

# **A STUDY ON IMPACT OF DIGITAL MARKETING ON JIOMART B2B COMPARED TO TRADITIONAL MARKETING**

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## **INTRODUCTION**

Digital marketing is essential these days because it isn't only the rapidly building force in the current advancing field is set as a possible imaging fate, and creates the impression that best-in-class media is likely to replace all more standard structures soon around. While more settled ages will not lament the defeat of paper daily newspapers, books, especially techies and ordinary TV and radio broadcasts, people who grew up with the web and phones as a god send the true are that and the understanding of the vanquished new universe of the front line. The truth is that best in class systems because correspondence and display are faster, more versatile, more reasonable and efficient, so it is perhaps obvious that once the development twisted up clearly open, we began quickly moving into the mechanized age. In this particular research we will give a over view of the JIO MART partner online based app. which acts as a medium between the organizations and customers. It is purchase based app for the customers to run their business. The way of their marketing is different and focuses on both traditional and digital marketing. Both the cases have they're on advantages depending on the situations and conditions. Nevertheless, of the conditions on of the them will have a bit higher advantage compared to other. As we all know the this is a digital world with advance methods and technologies, so we will be comparing the over all effect of those both marketing technologies.

We will be completely understanding the process of JIO MART partner and conduct this research by considering some of the customers in the field to get best output of the research to the better result.

### **ABSTRACT**

Digital marketing uses social media platforms like Facebook, YouTube, Instagram, Twitter to promote where one can set up the scanning of advertising campaigns by targeting customers of different age groups based on the planned budget and also based on locations to be reachable, while traditional marketing methods cannot. The basic investigation is to decide the impact Digital marketing in creating business development by comparing it to traditional presentation strategies and further to make sense of the medium that is most persuasive in the buyer's purchasing choice. Throughout my investigation I they could connect with different clients. With increasing technological development, the use of digital marketing, social media marketing and search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing is the most profitable because it mainly depends on the Internet. Consumer buying behaviour is changing and they are more inclined towards digital marketing than traditional marketing. The purpose of this review is to study the impact of digital marketing and its importance to both consumers and marketers. This thesis starts with an introduction to digital marketing and then highlights the media of digital marketing, the difference between traditional and digital marketing and the pros, cons and importance of digital marketing today.

**Keywords:** Digital marketing, Traditional marketing, Customers, JIO MART partner.

### **OBJECTIVES OF SYUDY**

- To study the impact of digital marketing on JIO MART B2B.
- To contemplate customers approach between digital marketing and traditional marketing on JIO MART partner.
- To observe which methods / modes of digital marketing creating impact on JIO MART B2B.

### **PURPOSE OF STUDY**

- Compare the impact of digital and traditional marketing.
- Know the highly effective marketing method of customer approach.
- Knowledge of the various factors that create the difference between digital marketing and traditional marketing.

### **LIMITATIONS**

- Restricted to respondents of JIO mart customers with in HYDERABAD city.
- The data is collected by questionnaire method. So that the data may be based on the respondents reply.
- Time is big constraint here.

### **REVIEW OF LITERATURE**

This investigation will show the significance of computerized media showcasing in display age focussing on the essential and optional information gathered. Advertising methods where associations can see how a campaign is performing continuously, for instance, what is being seen, how regularly, whatever degree; additionally, bits of knowledge related to bargains transformation and procedures related with it are called progressed exhibiting. Reviews taken obviously demonstrate that individuals lean toward Ads as a more powerful strategy for promoting an item. Indian clients require redress data about an item and they search for more information about quality, cost and look for customer reviews before acquiring a thing. Advancements make high impact on a making help in Indian customers. Indian purchasers have a tendency to go online for acquisition. They are pulled in to go online for electronic things and garments. Current examples in Indian youth and young Indians are seeing the T.V programs through online sections. The essential reason may be dull; they can watch programs which they had skipped due to a couple of reasons. Similar things occurring for the day-by-day paper moreover, people support online news doors as they don't need to sit tight for consistently day by day papers.

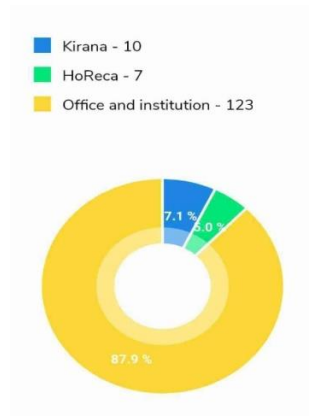
## PROFILE OF SELECTED ORGANIZATION

### JIO MART PARTNER B2B

JIOMART is an Indian e-commerce company based in Navi Mumbai, Maharashtra, India that started as a joint venture between Reliance Retail and Jio Platforms. The company initially focused on online grocery sales and then expanded into other product categories such as fashion, homeware and lifestyle products.

## DATA ANALYSIS AND INTERPRETATION

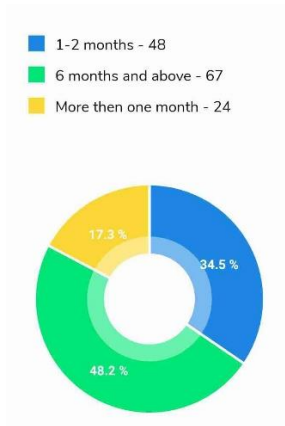
1) Line of business?



KIRANA	10	7.1%
HORECA	7	5%
OFFICE AND INSTITUTIONS	123	87.9%

- In the above question the line of business of the customer is asked, the majority of the customers are from O & I, which related to office and institutions and the rest of them are from Kirana and HORECA

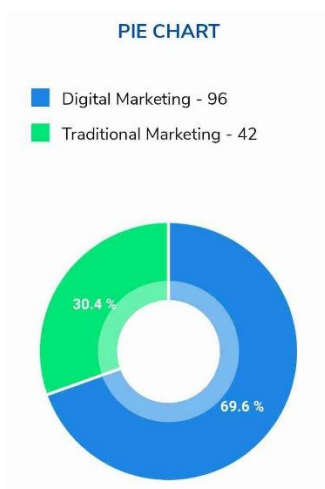
2) How long you're using JIO mart?



1-2 months	48	34.5%
6 months and above	67	48.2%
More than one month	24	17.3%

- The above question is based on the time period of the customer is using the app or making purchase from JIO mart. The majority of customers are from 6 months and above and the rest of the customers are from below 2 months.

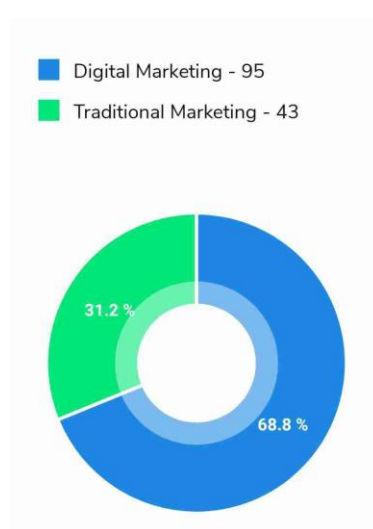
3) How your aware of JIO mart partner?



Digital marketing	96	69.6%
Traditional marketing	42	30.4%

- This is a comparing between the traditional and digital marketing towards customers view, the way how they came to know about the JIO mart partner. The majority of customers are towards digital marketing.

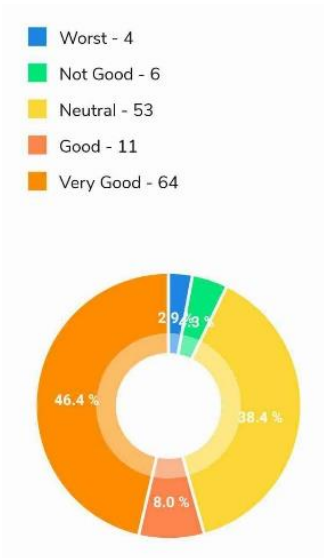
4) Which approach created interest towards JIO mart partner?



Digital marketing	95	68.8%
Traditional marketing	43	31.2%

- 68.8 % of customers are influenced by digital marketing for using JIO mart partner and the remaining are aware by traditional marketing its around 31.3%

- It clearly shows the impact of the digital marketing rather than traditional marketing.



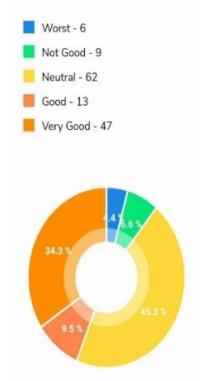
5) What is the rate of impact by Digital Marketing?

Worst	4	2.9%
Not Good	6	4.3%
Neutral	53	38.4%
Good	11	8%
Very Good	64	46.4%

$$\text{Mean: } 1*4+2*6+3*53+4*11+5*64/5 = 3.90579$$

- In the questions the options are worst, not good, neutral, good, and very good.
- Among them the majority of them are very good (46.4%) and for good (11%), neutral (38.4%), not good (4.3%) and for worsts (2.9%)

6) What is your rate of impact of traditional marketing?

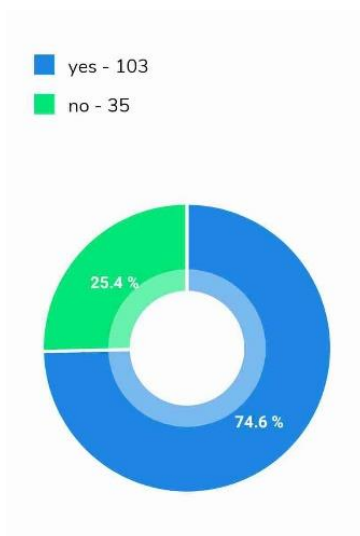


Worst	6	2.4%
Not Good	9	6.6%
Neutral	62	45.3%
Good	13	9.5%
Very Good	47	34.3%

- This is the question related to impact of traditional marketing the output is worst (2.4%) not good (6.6%) neutral (45.3%) , good (9.5%), very good(34.3%)

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7) Do you ever consider the advertisement which display on your phone?

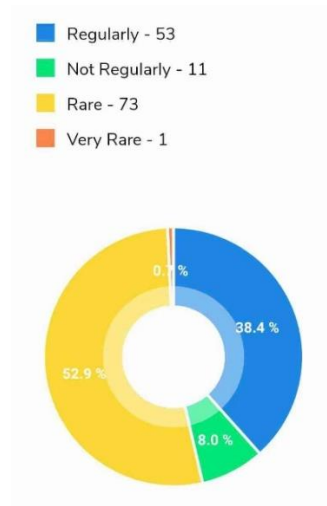




Yes	103	74.6%
No	35	25.4%

- The above options are yes or no the customers whether they consider the advertisement display on their phone the answers are for yes (74.6%) and for no (25.4%)

8) How often you see or observe Traditional marketing (pamphlets, posters, agents)?

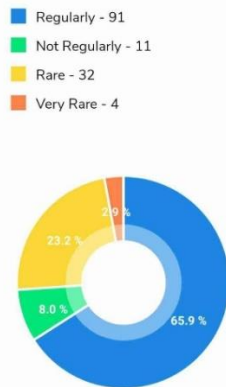


Regularly	53	38.4%
Not regularly	11	8%
Rare	73	52.9%
Very rare	1	0.1%

$$\text{MEAN} : 1*53+2*11+3*73+4*1=2.1594$$

- The responses for the above question are like for regularly (38%), Not regularly (8%), Rare (52.9%), and for Very rare (0.1%). The above responses clearly shows the very low effect of the traditional marketing from customer’s point of view.

9) How often you see or observe Digital marketing (social media, Digital display, mails etc.)



Regularly	91	65.9%
Not regularly	11	8%
Rare	32	23.2%
Very rare	4	2.9%

- The above question is similar to the above question but related to digital marketing the results are for Regularly (65.9%), Not regularly (8%), Rare (23%), Very rare(2.9%) .

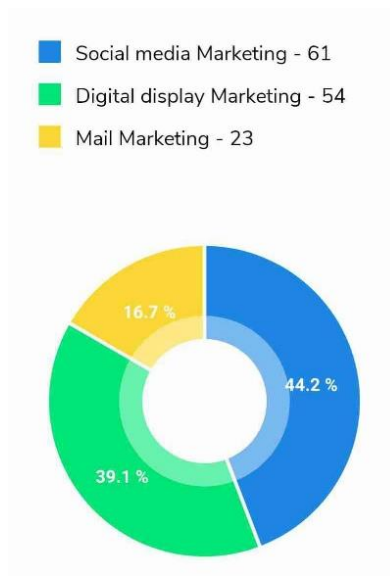
10) What kind of marketing do you prefer?



Digital marketing	101	73.2%
Traditional marketing	37	26.8%

- The above question gives clear view of the customers about the ways of marketing they prefer and they choose, the answers are for Digital Marketing (73.2%), and for traditional marketing (26.9%).

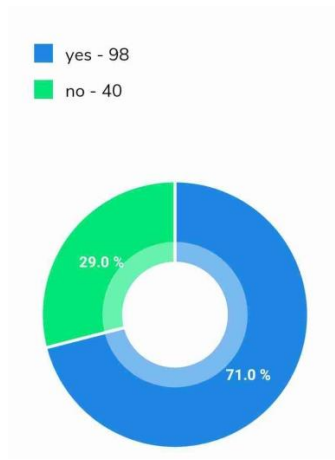
11) Which mode of digital marketing created interest in you?



Social media marketing	61	44.2%
Digital display marketing	54	39.1%
Mail marketing	23	16.7%

- This is the question related to the three main different modes of digital marketing and their impact towards customers and the results are for social marketing (44.2%), Digital display Marketing (39.1%), and for mail marketing (16.7%).
- This shows the main or effecting method or mode in the digital marketing among those three modes.

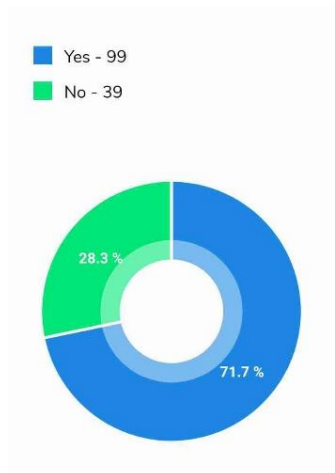
12) Does frequent promotions through digital modes create any impact on app usage?



Yes	98	71.0%
No	40	29%

- This a question were it notes the customers effect of app usage through the influence of digital promotions the percentage is for yes (71%) and for no (29%).

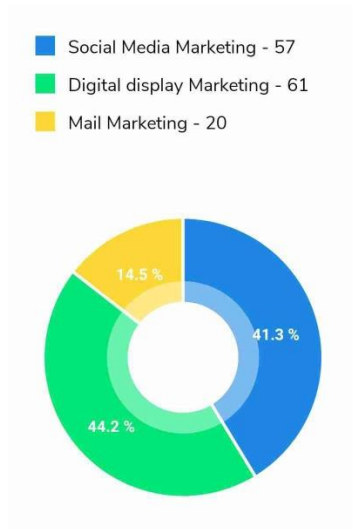
13) Have you ever thought of switching app depending on sources of digital marketing?



Yes	99	71.7%
No	39	28.3%

- The percentage of responses for the above question is for yes (71.1%), and for No (28.1%)

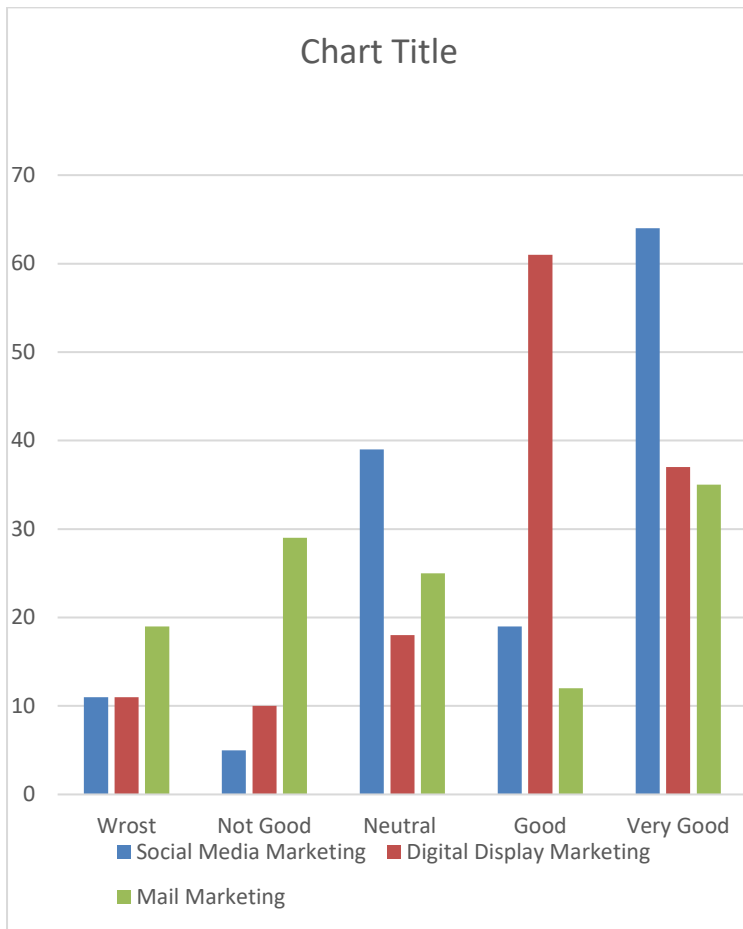
14) According to you which mode of marketing create more impact?



Social media marketing	57	41.3%
Digital media marketing	61	44.2%
Mail marketing	20	14.5%

- The responses for the above question is for social media marketing (41.3%), Digital display marketing (44.2%), and for Mai marketing (14.5%).
- The more impact is from Digital display marketing and then for Social marketing and then Mail marketing.

15) What is your rating for Social Media Marketing, Digital Display Marketing and Mail Marketing?



	Social Media Marketing	Digital Display Marketing	Mail Marketing
Worst	11	8.03	13.77
Not Good	5	7.30	21.01
Neutral	39	13.14	18.12
Good	19	44.53	8.70
Very Good	64	27.01	38.41
MEAN	3.86956522	2.71898551	2.44202899

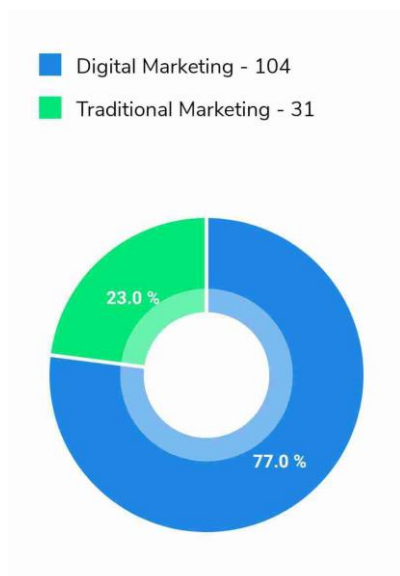
Social media marketing (mean) = 3.8695

Digital Display marketing (mean) = 2.7189

Mail Marketing (mean) = 2.44202

- The above chart gives the clear vision or explanation for the question, these are the rating given by customers for the three different modes of digital marketing.
- The results are Social Media Marketing stands at the top and then the Digital Display Marketing stands second and then the Mail marketing stand and at the last.

16) What kind of marketing do you prefer for your own business?



Digital marketing	104	77.0%
Traditional marketing	31	23.0%

- This is the last question for the research where it asks the customers that what kind of marketing you prefer for your own.
- The results are towards the digital marketing when compared to traditional marketing.
- The percentage of the digital marketing is (77%) were as the percentage of traditional marketing is (23%)
- With this it ends with the conclusion the digital marketing has more impact than the traditional marketing towards jio mart partner B2B

## FINDINGS

- The whole research paper is all about comparing Digital marketing to Traditional marketing.
- There various points were we came to conclusion that in many ways digital marketing is a better way of promoting form.
- We even came to know that customers prefer digital marketing comparing to traditional marketing.
- In this case jio mart partner is online app base platform were the customers can get all their business need under one roof.
- There seemed to be a different way of approach towards a customer's either in traditional way or digital way.

## CONCLUSION

In this present world the ways of marketing are changing day by day. The world is completely depended on digital life and digital support. In this era digital marketing plays a major role for all the business developers who are in need of promotions and want to see results in short time span. Even the jio part partner is one of the modern app which started recently and trying to mark its hand in the retail world. It is completely online based platform were customer can get all the supplementary under one app. It is completely B2B based form, it depend on both the types of promotional activities such as digital marketing and traditional marketing. The present research deals with the comparison of digital and traditional marketing. At the end of the research we came to know that the digital marketing has more impact than traditional marketing. The research is completely based on responders reply, the ultimate result is that digital marketing has high impact compared to traditional marketing. Even the app is has high approach through digital marketing than that of traditional marketing. At last the research done clearly gives the over view of the approach and customer preference towards digital marketing and its impact on them.

Hence the Digital Marketing has a bit high advantage than Traditional Marketing.



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