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# Study the Importance of Digital Marketing as a carrier option by Last year Students

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Kalpesh Kumavat<sup>1</sup>, Dr. Swapnil Chaurasia<sup>2</sup>

Student, B. V. Patel Institute of Management, Uka Tarsadia University, Mahuva, Bardoli, Gujarat, India.

Assistant Professor and Coordinator- Training & Placement SRIMCA – MBA, Uka Tarsadia University, Mahuva, Bardoli, Gujarat, India

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## Abstract

An advanced digital marketing career is not really is the fantasy option the vast majority of students try to while they're in college. However, whenever individuals think about the chances in this unique field, individuals will see that the advanced promoting profession standpoint is only certain and will keep on being so in 2021. The point of the investigation is importance of digital marketing as a major alternative by last year Students. Just as writing audit, a study was directed among 101 understudies delegate a years ago. Advanced advertisers are recruited to help individual brands too. As the multiplication of online media stretches out even to the far off districts of the world, the conspicuousness of computerized advertising will be limitless. Computerized advertising experts can have some expertise in a few regions, contingent upon the energy and abilities an individual has. The study aims at finding the association between benefits and propensity of final year students from different streams towards digital marketing courses. The study also entails to know the inclination of the response towards the importance of factors that result in deciding to opt for digital marketing course after final year of graduation.

**Keywords:** Digital Marketing course, career option, benefits of digital marketing

## 1. Introduction

Digital Marketing is the term utilized for the focused on, quantifiable, and intelligent advertising of items or administrations utilizing computerized advances to arrive at the watchers, transform them into clients, and hold them.

The quantity of web clients is on a fast ascent worldwide and the web is being utilized by customers of all age and types. Web has gotten one of the significant mode for correspondence, amusement and is to be sure during the time spent supplanting conventional diversion, promotion items, and useful media's.

Moreover, conventional promoting structures like TV, radio, paper, magazines, and so on, are turning into a relic of times gone by. The greater part of the organizations and associations these days are depending on computerized promoting and advertising strategies to improve their general deals and income. Internet showcasing has so far end up being compelling and proficient when contrasted and different types of promoting and advertising. It incorporates email promoting, web search tool showcasing (SEM), online media promoting, numerous sorts of show publicizing (counting web flag promoting), and versatile promoting. Like other promoting media, internet publicizing much of the time includes both a distributor, who coordinates commercials into its online substance, and a sponsor, who gives the ads to be shown on the distributor's substance. Other potential members incorporate publicizing offices that assistance create and place the advertisement duplicate, a promotion worker which innovatively conveys the advertisement and tracks insights, and publicizing associates who accomplish autonomous limited time work for the promoter.

Web publicizing is a critical determinant of procurement choice of the clients as they believe it to be a cooperation level among them and the general public from which they purchase their items from.

### **Types of Digital Marketing**

**Search Engine Optimization**-Search Engine Optimization or SEO refers to the process of growing your online visibility in non-paid (organic) search engine results. SERPs or search engine results pages appear to users after they search for a given set of keywords using a search engine like Google or Bing.

**Search Engine Marketing**-Search Engine Marketing or SEM covers the ground SEO ignores, paid traffic from search engines. With SEM you purchase advertisement space that appears on a user's SERP.

**Social Media Marketing**-The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone.

**Content Marketing**-Content marketing refers to the practice of delivering a quality piece of content to your users to generate sales and leads. This content can live anywhere online. Tweets, a YouTube video, and blogs on your website all comprise content marketing.

**Affiliate Marketing**-Affiliate marketing refers to the process of paying for conversions. Think of it like hiring a sales person for your product or service. That affiliate earns a commission. You determine the rate for affiliate marketing.

**Influencer Marketing**-Influencer marketing is among the newer types of digital marketing. Influencer marketing uses people with an enormous online reach considered experts by your target market to drive traffic and sales.

**EmailMarketing**-Email marketing allows you to update your email subscribers on a regular basis about your company. This fosters a relationship unlike any of the other types of digital marketing.

**ViralMarketing**-Viral marketing refers to a post of some sort that is trendy, funny, or strange enough to garner a massive amount of shares online.

## 2. Literature Review

1. **Andrianikusumawati (2019)** have considered Impact of advanced showcasing on understudy dynamic interaction of advanced education foundation. The destinations of this examination were to investigate the effect of advanced education establishments computerized showcasing on understudy dynamic interaction. The analyst was utilized survey. The irregular testing strategy was utilized to choose the example and 100 respondents were taken from Indonesia locale. The test applied to break down the information were Creswell's examination. The significant finding of the examination was given a superior comprehension of advanced showcasing sway on understudy dynamic cycle in advanced education foundations (HEIS) in Indonesian state funded college.
2. **VaggelisSaprikis, Adamantia Chouliara and MaroVlachopoulou (2010)** have examined Perceptions towards Online Shopping: Analyzing the Greek University Students' Attitude. The target of this exploration was to analyze the view of Greek college understudies' adopters and non-adopters of internet shopping as far as segment profile, assumptions for online stores, benefits and issues identified with online buys. The specialist was utilized survey and 427 respondents were taken. The test applied to investigate the information were Chi-square and T-test. The significant discoveries of the examination was enormously critical contrast was distinguished among adopters and non-adopters with respect to their specific discernments on benefits and issues of internet shopping.
3. **DrPardeepBawa Sharma and DrRoktimSarmah (2020)** have concentrated on Perception and Awareness of Youth towards Digital India Campaign. The targets of this examination were, to contemplate the mindfulness level of youth with respect to advanced India crusades, to consider the components which pull in the young consideration towards computerized India crusade. The specialist was utilized survey. The non-arbitrary testing technique was utilized to choose the example and 600 respondents were taken from Punjab area. The test applied to break down the information were t-test. The significant finding of the investigation was, the components that came out to be significant for catching youth's eye just as the one's which influences their discernment is the subject of the mission, superstar underwriting, great music and so on.
4. **Dr. IndrakantiSekhar andKasaramManasa** have studied consumer Perception on Digital Marketing Gender based Analysis. The objectives of this research were to study the digital marketing and to know the various factors that influence digital consumer perception. The researcher was used

Google Form questionnaire. 80 respondents were taken from Telangana. Random sample method was used for data collection. The test applied to analyse the data were T-test. The major finding of the study was, it was found that male respondents are more than the female respondents who were responded for online responses about awareness on digital marketing for designed questionnaire. Study reveals that electronic items are preferred more by the respondents among the online product. It is also understood from the study that the respondents are not attracted towards offers and product promotions and purchase according to the need.

5. **Rashika, Subhashitha S Shetty and Dr. Umeshmaiya, (2019)** have Studied Youth's Perception towards Digital Marketing. The objectives of this research to know the reason for the growth of digital marketing, to highlight the benefits of digital marketing, to project youth's perception towards digital marketing. The researcher was used questionnaire. The random sampling method was used to select the sample and 100 respondents from region. The test applied to analyze the data were chi square test. The major finding of the study was, people are consuming more and more digital content on a daily basis and companies have recognized this and have implemented it. That's why a rapid growth can be seen in digital marketing field. Moreover, the benefits of digital marketing are much more than that of traditional marketing. Hence digital marketing is necessary for a company to survive in this cut-throat competitive world but even now most of the youth prefer T.V ads over online ads.

### 3. Research Objectives

- To find the association between gender of students and preference to join Digital Marketing field.
- To find the association between specialization of students and preference to join Digital Marketing field.
- To know the importance of factors that affect choice of digital marketing course.

### 4. Research Methodology

The problem statement for study is to study the importance of digital marketing as a carrier option by last year students. A Descriptive research was adopted to conduct this study where data was collected through structure questionnaire. This research paper has used both sources of data i.e. primary and secondary. Non-probability convenience sampling technique was used in this study. 101 sample has been taken from Surat City. Frequency distribution, Chi-square technique, Data Normality, Mann Whitney test has been used to analyze data.

**Sampling Size:** 101 respondents.

**Sampling units:** Final year students undertaking UG course from different domains.

**Sampling Area:** Surat district

## 5. Data Analysis:

Data analysis has been performed using SPSS and has been represented in the form of tables for better understanding using MS Office package. Statistical test namely Chi-square test has been used along with mean as measure of central tendency. The Chi-square test has been used to determine the association between the gender and factors affecting preference towards digital marketing as a career option after their final year of UG course. The general statements of hypotheses are as follows:

**H<sub>0</sub>:** There is no significant association between gender and factors affecting preference towards digital marketing as a career option.

**H<sub>1</sub>:** There is significant association between gender and factors affecting preference towards digital marketing as a career option.

### Chi-Square- Gender\* Factors

Sr. No	Statements	Pearson Chi Square
1	Importance of Digital Marketing in Future.	0.875
2	Benefits of doing Digital Marketing course via Online or Offline platform.	0.309
3	Marketing specialization is more beneficial for making the career in Digital Marketing.	0.585
4	I can apply for Digital Marketing course after completing 10 and 12 standards.	0.729
5	Students from any field can apply for Digital Marketing course.	0.199

### **Interpretation:**

From above table it can be seen that significant value for Perason's Chi-square is 0.875, 0.309. 0.585, 0.729, 0.199 respectively for various factors, which is greater than 0.05 so, **null hypothesis is accepted** so there is no association exists between gender and importance of Digital Marketing in Future, benefits of doing Digital Marketing course via Online or Offline platform, marketing specialization is more beneficial for making the career in Digital Marketing, applying for Digital Marketing course after completing 10 and 12 standards and students from any field can apply for Digital Marketing course by the staff.

### Chi Square of Specializations \* Field of Study

Chi-square test has been conducted to determine the association between specialization and choice of field of study offered in digital marketing courses.

Sr. No	Specializations	Pearson Chi Square
1	Search Engine Optimization	0.13
2	Social Media Marketing	0.183
3	Email Marketing	0.703
4	Content Marketing	0.202
5	Affiliate Marketing	0.664
6	Mobile Marketing	0.167
7	Viral Marketing	0.536
8	Influencer Marketing	0.33

**Interpretation:**

From the above table it is found the chi square values are (0.130) for Search Engine Optimization, (0.183) for Social Media Marketing,(0.703) for Email Marketing, (0.202) Content Marketing,(0.664) for Affiliate Marketing, (0.167) for Mobile Marketing, (0.536)for Viral Marketing, (0.330) for Influencer Marketing respectively which are greater than significance level 0.05. **Hence, null hypothesis is accepted.** Thus, that there is no significant associations exists between specialization and choice of field of study offered in digital marketing courses.

**Measure of Central tendency:**

Mean values of responses have been derived to know the importance of various factors for opting digital marketing course. The factors have been rated on a 5 point Likert scale ranging from 1- being least important to 5- most important.

Sr. No.	Factors	Mean
1	Importance of Digital Marketing in Future.	3.6
2	Benefits of doing Digital Marketing course via Online or Offline platform.	3.58
3	Marketing specialization is more beneficial for making the career in Digital Marketing.	3.54
4	I can apply for Digital Marketing course after completing 10 and 12 standards.	3.82
5	Students from any field can apply for Digital Marketing course.	4.31

From the above table it can be interpreted that the mean values of all the factors are above 3 which represents neutrality. The responses are inclining towards 4.0 which represents that the factors are important for them to choose digital marketing as a career option after the final year of UG course.

## 6. Conclusion

The study concludes that majority of the respondents are influenced by Social Media Marketing tool for doing Digital Marketing course. Also Content Marketing is effectively influenced for doing course. Majority of respondents are short term preferred for doing Digital Marketing course as because of there is lack of time. The students usually preferred the agency who provides real time training/ Give Projects/ Participation because by this it is easy to help in learning and get practical knowledge with help of real time training, projects, participation. The students primarily preferred Offline course for doing course of Digital Marketing as in offline students get some extra knowledge and good environment for learning. Students also agree that students from any field can apply for Digital Marketing course as Digital Marketing course can do by any field of student. The result shows that most of students want to do Digital Marketing course for future trends. Also help in business and profit making effective reason for doing course.

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