IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR

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Abstract

In order to reach consumers, digital marketers employ a wide variety of computer-based technologies. Internet marketing employs digital mediums such as the World Wide Web, electronic mail, computer and mobile software, and social networking sites. Globalshala has quickly become a dominant force in the Indian online media landscape. The company provides full support for all forms of digital media. Marketing and management services for your social media accounts, as well as assistance with Google, YouTube, and the other major search engines, are included. Only two years old, the company has already outpaced its rivals thanks to its dedication to excellence and extraordinary creativity in its approach to work. The marketing department at Globalshala took the lead on this initiative. "A study on the effect of digital marketing on revenue generation with Globalshala as a case study" was the working title of the project. This report explains digital marketing and how it can generate revenue for businesses like Globalshala. The growth of online media companies like Globalshala, and the various revenue models employed by these organisations, will be explored in detail. Key findings from the study are presented here. Indian shoppers are notoriously curious. They do more research on the product before making a purchase. The internet's widespread accessibility in India undoubtedly plays a role. While advertising does get people in India thinking about making a purchase, it rarely leads to an actual transaction.

The advent of the Internet has allowed companies unparalleled access to customers. This report expands upon earlier investigations.

INTRODUCTION

In the early 1990s, when the World Wide Web (WWW) protocol was created, the internet as we know it took off, and it is now firmly established as the backbone of advanced economies across the globe, including those in North America and large parts of Europe and Asia. By the end of 2007, it was predicted that there would be approximately 1.3 billion Internet users around the world (Internetworldstats, 2008). About 20% of the world's population is connected to the web. Internet usage has increased by 120% per year on average in developed nations over the past seven years, but has grown at a much slower rate in less developed nations.

Since the advent of the Internet, many facets of business operations, such as advertising and customer service, have been rethought. Through the use of this format, e-commerce best practises were standardised. Millions of online shops have mushroomed in response to the hundreds of millions of people who now regularly shop online. It's possible that the early stages of the Internet were too complicated for the typical computer user. Web browsers have transformed this once-refined, text-oriented, and specialised application into a massive multimedia tool for people all over the world. Hein and Rich (1997), two of the medium's earliest critics, predicted that the medium's interactivity would make advertisements more engaging (2002). Banner ads were widely used at the time as a means of advertising on the World Wide Web. Even though click through rates for internet banner ads have dropped from 30% in 1994 to 0.3% in 2002, companies still spend billions of dollars annually on them.

Digital Marketing:-

The term "digital marketing" describes the practise of promoting a good or service via digital means, such as the Internet, mobile phones, and other forms of digital interactivity. The main benefit of this method is the low cost per impression. The two most common types of digital advertising are pull marketing and push marketing.

Pull

To access the content, users of pull digital marketing technologies like internet search engines must go looking for it. Audio and video streaming services, weblogs, and other forms of online content are included. In each of these instances, readers can access the material by clicking on the relevant link (URL).

Push

Push digital marketing technologies engage both the marketer (message creator) and the intended audience (the user). With push digital marketing, channels like email, SMS, and RSS are used to spread content. All three methods require the marketer to "push" the message to the users (subscribers) before they will see it.

Digital Marketing Trends:

To foster more meaningful connections with their clientele, businesses are increasingly embracing digital communication channels. Businesses are quickly adopting several trends in digital marketing.

Social media:

Real-time communication with customers via social media is gaining importance for companies. Businesses can reach a wide audience by using social media to spread information about their products and services, as well as health and political campaigns.

Social-Local-Mobile marketing:

Businesses are better able to take advantage of Social-Local-Mobile marketing thanks to the development of GPS technology, the widespread availability of smart mobile devices, and the rise of location-based social activities like experience sharing and review reading via social media.

COMPANY PROFILE

Advertising in the business world is a form of marketing communication with the goal of getting the reader to take some sort of action. In most cases, the objective is to get people to buy or use a specific brand of commercially available goods or services. "Advertising is the non-personal communication of information about products, services, or ideas by identified sponsors through the various media," writes Richard F. Taflinger. He adds that advertisements are "usually persuasive in nature."

When referring to a third party that manages advertisements, the term "advertising agency" is commonly

used.

In the business world, an advertising agency is a company that helps other companies with their marketing efforts. An advertising agency can provide objective insight because it is independently owned and operated. An agency can handle marketing, branding, and sales promotion activities on your behalf. There are a few different types of advertising agencies:Full service agencies

➢ Creative agencies
➢ Specialized agencies
➢ In-house agencies
➢ Digital agencies or new media agencies

. **What does a digital marketer do?**

Digital marketers are accountable for generating brand awareness and new customer leads across all digital platforms. Examples of such channels include social media, the company's blog, email, display ads, and search engine results pages. The digital marketer typically employs a different key performance indicator (KPI) for each channel to get a complete picture of the company's health. A digital marketer responsible for search engine optimisation (SEO) might, for instance, keep tabs on how many people are finding their way to a specific page on the company's site via a Google search.

How does a business define digital marketing?

Digital marketers use a wide range of digital strategies and channels to reach consumers where they spend most of their time online. Starting with the company's web address and working forward.

SCOPE OF THE STUDY

As was just mentioned, the rise of digital marketing has been meteoric, and projections for the foreseeable future indicate that this trend will continue. To rephrase, digital marketing has a bright and secure future.

To take advantage of the numerous new possibilities, it is essential for every digital marketer to be creative, resourceful, and up-to-date. The Internet's explosive growth since covid's introduction is not a fad. Customers are quickly becoming accustomed to the ease of online banking, grocery delivery, and prescription refilling.

Therefore, digital marketing is more crucial than ever to meet the ever-evolving needs of consumers.

You should also think about the fact that the next generation will grow up in a digital, online world. To attract and satisfy these customers, businesses must immediately prioritise digital marketing. The takeaway here is that a career in digital marketing has a bright future, so if that's something you're interested in doing, now is a good time to do it.

OBJECTIVES OF THESTUDY

1. Focus on the Details
2. Achieving success with digital advertising requires setting objectives that can be quantified.
3. Goals that are not SMART (specific, measurable, attainable, relevant, and time-bound) are doomed to failure. Setting goals is useless if you have no way to determine if you are actually getting closer to achieving them. Without testing, you'll never know which parts of your marketing strategy need tweaking.
4. The same is true for all of the other factors to think about. If you want to be successful at digital marketing, you need to make a plan and set some specific goals. Success in digital marketing won't happen overnight, so plan your budget accordingly.
5. To think outside the box and carry out one's ideas effectively

DATA COLLECTION

ANALYSIS OF DATA:

The ultimate goal of any study is to provide credible and convincing answers to research questions, so it is essential that data collection efforts focus on amassing high-quality evidence.

PRIMARY DATA

Primary data, including the opinions and experiences of many different people, was collected for this analysis. In order to learn more about customers' experiences with and preferences for the devoted business, questionnaire responses were compiled.

SECONDARY DATA :

We primarily used secondary resources, such as the media.

Sample size: 100

RESEARCH METHODOLOGY

1. **PRIMARY RESEARCH :-**
2. The following is original data collection:
3. A questionnaire was made available to businesses, and it covered the following areas of enquiry:
4. **SECONDARY RESEARCH :-**

The various product descriptions were compiled from various online and offline resources.

Secondary data is gathered from the company's website, online retailers' websites, and other online sources.

Questionnaire has been attached in annexure –I

I'm interested in knowing how heavily you rely on your various social media platforms (Twitter, Facebook, etc.). How often do you shop, bank, trade, gamble, and do just about anything else that can be done in an online marketplace?

How much do you rely on online storage and sharing platforms like Picasa, Flicker, Instagram, and others to store, sort, and view your own photos?

What makes your Apple, Amazon, and/or Google accounts special to you? What makes your domain names, websites, and/or blogs special to you?

How critical do you think it is that your financial, legal, and other crucial documents are kept safe?

What place do you see online wallets like PayPal and virtual currency exchanges like BitCoin, Linden, and Litecoin?

What plans have you made to ensure that your loved ones will have access to the aforementioned information and digital assets in the event of your untimely death or critical illness?

How likely are you to use a centralised service to store, update, and transfer all your digital assets or important information to family and friends whenever needed?

If reputable businesses like banks, insurance companies, and law firms offered this service, more people would use it. I'm curious as to what uses you might envision.

Literature review

1. In advertising Express, 32-year-old Neelika Arora shared her findings on "Trends in Online Advertising" (year 2020).

2. Experts predict that by 2021, online advertising will generate over $10 billion in revenue around the world. Sales in India are expected to reach around Rs.80 cr. in the near future. inside of the next five years by a factor of six. Industries as diverse as automobiles, telecommunications, education, banking, insurance, credit cards, fast moving consumer goods (FMCG), apparel/clothing, durables, media, business services, and tourism have all embraced the Internet in India. The banking, fast-moving consumer goods, and insurance industries contribute an estimated 45 percent of the total advertising budget. While the automotive, travel, and retail industries account for 37% of advertising revenue, the financial services industry contributes only 12%. In addition to early adopters in the banking and IT industries, Globalshala

and consumer goods companies like Pepsi, Kellogg's, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans, and Sunsilk also contribute significantly to India's GDP. This is a universally discernible trend around the world.

3. Google, Yahoo, Microsoft, AOL (America Online Launchers), and Overture account for 60% of all online advertising revenue. Ads generate nearly all of Google's revenue. The most affluent Internet users in India frequently visit sites like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com, etc.

4. The article delves into the makeup of the Indian user base. Globalshala's comparison of global and Indian runway trends is also very helpful to me.

5. For the Indian Journal of Marketing, Sumanjeet37 has penned an article titled "Online Banner Advertising." Online banner ads have a tonne of potential that has yet to be tapped. It's not hard to put together, set up, or utilise. The male and female student population at Globalshala is highly desirable target demographic for any business looking to grow.

6. Commentary on "Globalshala advertising's

7. According to an analysis of the Internet marketing and advertising industry conducted by Morgan Stanley Dean Witter, titled "future e-Marketing strategy," the Internet is more effective than television, magazines, and newspapers at raising brand awareness, and it is at least as good as the Internet at conducting genealogical research.

8. After seeing a social media ad, what do consumers do?, to paraphrase Nielsen (2012: 10). Social media has altered people's traditional media habits by making it easier to find trustworthy sources of information, entertainment, and purchases through their online social networks (Ryan, 2011, p. 15)

9. will educate you further on the most popular social media platforms; however, there are many viable alternatives to the major Medias that are equally deserving of your time.

DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHICS:

Respondent age group and gender

TABLE: .1

VARIABLES	MEASURING GROUP	FREQUENCY	PERCENTAGE
Age	Below 25	35	50.0
	Between 25-35	25	35.7
	Above 35	10	14.3
			100
Gender	Male	28	40
	Female	42	60
	Total	70	100

ANALYSIS:

The preceding chart displays the empirical results obtained from the data. A summary of the collected data and a breakdown of the demographics of the respondents are included. The data is analysed, and inferences are made. As can be seen in the table above, 35.7% of the 70 respondents are between the ages of 25 and 35, while 14.3% are older than 35.

We also looked at demographics like age and race. Female respondents are more likely to shop online than male respondents.

GRAPH: 1

Respondents' estimates of the ages and sexes of regular shoppers
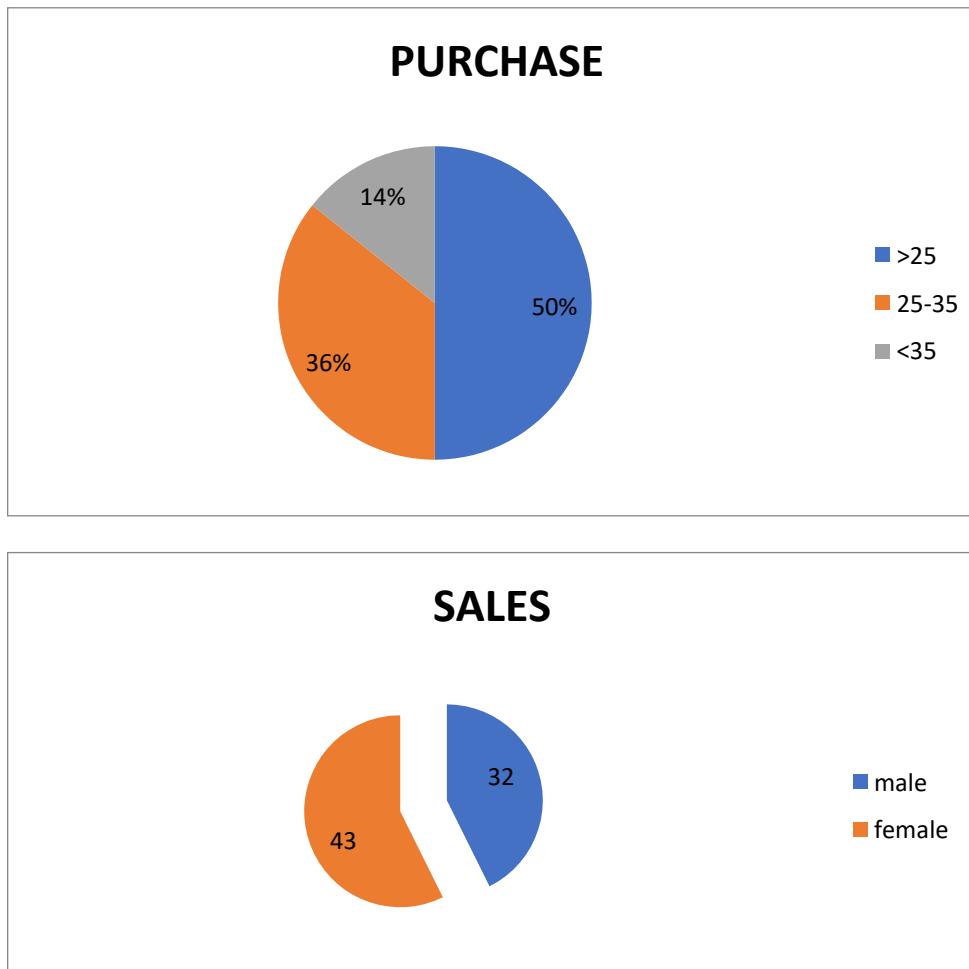
INTERPRETATION

Most of our online customers are under the age of 25; they are primarily students. The percentage of Internet-savvy adults aged 25-35 is also relatively high, at 35.7%. The wide selection of products and services available on the internet has attracted customers from all corners of the globe. From their preferences, we can infer that they are making use of the internet to quickly and easily order niche, internationally sourced goods without leaving the comfort of their own homes.

FINDINGS

The vast majority of people in the real economy are already aware of digital marketing's potential benefits and advantages.

My understanding of digital marketing has evolved as I have come to appreciate its relative novelty and rapid growth.

From my time working in customer service, I know that convincing clients of Globalshala's superiority is difficult because clients already possess extensive expertise in digital marketing.

Most companies begin their forays into digital marketing with efforts focused on search engine optimisation (SEO), paid search advertising (PPC), and social media marketing (SMM).

The process can go more smoothly, and the company may even initiate contact after reading the E-mailer you sent them about the relevant industry.

Learning

To maximise the financial benefit to the customer.

Investigate the challenges and successes that digital marketing faces in India. Every day is the same, but the challenges are different.

No matter how big or small, it's important to fulfil all of a customer's requests.

CONCLUSION

Digital marketing is the future, and the fact that this project was completed demonstrates that. Digital marketing encompasses a wide range of tactics, such as ad placement on portals and the coordinated introduction of new channels and services. In order to reach their target demographics and build their brands, marketers are always looking for new and better ways to put these technologies to use. Connected consumers across digital platforms now serve as the brand's true guardians, rather than traditional marketing departments.

Digital media has a deeper emotional connection with consumers than any other medium, so companies are keen to increase their visibility in the digital space. Because Globalshala customers are such research aficionados, digital platforms are essential for two-way communication between the company and its clientele.