

A Study on Effectiveness of Digital Marketing in E- Publishing Company

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ABSTRACT

Digital marketing, similar to Internet and electronic marketing, involves using digital media like the web, email, and interactive TV to manage and execute marketing strategies. This study aims to measure customer satisfaction with digital marketing in an E-Publishing company. Data was collected from 150 respondents through questionnaires and analyzed using percentage analysis, the Chi-Square test, and the weighted average rank method. The findings indicate that some respondents were dissatisfied with product quality, highlighting the need for vendors to ensure better quality to retain and attract customers.

KEY WORDS

E-publishing, digital content, content transformation, digital accessibility, eBook services, content distribution, digital publishing trends.

INTRODUCTION

Digital marketing, also known as internet marketing or e-marketing, involves promoting goods and services through electronic media like websites, emails, and online advertisements. It enables businesses to expand globally by leveraging digital platforms for customer engagement.



A key advantage of digital marketing is its ability to provide measurable and real-time feedback, helping businesses fine-tune their strategies. Methods such as search engine optimization (SEO), email marketing, and online promotions enhance visibility and customer interaction. Unlike traditional marketing, digital marketing ensures 24/7 accessibility, cost-effectiveness, and instant communication with consumers. This makes it an essential tool for modern businesses to attract and retain customers.

DIGITAL MARKETING

Digital marketing leverages online and offline digital channels such as websites, social media, emails, and mobile devices to engage customers and promote businesses. It enables targeted communication, customer retention, and brand sustainability in the digital era.

Key strategies include SEO, PPC, social media marketing, and content marketing, while offline methods like TV and radio advertising also play a role. With global digital ad spending expected to reach \$835 billion by 2026, digital marketing is rapidly transforming the business landscape, making it an essential tool for modern marketing success.

OBJECTIVES OF THE STUDY

The study is undertaken with the following objectives:

- To know about socio economic profile of the respondents.
- To measure the satisfaction level of the customers towards Digital Marketing in E-publishing company.
- To know the factors that motivates to adopt digital marketing strategy.
- To analyze the problems and issues faced by the customers in Digital Marketing in E-Publishing Company.
- To find out the remedial measures to solve the problems and offer recommendations to the needy group.

RESEARCH METHODOLOGY

The validity of any research depends on the systematic method of collecting the data and analyzing the same in a logical and sequential order. In the present study, an extensive use of both primary and secondary data was made.

RESEARCH DESIGN

This descriptive study uses surveys and fact-finding to analyze digital marketing facilities. With no control over variables, it reports observations based on existing conditions for efficient data collection and analysis.

REVIEW OF RELATED LITERATURE

Sunantha P and Dr. M. Chandran (2024) found digital marketing surpasses traditional methods in customer retention. Their study using One-Way ANOVA highlights a shift toward digital strategies for higher satisfaction.

Mahrokh Mokhtaran and Fatemeh Sadat Haghdoust Gilani (2016) highlighted the role of marketing staff in SME success through email marketing. Their study of 100 respondents emphasized effective e-marketing strategies.

Afrina Yasmin and Sadia Tasneem (2015) highlighted key digital marketing elements like online ads, email, and social media. Their study emphasized their importance in digital success.

Fatima Ajmal and Norizan Mohd Yasin (2015) studied e-commerce adoption among Malaysian SMEs, finding higher usage in the service sector with smaller workforces. Most SMEs had used e-commerce for less than five years, indicating a growing trend.

Noor Fadhiha Mokhtar (2015) found that Internet marketing helped Malaysian small businesses expand reach, increase customer awareness, and access updated information. The study used convenience sampling and statistical analysis.

Dr. M. Aravind (2014) examined consumer perception of online marketing in Narasaraopet Mandal, emphasizing e-commerce's role. The study highlighted the need to understand digital consumer behavior amid growing competition.

Komwut Unyathanakorn (2014) analyzed factors affecting customer satisfaction in online banking using U.S. and Thailand models. The study highlighted how banks adapt to digital trends to improve service quality.

Dr. K. Krishnamurthy (2015) studied online marketing in Chennai, highlighting its impact on shopping behavior. The research emphasizes the need for marketers to understand consumer perceptions.

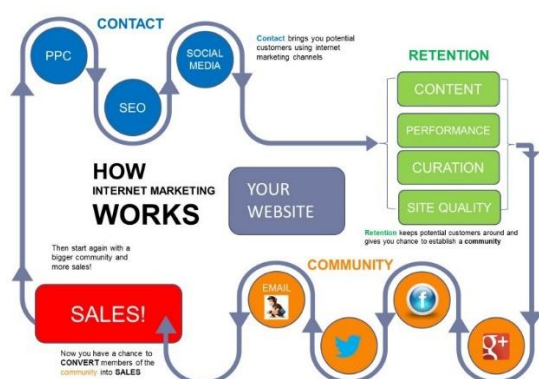
K. Jenyo Gabriel (2014) studied online marketing in Nigerian firms, finding it more cost-effective and faster than traditional methods. The research highlights e-marketing's broader reach and convenience.

Adrita Goswami (2013) studied online shopping satisfaction among teenagers in Jorhat Town, using data from 46 respondents. The study found that most customers were satisfied with their online shopping experience.

DIGITAL MARKETING WORKS

Marketing involves various activities that help companies promote their products and services while expanding market share. Traditionally, businesses relied on print, television, and radio to reach consumers. However, the rise of the internet revolutionized marketing strategies, leading to the emergence of digital marketing.

Digital marketing uses websites, social media, search engines, and apps to engage consumers interactively. It evolved from email marketing to content optimization and behaviour tracking for better reach.



The widespread use of smartphones has further transformed digital marketing, making it easier for companies to connect with consumers. Research indicates that 70% of buyers make purchasing decisions via mobile devices before finalizing their transactions. This trend highlights the growing influence of digital marketing in shaping consumer behaviour and business strategies.

TECHNIQUES OF DIGITAL MARKETING

Social Media Marketing

A strong social media presence boosts brand visibility through influencer collaborations and active engagement, helping businesses connect with their audience effectively.

Search Engine Optimization (SEO)

SEO improves a website's ranking on search engines, increasing traffic and brand awareness by optimizing content and keywords.

Email Marketing

Email marketing nurtures customer relationships by sending personalized messages, encouraging repeat purchases, and enhancing brand loyalty.

Content Marketing

Content marketing attracts a targeted audience by providing valuable, relevant, and consistent content. It helps brands enhance awareness and establish themselves as industry leaders.

ADVANTAGE OF DIGITAL MARKETING

i. Cost Effective

Digital marketing provides a cost-effective advertising platform, reducing financial burdens for small and medium-sized businesses. It offers an affordable alternative to traditional marketing while effectively promoting products.

ii. Return on Investment

Return on investment is the most important for any business on the investments it makes. Digital marketing provides substantial return to small investments. Digital marketing running cost is little and return is huge.

iii. Easy to Measure

Digital marketing enables real-time tracking of ad performance, providing immediate feedback on effectiveness.

iv. Brand Development

A well-developed website, a blog featuring quality and a useful article on a social media channel that that is highly interactive are some of the ways by which a business can build its brand.

v. Global Reach

With the help of digital marketing an organisation can find new markets and trade globally with very little investments.

vi. Improves Conversion Rate

Technology helps organizations analyze customer behavior, boosting conversions by targeting interested buyers.

ELEMENTS OF DIGITAL MARKETING

(i) Online advertising

Online advertising helps businesses promote products through targeted ads based on consumer interests. It ensures cost-effective, strategic placements with controlled budgets for maximum reach and engagement.

(ii) Email Marketing

Email marketing is a cost-effective digital strategy to promote products, build brand loyalty, and enhance awareness. It engages customers through visually appealing content, ensuring better interaction and retention.

(iii) Social Media

Social media is a vital digital marketing tool for brand promotion and engagement. Platforms like Facebook, Twitter, and LinkedIn enable networking, promotions, and content sharing. Its broad reach makes it essential for businesses.

(iv) Text Messaging

Text messaging ensures real-time communication for promotions, updates, and alerts. MMS enhances engagement with multimedia, improving customer interaction.

(vi) Search Engine Optimization (SEO)

Search engine optimization (SEO) improves a website's visibility in organic search results. Higher rankings increase traffic from search users. SEO targets various searches, including images, local, video, and industry-specific searches.

(vii) Pay Per Click (PPC)

Pay-per-click (PPC) marketing uses search engine ads to drive website traffic instead of organic methods. It benefits both searchers and advertisers by offering cost-effective ads with higher engagement.

THE SEVEN PS OF DIGITAL MARKETING STRATEGIES

1. Promotion:

Digital marketing combines advertising, promotions, direct marketing, publicity, and personal selling using online tools. It boosts engagement and bridges personal selling gaps through online support.

2. Price

A key feature of e-marketing is accessibility, giving consumers more pricing information than ever before. This enables both price and non-price competition in the market.

3. Product

E-marketing helps companies offer products, services, and ideas with unique benefits, enhancing customer satisfaction. The digital sale of goods like software, books, toys, and even groceries is growing rapidly.

4. Process

Interactive media have transformed service processes by aiding pre-purchase searches and reducing personal interaction. However, remote payment remains a concern for consumers.

5. Physical evidence:

In digital marketing, physical evidence includes website ease of use, navigation, availability, and performance, shaping the customer experience.

6. Peoples

In digital marketing, there is no personal interaction between a customer and the provider, or between other customers. Lack of the personal interface may result in customer distrust of first-time interaction with electronic channels.

7. Place

Marketers are shifting to virtual market-spaces, with some businesses fully online and others blending physical and digital channels.

CONCLUSION

In today's scenario, all earning members of a family contribute to generating income, leaving little time for shopping. Digital marketing benefits such customers, though many, including educated individuals, are unaware of its strategies. A key concern is whether sellers set prices based on economic conditions and purchasing power. This study examines customer attitudes toward digital marketing strategies. While digital marketing offers competitive pricing and fast delivery, customer awareness remains low. The government and well-wishers should take steps to increase awareness and encourage digital marketing adoption.

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