. Dissimilar to other media which expect individuals to get up and make a telephone call, or go to a shop, advanced promoting can be consistent and quick.

Review of Literature

A lot of work has been done to find the impact of digital marketing on consumer behaviour by different authors. Neelika Arora (Dec2004) carried out the global online advertising revenues are expected to touch US \$10bn by 2006. Nicholas Ind, Maria Chiara Riondino (September 2001) studied the difference in corporate attitudes to the Web are discussed and conclusions as to the way in which branding practice and theory are affected by the new technology are drawn. Antoine camarre et al.,(2012) discussed in this article about the future direction of mobile marketing in various areas. Garder's survey (2013) studied the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a companies' marketing promoting achievement depends generally on their site, social marketing, and advanced advertising, which are the parts of digital advertising. In addition, savings made by using digital marketing can be reinvested elsewhere. Delafrooz, Paim,and Khatibi (2010),opined that online shopping has been a developing phenomenon in every one of the four corners of the world, specifically among nations having profoundly created foundation accessible for promoting exercises through the internet. Internet marketing makes a fundamental change in business as well as in customers` behaviour. . Internet marketing gives a one of a kind stage to firms to comprehend the need of the clients and make them free from the time and place encumbrances. It additionally lessens taken a toll by overlooking superfluous exchange cost.

RESEARCH METHODOLOGY

1. Objectives of the study

1. To understand the consumer buying behaviour towards digital marketing.
2. To study how customers collect information before doing any purchase from online marketing.
3. To figure out how customers in India will purchase (online) a product.
4. To find out the impact of digital marketing on cultural aspect.
5. To find out the impact on Newspaper, billboard, magazine, TV advertisement on digital marketing and consumer behaviour.

2. Research Design

The descriptive research design was used to clarify about the online marketing. The judgmental non probability sampling technique is used to select the individual units for better productivity of the questionnaire. By using this technique sample size of 50 has been taken from the Vee Soft Research & Development Centre (VRDC) at Mohali that has been approved by the Government of India., Dept. of Science & Technology.

RESULTS AND DISCUSSION

1. Attitude towards Advertisements

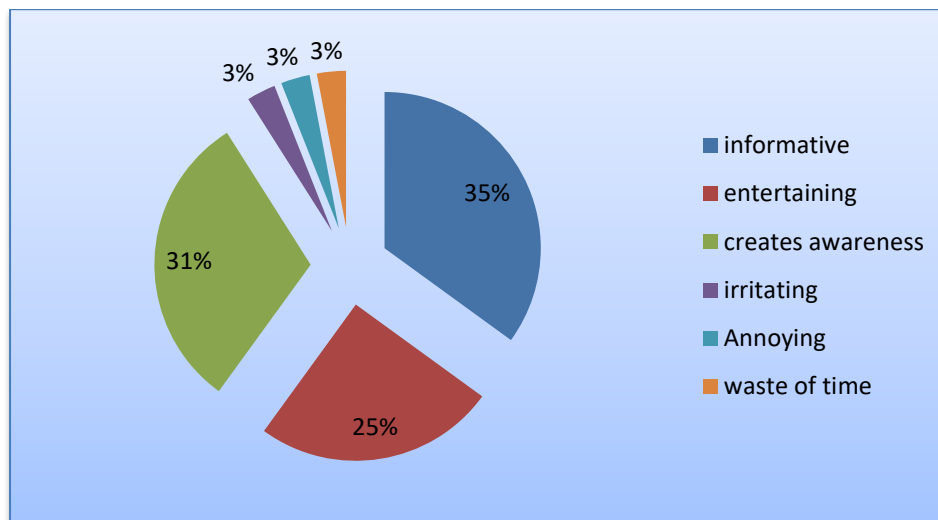


Figure 1

From the graph it is clear that consumers perceive advertisement as a source of information and awareness. As 35% has given positive response that advertisements are informative source. overall 91% customers shows a positive attitude towards the advertisement.

2. Influencers Behind Decision Making

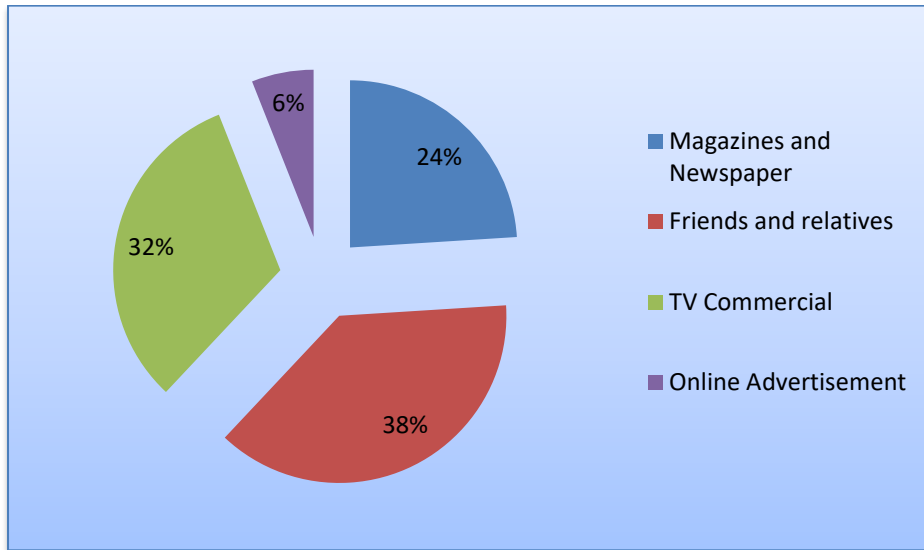


Figure 2

Influencers are important part as they influence the decision making process of consumer. as from the graph respondents are more influenced by friend and relatives as the percentage is 38%. The second factor because of that respondents influenced is magazines and newspapers.

3. Purchase from the online website

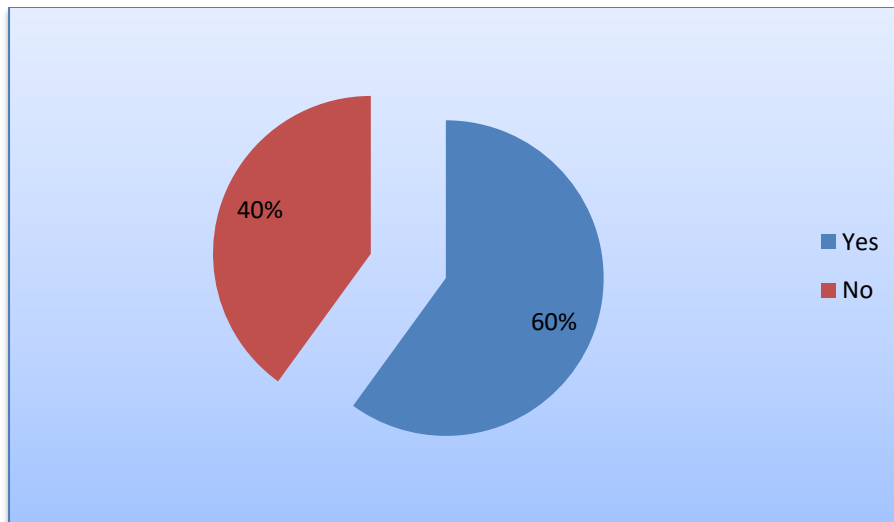


Figure 3

As shown in figure, 78% of the respondents purchase products through the online sites and 22% of the respondents do not purchase the products through online sites.

4.Cultural impact

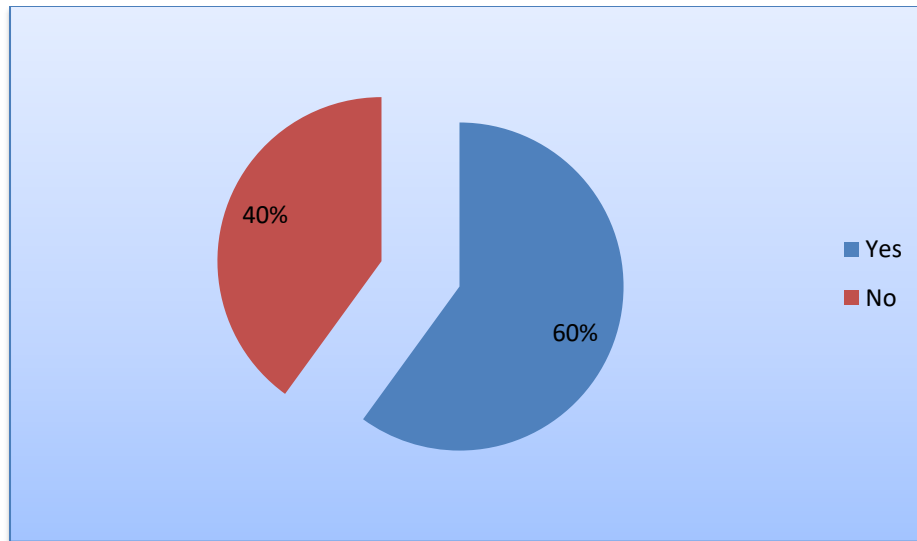


Figure 4

From the figure it is clear that around 60% of respondents has given positive reply for the impact of digital marketing on culture.

5. Experience for the online purchase

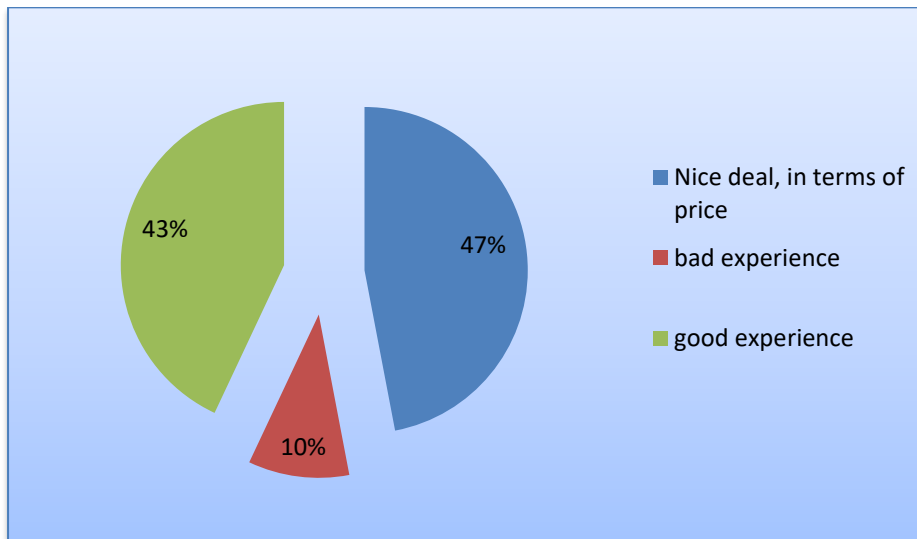


Figure 5

As shown in figure, 47% of the respondents have a nice deal and 43% have good experience after the online purchase.

Conclusion

Practically it has been proven that Advertisements have high impact for creating stimulus in Indian customers. Indian consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels. One of the current trends in Indian youth and young Indians are watching the T.V programs via online portals. May be the main reason is convenience of time, they can watch programs which they had skipped due to some reasons. It is clear that the use of Digital marketing is a reasonable promoting correspondence channel which impacts the regularity of visits and consumers support of shopping sites.

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