

# IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR

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## Abstract

**“A study on digital marketing and its impact on consumer behavior with reference to Globalshala.”**

To interact with stakeholders, digital marketing makes use of electronic (computer) equipment such as personal computers, smartphones, cell phones, tablets, and gaming consoles. Among the platforms, technology utilized used in digital marketing include websites, email, applications (both traditional and mobile), and social media. One of India's top internet media companies at the moment is Globalshala. The company works with all types of online media platforms and offers a broad range of services. Google, YouTube, LinkedIn, Slideshare, and Facebook marketing and advice are among the services provided. Despite being only two years old, the company is well ahead of most rivals thanks to its unwavering pursuit of excellence and the great amount of innovation that it put into its work.

The project was in Globalshala's marketing division. "A study on digital marketing and its impact on revenue creation with reference to Globalshala" was the title of the project. With reference to Globalshala and other digital marketing organizations, this research will assist in understanding what digital marketing is and how it affects revenue production. Through this research, we will learn how online media firms are developing, how they are making money, and how they are prospering financially. We will also learn about their revenue generation techniques, with particular reference to Globalshala.

Below are the project's main conclusions. Customers in India are avid information seekers. Before making a purchase, they get more product information. India's high rate of internet adoption is a major factor in this phenomenon. The majority of Indians are stimulated by commercials, but they frequently do not complete the high-involvement buying stages of the customer journey. Brands have more options to engage with their target audience in this digital age. Further details regarding the outcomes are provided in this paper.

## INTRODUCTION

First, as a requirement for the curriculum, a two-month research project was completed. One has the option to select the area of study that piqued his or her interest. I decided to work with the startup company Globalshala since I was curious about and interested in online or digital marketing. I selected the start-up business to have a better understanding of who I am and why I am interested in digital marketing. Digital marketing has experienced great development and is anticipated to continue doing so because it is a thriving business. With this job, I learned everything I needed to know about digital marketing, including (the business development process, content writing, and social media) Due to the emergence of social media and the proliferation of devices, platforms, and applications, marketing strategies have undergone significant shift. You can now listen to what your potential and present clients are saying and answer more quickly and personally than before. This dynamic climate for marketers brings both fresh chances and challenges. It's simple to become behind in digital marketing. Your company's social media and digital marketing strategy might be evaluated to assist you pinpoint areas that need to be addressed. useful for small- to medium-sized business owners who wish to expand via new media. Inbound marketing involves publishing online content through portals, podcasts, e-journals, online campaigns, social media marketing, and search engines. Furthermore available are other outbound marketing strategies like email marketing and RSS (Really Simple Syndication) feeds. Companies are using digital marketing techniques to implement marketing strategies successfully.

Digital Marketing:-

Digital marketing is a strategy for promoting brands through digital channels like the internet, mobile devices, and other interactive platforms. This method of advertising has a cheap cost model, which is its main advantage. Pull and Push marketing are two categories for digital marketing.

### **Pull**

Digital marketing strategies that require users to "extract" content from the web require users to actively seek it out and do so. Streaming media (audio and video) and websites and blogs are excellent instances of this. Users can access the content in each of these instances using a special link (URL).

### **Push**

Strategies for push digital marketing take into account both the marketer (who generated the message) and the target market (the user). Push digital marketing strategies include email, SMS, and RSS, among others. To ensure that the messages are understood in each of these scenarios, the marketer must convey (push) them to the users (subscribers).

Digital Marketing Trends:

Many digital platforms are being used by businesses to engage clients in more individualized ways. The digital marketing trends that businesses are quickly adopting include

Social media:

Businesses are concentrating on interacting with clients on social media to encourage in-person interactions. Social media lets businesses to engage with a big audience of potential customers by giving consumers access to campaign-related and medical information.

### **Social-Local-Mobile marketing:**

Businesses can benefit from social-business interactions due to the use of smart devices, the proliferation of site-based social media such as social media and review readings, and the development of the Global Positioning System (GPS).

## COMPANY PROFILE



A private corporation named Globalshala Private Limited was founded on June 24, 2022. It is listed with the Delhi Registrar of Companies and designated as a Non-govt company.

It has a 500,000 rupee authorised share capital in addition to a 500,000 rupee paid-up capital. It takes part in other service-related activities. Since 2012, Globalshala has been assisting clients in achieving their business goals. They have become one of the most trusted PPC Advertising Agencies in these recent years because of their unwavering commitment to customer satisfaction.

Yash Jain and Anushika Jain serve as directors of Globalshala Private Limited.

With a team of committed experts who are qualified and recognized by Google, Globalshala is a proud Google Partner and Bing advertising Certified agency. To guarantee they produce the greatest solutions for client businesses with the proper planning, implementation, and administration, they offer a dedicated

expert.

Since 2020, Globalshala has been assisting clients in achieving their business goals. They have become one of the most Globalshala practices in Holistic Search Engine Marketing (SEM) over the past few years, comprising PPC management, Facebook and banner advertising, and mobile marketing. Online advertising services from Globalshala are offered for Google Adwords, Bing, Yahoo, and Facebook ads with ROI.

### **What is the role of a digital marketer?**

Increase lead generation and brand recognition across all paid and unpaid digital platforms is the responsibility of a company's digital marketers. Social media, the company's own website, search engine rankings, email, display advertising, and the company blog are a few of these channels. The digital marketer frequently concentrates on one particular key performance indicator (KPI) for each channel in order to efficiently analyse the effectiveness of the company as a whole. For instance, an online marketer in charge of SEO monitors the number of users who arrive to a certain website "organically," or after finding it via a Google search.

#### **How does a business define digital marketing?**

Using a variety of digital strategies and platforms, "digital marketing" refers to communicating with customers online, where they spend a lot of time. including a company's website and other online branding tools

### **SCOPE OF THE STUDY**

As was already noted, digital marketing has grown in a very spectacular way, and statistics indicate that this growth will continue to accelerate in the next years. To put it simply, the future of digital marketing appears promising and secure.

Being creative, original, and up-to-date with the most recent trends will therefore be the guiding concept for every digital marketer as more and more chances arise. The Internet has continued to grow over the years, especially since the advent of Covid. People are adjusting to the new normal and are actually very at ease while doing things online, whether it's shopping, buying food or medications, or even doing their banking!

Digital marketing is therefore absolutely necessary to meet these newly developed consumer demands. In addition, it's crucial to take into account that the next generation will have grown up in a digital age and be used to everything being accessible online. Companies must therefore start using digital marketing strategies right away if they want to be able to deliver to these prospective customers. One essential lesson from this is that professions in digital marketing have a bright future, and the time is now to take advantage of this if you have an interest in the field.

### **OBJECTIVES OF THE STUDY**

1. State your goals clearly
2. For digital marketing to help you achieve your marketing objectives, they must be clear and concise.
3. Your objectives must be precise, measurable, reachable, pertinent, and time-limited. If your goals

cannot be measured, they are pointless. You'll never figure out what marketing mistakes you're doing for your business.

4. The other elements are the same as well. You will succeed if you make a plan and outline the goals you intend to achieve with the help of digital marketing. It is not a quick fix, so make sure your investment in digital marketing will pay off over time.

5. To learn about fresh chances and to take advantage of them

## ANALYSIS OF DATA:

### DATA COLLECTION

Every data collection endeavour attempts to collect high-quality data that may be used for rich data analysis and the development of answers to previously posed questions.

### PRIMARY DATA

Primary information was gathered from a variety of sources, and the analysis was aided by their insight and knowledge of the study's particular goals. To further understand their experiences and preferences for their devoted company, data were gathered through questionnaires.

### SECONDARY DATA:

Secondary information was gathered from many websites, newspapers, etc.

**Sample size: 100**

## RESEARCH METHODOLOGY

### 1. PRIMARY RESEARCH :-

A primary investigation was carried out:

The following areas were covered in the questionnaire that was created for the businesses.

### SECONDARY RESEARCH :-

- To understand the offerings of the different players, information was obtained through websites and catalogs
- Company websites, online retailers, and other sources are used to gather secondary data.

### The questionnaire is included as Annexure I.

How significant are your social media profiles on sites like Facebook, Linked In, Twitter, etc.?

How significant are internet shopping, banking, trading, and other platforms for you?

How significant are sites like Picasa, Flickr, Instagram, and others for you?

There are different levels of relevance for each of your accounts on iTunes, Kindle, Google Play, and your websites, blogs, and domain names.

How important do you think it is to retain important records like property deeds and legal paperwork?

How significant are online wallets like PayPal or virtual currencies like BitCoin, Linden, or LiteCoin to you?

Have you given any thought to storing or giving your family or friends access to the data or digital assets mentioned above so they have access to them in the event of an emergency (such as a serious sickness or when you are not around to give them this information)?

How likely are you to utilize a one-stop service that would let you manage all of your digital assets and communicate essential information to your family and friends as needed?

If such a service existed, How probable is it that you'll utilise it?

How likely are you to use this service if it were offered by a bank, insurance provider, or other reputable organization like a law firm?

## Literature review

1. NTrends in Internet Advertising, a research article by Neelika Arora, 32, was published in advertising Express in December 2020.

By 2021, it is anticipated that the global online advertising market will reach \$10 billion USD. Revenues in India are currently forecast to be Rs. 80 crore, and within the next five years, they are predicted to climb six times more. A wider industry section in India, including those in the automotive, telecom, education, banking, insurance, credit card, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services, and tourism, accepts the Internet as a medium. The banking, FMCG, and insurance industries are thought to together account for 45% of all advertising expenditures these. Financial service providers barely spend 12% of the overall advertising revenue, in contrast to the 37% spent by the automobile, tourism, and retail industries. Automobiles are among the top consumers in India, followed by Sunsilk, Pepsodent, Kellogg's, Cadbury, and HDFC (Housing Development Finance Corporation Ltd.) loans. Together with this, early adopters in the financial and IT industries are also investing more money. Internationally, the trend is for Google, Yahoo, Microsoft, AOL (America Online Launchers), and Overture to receive over 60% of all income. Almost 90% of Google's income comes from advertising. Portals in India like agencyfaqs.com, rediffmail.com, exchange4media.com, and indiatimes.com are bringing in a lot of online money.

The demographic profile of Indian consumers is explained in this article. Also, it provides a comparison between worldwide and Indian trends, which is helpful for my research.

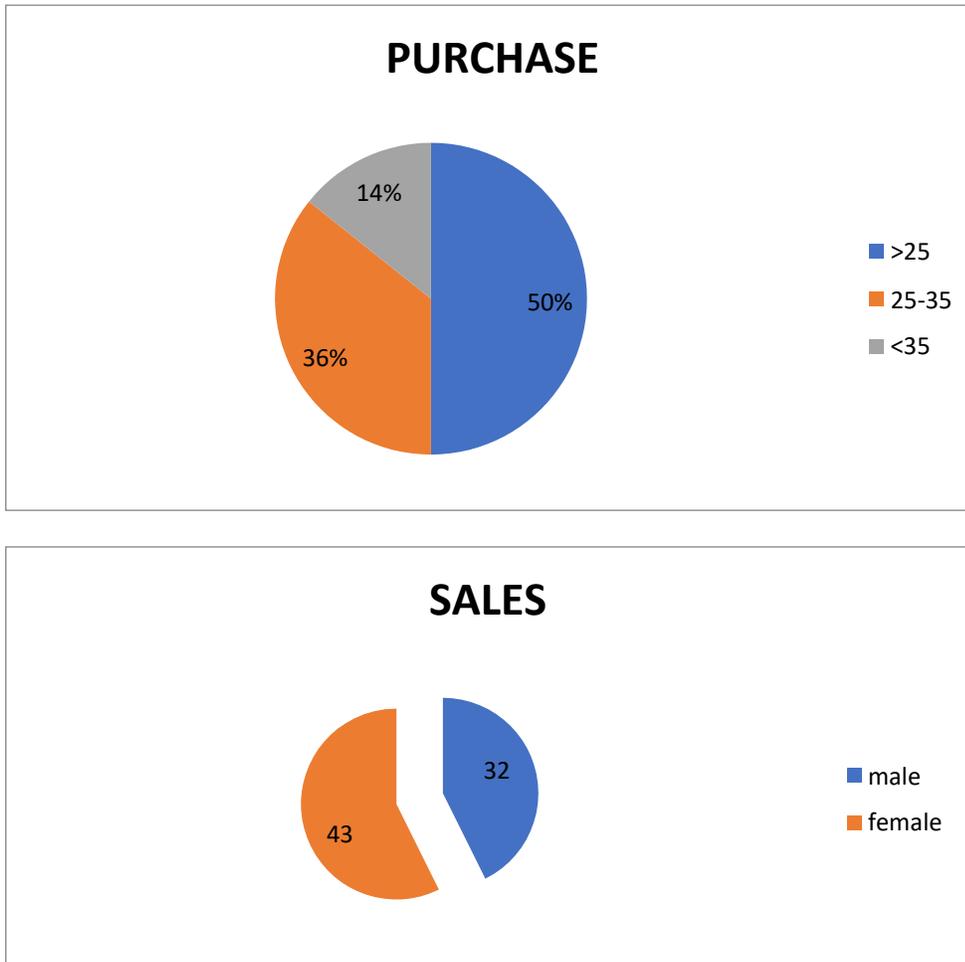
2. Sumanjeet37 has written a piece about “On-Line Banner Advertising” in the Indian Journal of Marketing. Online banner advertising has great potential as an advertising medium. It is easy to create, place, and use. It offers companies targeting Globalshala educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented.

The essay by Jaffrey Graham<sup>45</sup>, titled "Globalshala advertising's future e-Marketing approach," has been published. In a report on equities research, Morgan Stanley Dean Witter looked at the Internet marketing and advertising sector. The cost and efficacy of advertising across multiple mediums are calculated in the report after reviewing research from dozens of companies. Online branding is effective. The Internet is at least as successful at generating product interest for established companies as television, magazines, and newspapers are for promoting recall.

### 3. Social media advertising:

How users respond to social adverts. An adaptation of Nielsen (2012: 10). Social media has altered not only how individuals communicate online but also how other media are consumed. News, entertainment, and products for consumption are filtered, discussed, distributed, and validated via online social connections. (Ryan 2011: 15) Each of the current most popular social media platforms will be covered in more detail in the following chapters. Of course, there are several more social networks and programs (apps) accessible, but given the study, the primary media are the focus.

**GRAPH: 1**  
**Respondents' gender and age group who make frequent purchases**



**INTERPRETATION**

The majority of our respondents who make online purchases are under 25, and almost all of them are students. Furthermore, 35.7% of people aged 25 to 35 successfully use online purchasing. All of those individuals are drawn to e-commerce websites because they give everyone access to a large variety of products and services. Our interpretation of this, given their choices, is that people are purchasing unique and time-consuming international goods online.

## FINDINGS

- 1 The majority of individuals in the real sector are aware of the advantages and benefits of digital marketing.
- 2 From my research into digital marketing, I learned about its recent emergence and rapid expansion.
- 3 I discovered in client servicing that persuading clients is a little difficult because they are equally knowledgeable about digital marketing and can articulate why Globalshala is superior to competitors.
- 4 Before considering other, less well-known possibilities, the majority of sectors choose Their main digital marketing platforms are search engine optimisation, search engine marketing, and social media marketing. The acceptance rate for these three channels is high.
- 5 Sending an email to a company in a related industry first, and then calling them afterward, makes contacting them easier; occasionally, the company will call you back after getting your email.

## Learning

### **To find a financial ROI solution for the client's issue.**

Learn about the potential and difficulties associated with digital marketing in India. same task every day, but different circumstances

No of how tiny or large a client's request may be, meeting all of their needs is crucial.

## CONCLUSION

The fact that this project was effectively completed indicates that digital marketing is where the sector is going. Digital marketing include integrated services and channels as well as the placement of advertisements on portals. To effectively reach their target audiences and establish a brand, marketers aim to use these elements. In the current digital era, those who are connected across digital channels serve as brand stewards rather than marketers.

Due to the fact that consumers prefer digital media over other types of media, brands want to boost their online presence. Also, consumers are ravenous information searchers, and the sole means of two-way connection between Globalshala brands and customers is through digital media.

