

## A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON CUSTOMERS

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**Abstract:** Propelled promoting is the street of electronic correspondence which is used by the publicists to grasp the product and the organizations towards the business focus. The unique purpose behind the propelled promoting is stressed over purchasers and empowers the customers to intermix with the thing by uprightness of automated media. This article centres around the degree of mechanized progressions for the two customers and publicists. We look at the delayed consequence of cutting edge advancing on the base of organization's arrangements. 50 respondents inclination are accumulated to get the obvious picture about the present examination.

**Keywords:** Digital Marketing, Customers, Internet,

### 1. INTRODUCTION

Digital marketing is often referred to as 'online marketing' 'internet marketing' or 'web marketing'. And digital products umbrella technology for the digital service market, use the most important boundary on the Internet, but also between the telephone, especially a laptop, display announcements and other digital media.

Digital marketing In the 1990s and 2000s, marketing models substitute alternatively using their marketing in technology and digital marketing.

### 2. OBJECTIVES

The main purpose of this paper is to use digital marketing in a competitive market.

To know the impact of digital marketing on consumer purchases.

**Review of literacy: -**

**Sathya: -** From their overview of 2015, they state that the business is developing by expanding their business exercises by going into advanced showcasing and broadened dependent on the objective section clients.

**Deekshith. D\* and Kinslin D:** 2016; Is not it the desire that left subnavigation +. Electronic devices in other gadgets and any company can take advantage of the great crowd support, and its products and services.

### 3. RESEARCH METHODOLOGY

For this study of research, the Questionnaire methodology is used for obtains the respondents.

**Advantages:**

Digital marketing techniques allow customers to further rationalize company information (Gangeshwar, 2013). Nowadays, many customers can access the Internet anywhere, anytime, and companies constantly update information about their goods or services.

### 4. DATA ANALYSIS AND RESULTS

**Profile of Online buyers**

	Category	No. of respondents	Percentage of respondents
Gender	Male	35	70
	Female	15	30
	Total	50	100

<b>Age</b>	Below 18years	2	4
	19-30 years	48	96
	31-45 years	0	0
	Above 45 years	0	0
	Total	50	100
<b>Profession</b>	House wife	2	4
	Employee	4	8
	Business	2	4
	Students	42	84
	Any other	0	0
	Total	50	100
<b>Monthly family income</b>	Below 10000	15	30
	10001-20000	18	36
	20001-40000	10	20
	Above 40000	7	14
	Total	50	100

**Interpretation:** -from the above question the segment of Age from 18-30 years, students and employees of earning capacity of 10000-20000 income peoples are actively using the online shopping services in their life of 42% of respondents

#### Awareness of online shoppers

Particulars	No. of respondents	Percentage of respondents
Having knowledge about online shopping	48	96
Not Having knowledge about online shopping	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

**Interpretation:** - From the above data the knowledge about the online shopping is 96% of 48 respondents aware of it, and the remaining 4% are unaware of it out of the obtained respondents.

#### Availability of Online information about product

Particulars	No. of respondents	Percentage of respondents
Excellent	11	22
Good	34	68
Average	5	10
Poor	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

**Interpretation:** - Availability of online information about product is Good for 68%, Excellent for 22%, Average for 10% from the obtained respondent.

#### Reasons for choosing online shopping

Particulars	No. of respondents	Percentage of respondents
Wide variety of products	20	40
Easy buying procedures	20	40
Low prices	9	18
Various modes of payments	1	2
Others	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

**Interpretation:** - Reasons for choosing online purchases are a wide range of products and easy procurement procedures have the same level of responses in this survey..

**Frequency of online shopping**

particulars	No. of respondents	Percentage of respondents
Purchase once only	2	4
2-5 purchases annually	25	50
6-10 purchases annually	13	26
11 and above	10	20
<b>Total</b>	50	100

**Interpretation:** - Most of the respondents are annually uses in 2-5 times the online shopping is 50% i.e., 25 respondents, and from 6-10 purchases annually are 26% of the total percentage

**Are you satisfied with Digital Marketing?**

particulars	No. of respondents	Percentage of respondents
Yes	36	72
No	0	0
Maybe	14	28
<b>Total</b>	50	100

**Interpretation:** from the above question 72% of the obtains respondents are satisfied from the digital marketing and the 28% are neutrally satisfied from the digital marketing

**5. SUGGESTIONS**

- Improve technical progress in the promotion of digital marketing.
- Create awareness among people.
- The complete description needs to be provided.
- Collect feedback from the customers.

**6. CONCLUSION**

Digital marketing should become an important part of the approach of many companies. At present, even for small business owners, there is a very economical and competent way of using digital marketing. The company can use any device such as tablets, smart phones, television, laptops, media, and email to support the company, its products and services. You can achieve something more if you consider the desires of consumers are the main priority.

**REFERENCES**

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