

IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR

Priyanka Kumari, Prof. Sankar Mukherjee

MASTER OF BUSINESS ADMINISTRATION

**SCHOOL OF BUSINESS
GALGOTIAS UNIVERSITY**



ABSTRACT

In the highly competitive market and technology advancement with the usage of internet it's shifted the normal market to digital marketing strategies. Digital marketing grab wide area and within the highly competitive sell involve exploring business model using digital technologies which reduces cost and expand business globally.

Today digital marketing have a greater scope of expanding their business within the future as customers are far more satisfied by doing online shopping as they find digital marketing much more safer than traditional marketing.

Digital marketing provide opportunity to the purchasers to possess a glance on the knowledge of the merchandise provided by the corporate and may ready to do comparison accordingly, so that they're ready to enjoy right to choose and may place order at any time 24*7 at anywhere.

They are exposed to a lot of content as companies try to market their products online. This has helped simplify the purchasing process for consumers, where they are now able to research and compare products online before making a final decision on what to buy.

The amount of information available online has allowed them to even try different types and come to a conclusion. While they have allowed brands to influence their purchasing decisions, similar technologies have empowered them to a great extent. Digital marketing has helped customers take full advantage of the transparent relationships they intend to have, in addition to giving them a better understanding of certain services and products.

With the updated technologies and increase within the usage of internet engagement, interconnectivity of consumers is increasing day by day as a results of which consumer behaviour changed and organization should understand the behaviour of consumer. However, digital marketing has also made it increasingly difficult for consumers to remain loyal to a particular product. Before the advent of digital marketing, consumers were always a part of their favorite product. They often prefer to stick to standard products and products.

This was because they were not featured in a large list of products and services as is the case today. Today, consumers look forward to products that offer the best value for the same amount of money.

Not only that, they even consider other factors; such as customer support, product value, discounts, and more. So, as more brands come out with better features and offers, customers still have a choice. They show a little skepticism when they move from the companies they go to to completely new ones.

This research study analyses the impact of digital marketing on consumer buying behaviour. As a result, digital marketing has positive impact on consumer buying behaviour, traditional marketing soon should be moved to digital marketing.

INTRODUCTION

Digital Marketing means online marketing, online marketing. Digital Marketing is not only important in capturing the wider space for marketing but it is also equally important for customers as it provides a number of opportunities to directly communicate with customers. In a highly competitive market with the advancement of technology through the use of the Internet has transformed marketing strategies into digital marketing strategies and how to interact with customers over time. Day by day it increases the use of digital marketing as the consumer acquires a variety of products not only within certain localities but from all over the world .The term digital marketing has become very popular over time. Digital marketing markets products and services mainly online but also to any digital medium such as mobile phones. Digital medium marketing offers more satisfaction to customers as they are able to ask questions and can also offer suggestions related to any product and services. In the digital communication market it is much easier than

conventional marketing as the means of communication especially through website, chat, email, etc. Expanding and growing any business around the world digital marketing is one of the fastest ways to grow as they use digital tools. which makes marketing much easier. It reaches a large number of customers from all over the world in a small amount of time. Statistically it is much easier to measure campaign effectiveness when in mainstream advertising it is very difficult to measure campaign effectiveness. In the digital market it is very easy to make changes and update information continuously from time to time according to their terms and services and with the help of online customers anywhere and at any time they can bypass the provided information that is useful to them. Today online shopping like Myntra offers a wide range of products and it is easy for customers to buy anytime anywhere by simply downloading one app via the internet, and proving a 30-day exchange or return policy that increases customer satisfaction. Today most people rely on the online shopping for each type of weather products for groceries or clothing, today everyone knows that they can visit a company website and refer to a particular product and make a product order and give feedback. It is the right of all customers to get complete information related to every product there is nothing to hide from customers as they can complain about any product if they are deceived. With some related products customers can compare and place an order at any time to their liking, as digital marketing offers 24-hour services to customers so they can shop at any time whenever they are free. Now there is no need to take time off a busy shopping system as customers can do it at any time anywhere without fear as there are obvious product prices and they can compare to many and buy a low-cost product. Today digital marketing has a huge scope to grow their business in the future as customers are more satisfied with online shopping as they find digital marketing more secure than conventional marketing. Each group of leading people shop online as there are a variety of products available at different prices and different payment methods available that make it easier for customers to shop online. Today throughout the organization digital marketing is becoming a very important part of doing business as it not only increases the profitability of the organization but also increases business worldwide. Customers become more loyal to the product as they gain more confidence after receiving all the product information and provide their feedback that creates better relationships between customers and sellers. Digital use plays an important role in today's competitive markets as it involves examining a business model using digital technology that reduces costs and expands business globally. Not only did it benefit customers but it also reduced system tension as there was no fear of aging or theft as there was no direct store location. It also ensures quality and reduces fraud as there is transparency in the business and there is a very competitive market so customers are free to choose.

There are different E-Commerce models such as:

- Business to Business With E-Commerce (B2B) here both parties are involved in the business. Example- myntra works with a variety of products.
- Business to Consumers (B2C) where buyers and sellers of products and services perform online services. Example-shopping online.
- Customers For Customers (C2C) here both buyer and seller are individuals. Example- At OLX both parties are individually selling an old and useless digital product online using the one you find most useful.
- Business in Government (B2G): It involves selling government products and services online.

Types Of Digital Marketing

1. **Affiliate marketing:** The idea of miles as a safe, secure and easy way to showcase on an online scale. This is due to a lack of trust in friends which can create new customers. Legal means may also provide some insurance against this; however there are obstacles to recovering any misfortune or campaign. However, the company's display allows the product to market to smaller distributors, as well as websites with smaller visitors.
2. **Search Engine Optimization (SEO):** As a form of web marketing, search, search engine results search results. Search engine optimization can target a variety of search types, including images, location, video, instructions, news, and real business search engines such as google. Developing an online site engine may also contain content conversion, HTML and related codes for both growth and downtime. Promoting a site to expand the wide and varied links or inbound links, tagging a community bookmark, and listing is a way to improve search engines.
3. **Search Engine Marketing (SEM):** SEM is a form of online marketing that involves the promotion of websites in a way that enhances their visibility in search engine results pages. On search engine results pages or use the payment associated with a click list.
4. **Pay per click (PPC):** Also called the cost per click, is an online advertising model used to advertise to advertisers when the ad is clicked. It is easily described as advertising by search engines, advertisers generally. Content sites usually charge a fixed price per click rather than using a bidding system. Ads that display PPC, also known as ad ads, are displayed on websites or search engine results with related content that you agree to display.
 - a. **Low-level PPC:** Advertiser and publisher / search engine agree on a fixed price per view to be paid per click. The publisher has generated a lot of value per step by clicking on or CPC primarily based on the value of that click on the excess value.

- b. **Bid-based PPC:** Commonly used in Google Adwords, bid by keeping payment by clicking at auction to help protect your investment high in search results.
5. **Social Media Marketing (SMM):** while using social media channels (facebook, Twitter, Pinterest, Instagram, Google+, etc.) in the market place. The term 'digital marketing and marketing' has a number of advertising and marketing features as it assists single-channel channels. It is still a long way off if process strategies are developed and finalized to attract website visitors or to find a different website the use of different social media platforms.
6. **Online Display (ODA):** Can be seen on a variety of codecs and contains text, images, flash, video and audio. Forty million people are connected to the Internet each month. The 30-kilometer exhibition of advertising and marketing is a form of advertising and marketing that is available on websites. it is also possible to install the correct format because it will help to do a lot of content.
 - a. **Video**
 - b. **Utilities:** light extensible documents while the user uses the mouse over
 - c. **Overlay:** ads that appear and you may have to press a button nearby;
7. **Mobile Marketing (MMT):** Mobile advertising via SMS has grown. Andreas Kaplan defines mobile advertising and marketing as any advertising interest eliminated as a mobile device. mobile advertising via SMS has grown but, mobile operators, SMS has grown to become the most popular branch of the mobile advertising business, with 100 million advertising SMS in Europe and Asia as a brand new consumer success channel. the moon.
8. **Email Marketing:** In its broadest sense, for each email sent to a consumer, customer potential may be considered for electronic advertising and marketing. It is usually done with the help of email; request an email marketing business can be made or sold on the current consumer website. In particular, time is often spent discussing the message to the buyer and the buyer, promoting customer loyalty and repeating business that adds markets to the email messages sent by different businesses to their customers.

Benefits of Digital Marketing

1. **Global Profit:** The Internet site allows you to discover new markets and trade with minimal international support.
2. **Low Cost:** A well-organized and successful digital marketing campaign.
3. **Measurable, Measurable Results:** By measuring online advertising with net analytics and online metrics tool, it is not difficult to track how well your marketing campaign is doing. You will receive

unique data about the use of your website in response to your advertising. Web statistics can be set to show you how to make good money with digital means.

4. **Personalization:** in case your client's website is linked to your website, log on to the website. You have to do the work with the offer. It is more important than the best practice or your work.
5. **Openness:** you know that the social media platform is not compatible with the content of your website and that you can use it as a social media and gain acceptance in the social media community.
6. **Community Forex:** on the net, those campaigns can win public money.
7. **Advanced conversion quotes:** if you have an online site, your clients are far away with a few clicks to create a purchase. Unlike other media outlets where people are with me.

Review of Literature

1. Kamlesh K Bajaj, Debjani Nag in their study on E-commerce stated (2016)
E-Commerce has been widely recognized as a vehicle for advancing and accelerating these changes. Nowadays business and economic days feel welcome that e-commerce will continue, new methods are being tried and tested and new ways to exploit the internet to make business live in a highly competitive market environment. With new opportunities the internet has created a global digital economy. Through the integration process he graduated from new technology to intermediate technology. E-Commerce converts paper transactions into electronic transactions making the organization much easier.
2. DR.C.S. RAYUDU in their study on E-Commerce E-Business titled (2016)
From e-commerce data exchange to e-commerce trading many changes have been made. The growth of the highly competitive internet market has created the potential of e-commerce. E-Commerce is nothing but a traditional business through electronic means. A wide range of changes have been observed from Electronic Data Interchange to online marketing. With the growth of the Internet it has created a potential for the Internet. Today the traditional market is out of date now the future depends on commerce, a new way of doing market research and the use of new digital strategies. It covers the whole process from buying to producing and selling goods online. It helps to build close relationships between customers and vendors and allows companies to adapt to their operations. For companies worldwide, the Internet is a global business platform. E-commerce is all about speeding up, making the product globally, boosting product and reaching new customers in less time.
3. P.Sathya S.T.E.T Women's college in their study on A STUDY OF DIGITAL MARKETING AND ITS IMPACT (2015)

The main purpose of the digital market is to understand the needs of the customers and allow customers to mix the product for the sake of digital media. The digital marketplace allows consumers to focus on the information provided by a product-related organization to customers, ensuring transparency. With the help of online customers they can view the information provided at any time anywhere and can place an order while sitting at home, as 24-hour services are offered in the digital marketplace to purchase any type of product. Now consumers can easily compare with the basics of the information provided, customers have the right to choose. Today almost all customers rely on the digital market as it saves their time and most of them are very satisfied while shopping online. Online shopping is more secure for consumers today with traditional shopping, each group of customers is aware of the digital market today. Due to the availability of various products from around the world customers feel that online shopping is easier and less expensive as it eliminates channels in between. With the development of the digital market, technological advances are improving day by day. Digital marketing collects customer feedback very easily and quickly goes back to customer problems and also works on a given proposal. It ensures light not only before purchase but also after purchase. The current digital market has a great future as it is profitable for customers and retailers.

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Need for study

Digital forums have brought about dramatic changes in the way a retailer markets a product and the way consumers buy the same. Purchasing confidential behaviour influences many aspects, and these factors always influence the advertiser to match the needs of consumers in general and young people in particular. It is therefore noteworthy that there is a need to review Digital Marketing and its impact on purchasing youth behaviour.

Objective:

1. Learn about the current state of digital purchases in relation to the digital marketing.
2. Analysing factors that affect customers' attitude toward digital purchases
3. Learn the positive traits
4. Learn about digital development opportunities in the near future.
5. Be aware of digital marketing strategies.
6. Explore the impact of digital marketing and its channels.
7. Evaluate customer engagement in digital marketing.

Research design: This study used descriptive design. However, this study used an online survey of university students as a key data collection tool for student survey results. Participants in the survey questionnaire included universities. These students were selected to use the random sampling method that was possible due to time constraints.

Data Collection

Basic and secondary data collection methods were used. Also, basic data was collected using a questionnaire provided to select university students. The questionnaire is divided into different sections. The first part includes questions about the participants' knowledge base. The second section covers questions about how to use email marketing, online advertising, social media marketing, mobile marketing, and the third section, which includes questions about purchasing decisions. In addition, the second data collected contained book reviews on studies conducted on the same topic.

Primary Data: The first data is that, which is renewed for the first time, and as a result becomes a real character. In this study, data were collected by questionnaire New data, which was collected from clients through interviews and interactions and questionnaires.

Secondary data: Secondary data is collected on a variety of topics, published research and review papers, magazines, published statistics, documents from government agencies, news research. etc.

Sample design: A sample design used to describe this study Judgment Sample, all respondents experienced digital marketing at least once.

Sample size: Sample size where the survey was performed per 100 people.

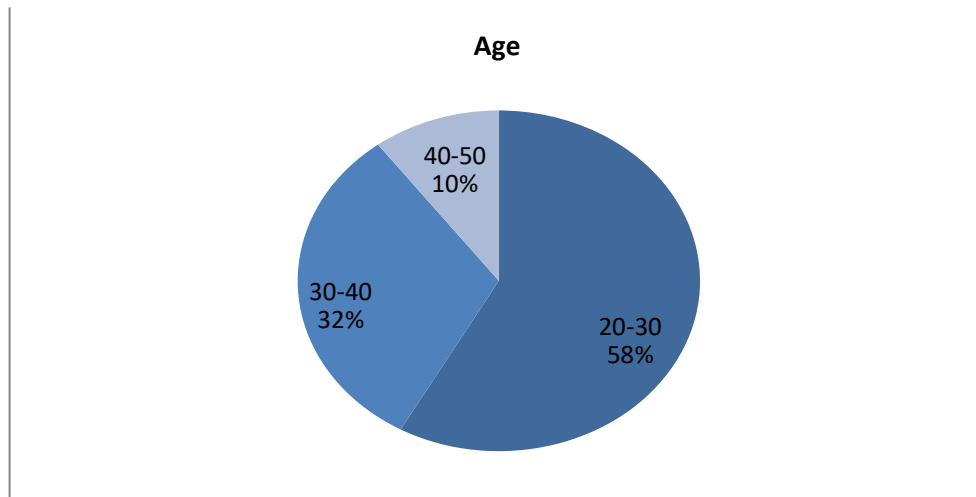
In order to achieve the objectives of the research, students will be selected using the opportunity sampling method; a reason to take advantage of random sampling opportunities to allow the researcher to select and focus on specific aspects of the population of interest and will enable him or her to answer his / her research questions.

ANALYSIS AND INTERPRETATION:

1. Age group of the respondents

Particulars	Frequency	Percentage
20-30	68	68%
30-40	37	37%
40-50	12	12%
Total	100	100%

Data interpretation: The above pie chart it's far clean that 58% of respondents are the age institution of 20-30, 32% of respondents are the age institution of 30-forty and 10% of respondents are the age group of forty-50.

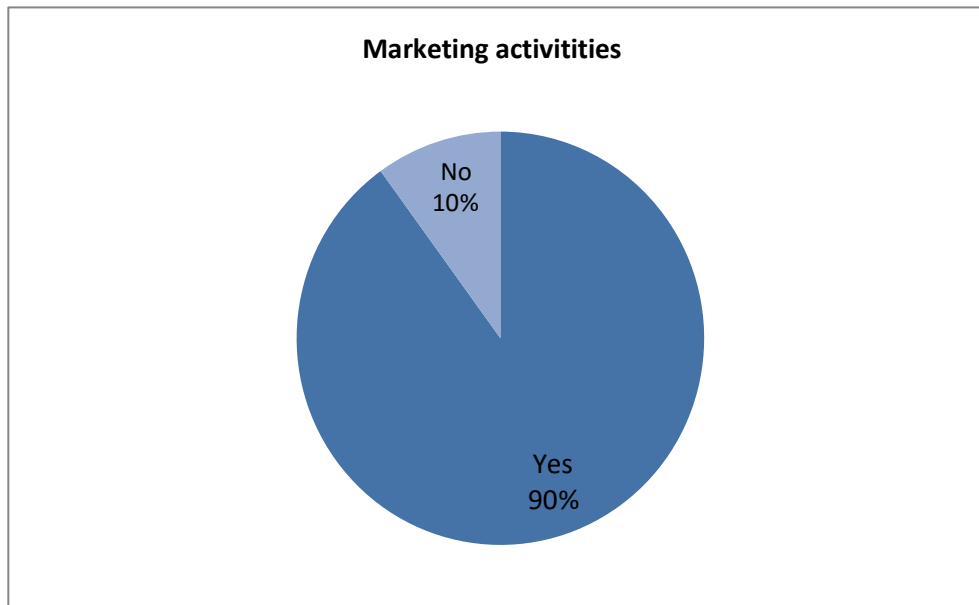


Inference: The younger generation is highly involved in digital marketing activities more than the other age group of people.

2. People involved digital marketing activities

Particulars	Frequency
Yes	90
No	10
Total	100

Data interpretation: From the above pie chart it is clear that 90% of the respondents are involved in digital marketing activities and 10% of respondents are not involved.

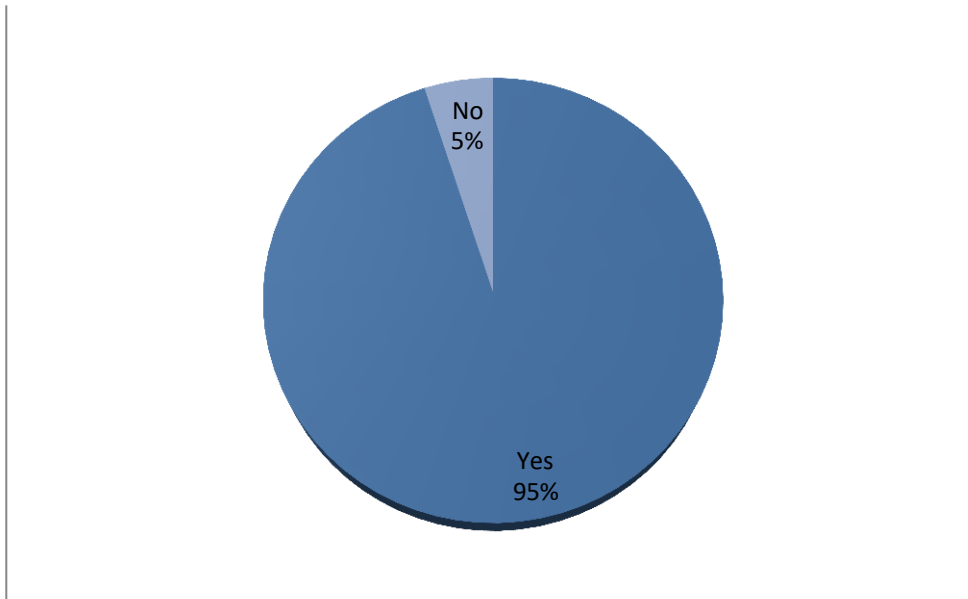


Inference: From the pie we will come to understand that big quantity of respondents worried in advertising activities.

3. Statistics collected earlier than shopping the products

Particulars	Frequency	Percentage
Yes	95	95%
No	5	5%
Total	100	100%

Data interpretation: From the above pie chart it is clean that 95% respondents accumulate statistics before buying the goods and 5% of the respondents do now not gather facts before purchasing the product

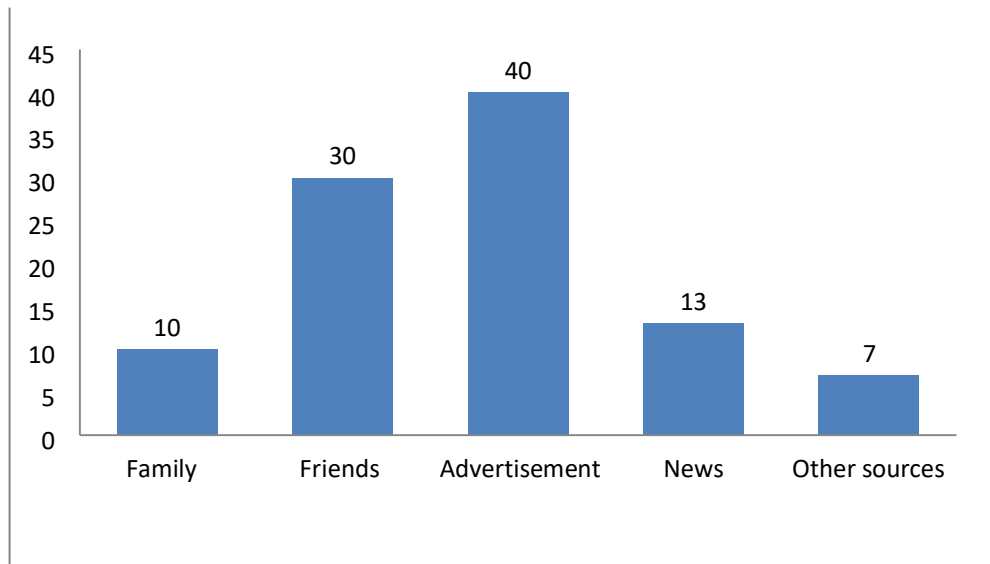


Inference: From the result it is clear that most of the people collect statistics before shopping a product

4 . Sources of Information about new products/services

Particulars	Frequency
Family	10
Friends	30
Advertisement	40
News	13
Other sources	7
Total	100

Data interpretation: The above graph it tells that the 10% of respondents collect information from family, 30% from friends, 40% from advertisements, 13% form news and 7% from other sources before purchasing the products.

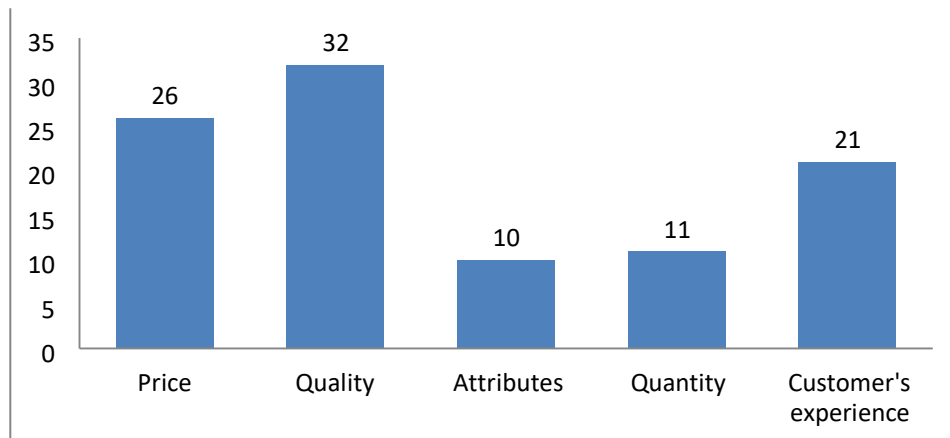


Inference: The pie chart gives the data that advertisement is the source that provides information about of Information about new products or services in purchasing.

5 . The type of information will you collected

Particulars	Frequency
Price	26
Quality	32
Attributes	10
Quantity	11
Customer's experience	21
Total	100

Data interpretation: From the table we can come to know that 26% of price, 32% of quality, 10% of attributes, 11% of quantity and 21% of customer experience the information is collected from the respondents.

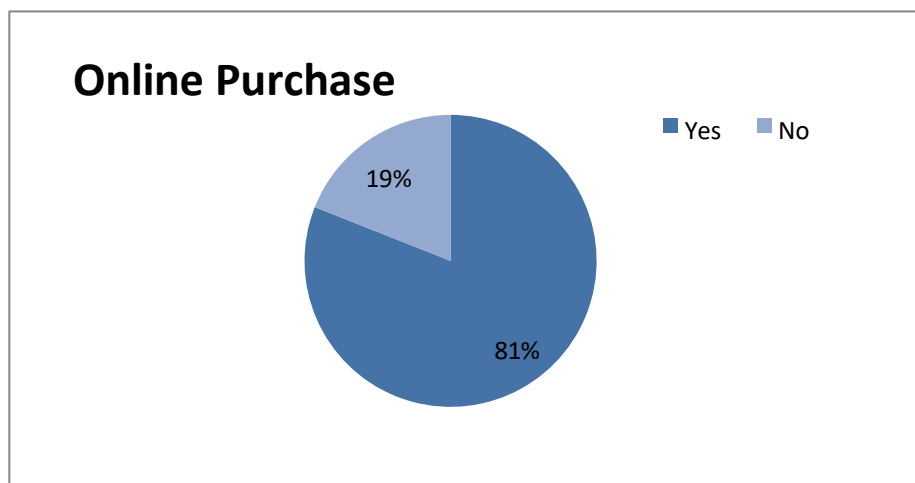


Inference: From the outcome we can come to know that respondents are concerned about quality of the product and service.

6. Purchased from an online site

Particulars	Frequency
Yes	81
No	19
Total	100

Data Interpretation: From the above Pie chart it is clear that 81% of the respondents purchase and 19% of the respondents do not purchase online

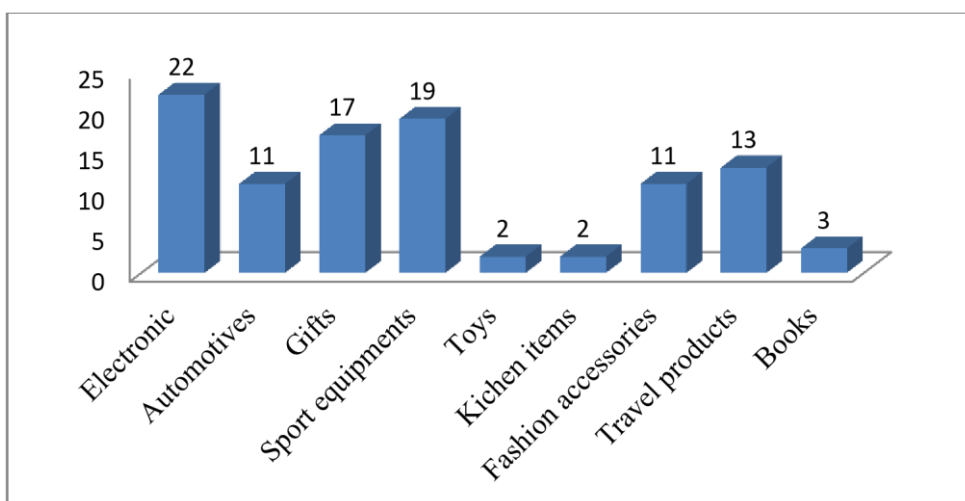


Inference: From the above consequences it's far clear that maximum of the respondents buy from on line websites.

7. The type of product purchased from online

Particulars	Frequency
Electronics	22
Automotive	11
Gifts	17
Sport equipments	19
Toys	2
Kitchen items	2
Fashion accessories	11
Travel products	13
Books	3
Total	100

Data interpretation: From the given information 22% of the respondents purchase electronics, 11% purchase auto motives, 17% purchase gifts, 19% purchase sport equipments, 2% purchase toys, another 2% purchase kitchen items, 11% purchase fashion accessories, 13% purchase travel products and 3% purchase books in online sites.

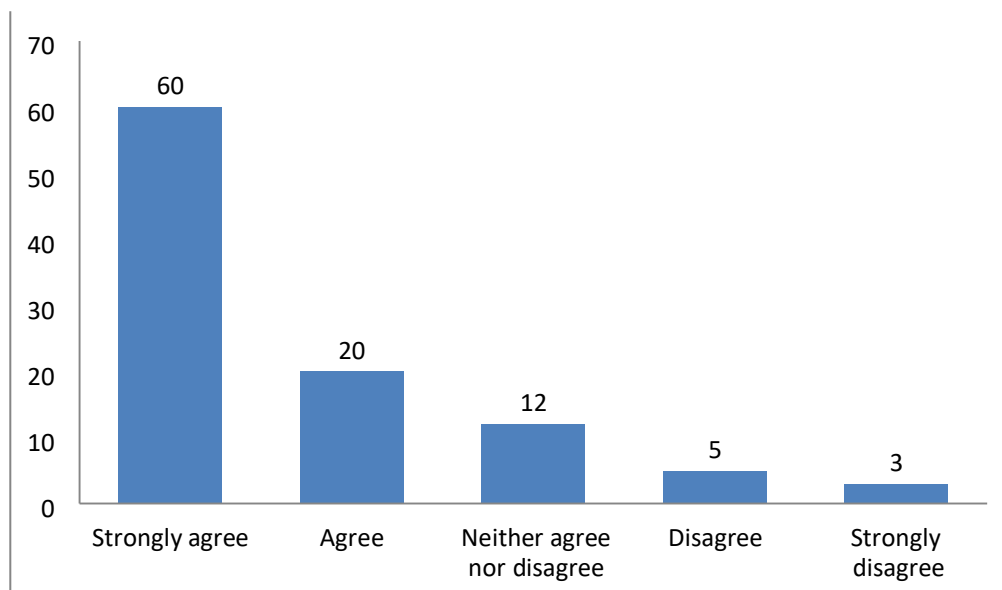


Inference: From the results we can come to know that most of the respondents purchase electronic items from online sites.

8. The statement "Social media helps in business growth" agree with

Particulars	Frequency
Strongly agree	60%
Agree	20%
Neither agree nor disagree	12%
Disagree	5%
Strongly disagree	3%
Total	100%

Data interpretation: From the above outcome it is clear that 60% of the respondents strongly agree, 20% agree, 12% neither agree nor disagree, 5% disagree and 3% strongly disagree.

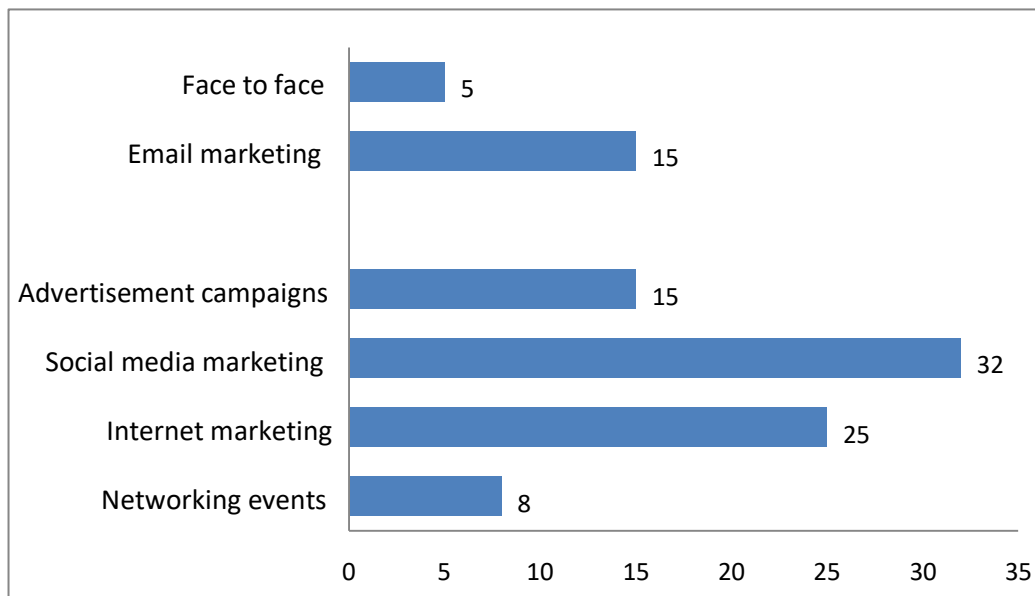


Inference: Maximum of the respondents powerfully agrees that social media helps in increase of the business.

9. The most effective marketing strategies for businesses

Particulars	Frequency
Networking events	8
Internet marketing	25
Social media marketing	32
Advertisement campaigns	15
Email marketing	15
Face to face	5
Total	100

Data interpretation: The above graph determines that 32% of respondents assume that social media advertising, 25% of internet marketing, 15% of classified ads campaigns, 15% of email advertising and marketing, eight% of networking occasions and 5% of face to face are the only advertising techniques for businesses.

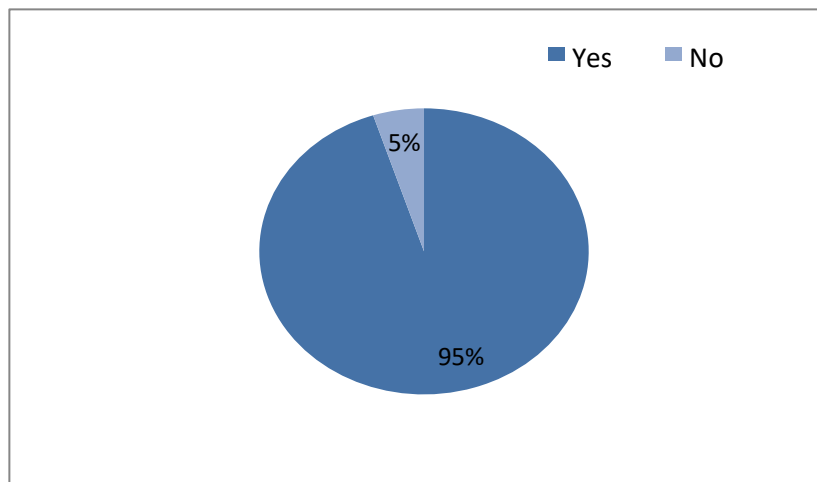


Inference: Most of the respondents sense that social media marketing is handiest marketing method for business.

10. The Digital marketing methods which are good for businesses development

Particulars	Percent
Yes	95
No	5
Total	100%

Data interpretation: The above Pie Chart it is clear 95% of the respondents think that digital marketing channels are good for businesses development and 5% of respondents do not.

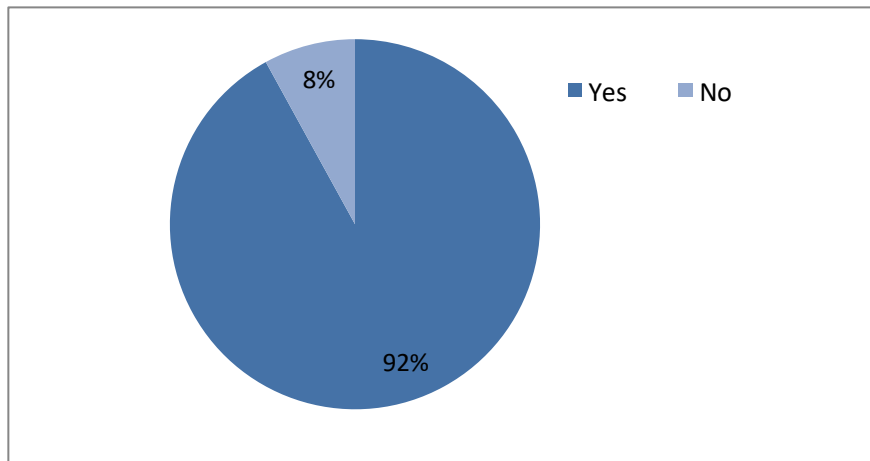


Inference: Greater wide variety of respondents feels that digital advertising is the coolest channel for growing the enterprise

11. Online advertisements noticed

Particulars	Percentage
Yes	92%
No	8%
Total	100%

Data interpretation: The above pie chart it is clear that 92% of the respondents notice advertisements and 8% of the respondents do not notice advertisements. **Graph: 4.11**

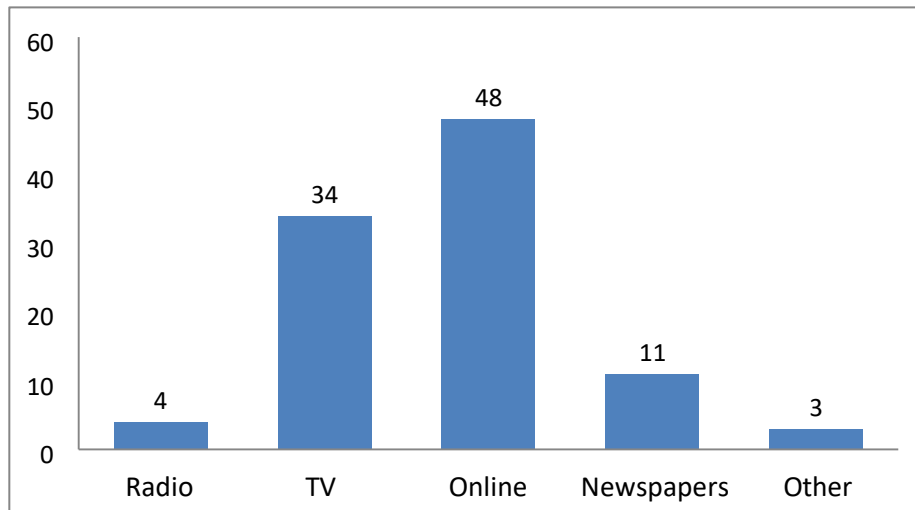


Inference: Large number of people watched advertisements and it is a good sign for digital marketing

12. One of the desirable media.

Particulars	Frequency
Radio	4
TV	34
Online	48
Newspaper	11
Others	3
Total	100

Data interpretation: From the above graph it is clear that 48% of the respondents give more importance, 34% for TV, 11% for newspapers, 4% for radio and 3% for others media.

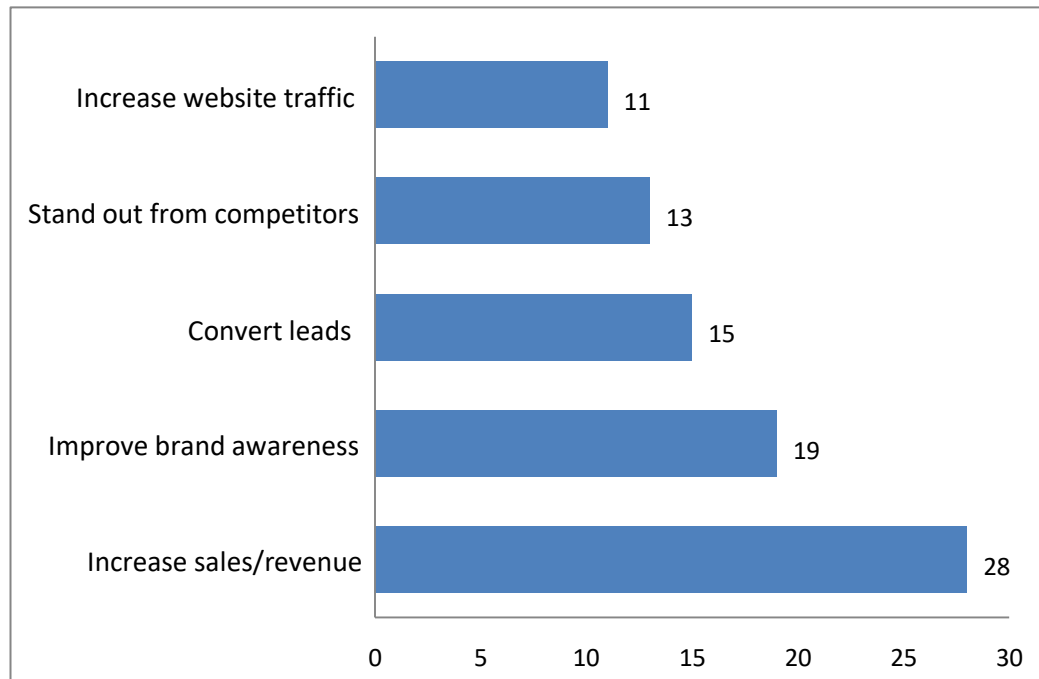


Inference: The result gives readability that most of the importance that's given to the media is online.

13. The goal of digital marketing

Particulars	Frequency
Increase sales/revenue	28
Improve brand awareness	19
Convert leads	15
Stand out from competitors	13
Increase website traffic	11
Total	100

Data interpretation: From the above graph it is clear that 28% of respondent's goal of digital marketing is to increase sales/revenue, 19% for improving brand awareness, 15% for converting leads, 13% or standing out from competitors and 11% for increasing website traffic.

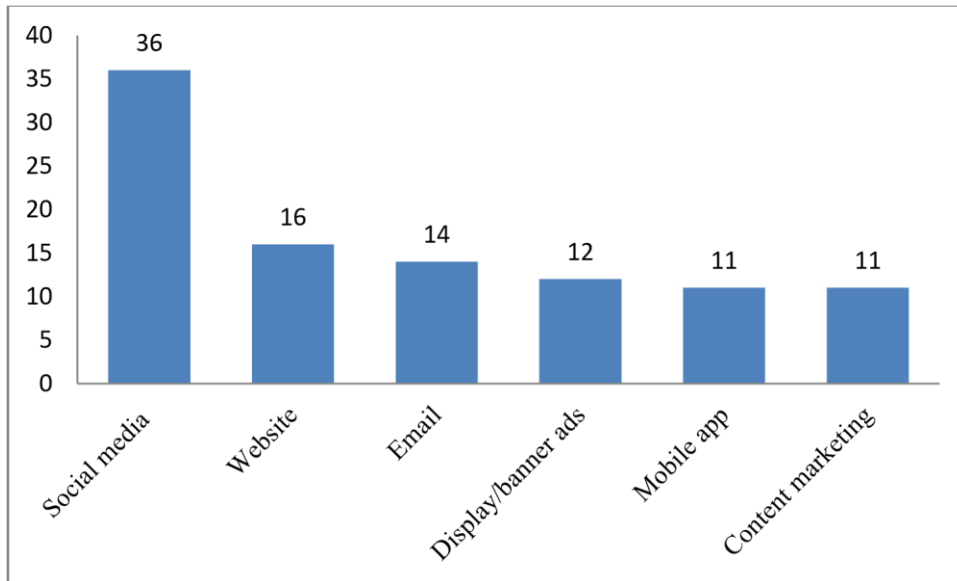


Inference: The main purpose of the digital marketing is increasing sales and revenue.

14. The best digital marketing channel for business

Particulars	Frequency
Social media	36
Website	16
Email	14
Display/banner ads	12
Mobile app	11
Content marketing	11
Total	100

Data interpretation: From the outcome it is clear that 36% of the respondents think social media as good channel of digital marketing, 16% of website, 14% of email, 12% of display/banner ads, 11% of mobile app and 11% of content marketing.

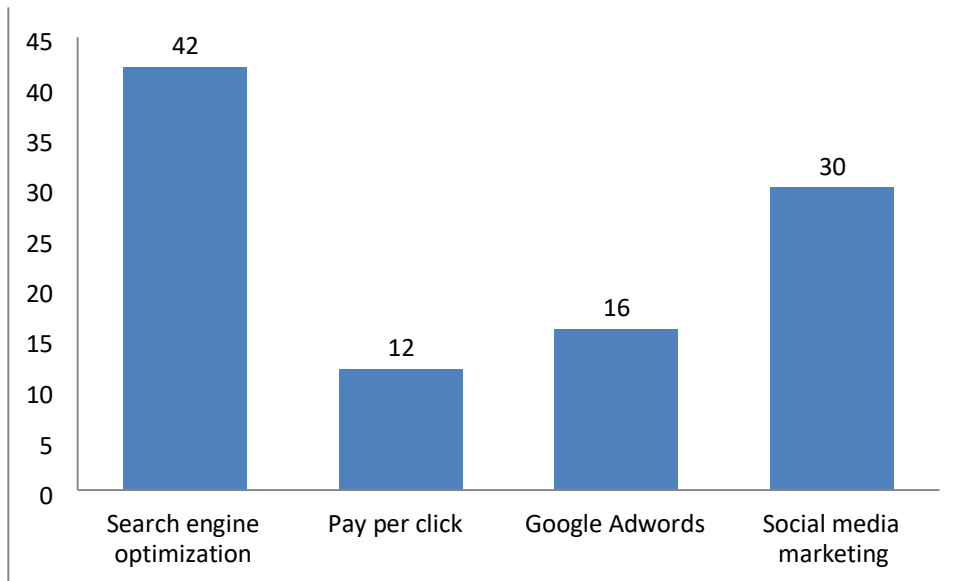


Inference: The graph clearly tells that social media is best channel for digital marketing in current days.

15. The best method of digital marketing to increase the Google ranking

Particulars	Frequency
Search engine optimization	42
Pay per click	12
Google Adwords	16
Social media marketing	30
Total	100

Data interpretation: From the data we can come to know that 42% of SEO, 12% of PPC, 16% of Google of Adwords, 30% of Social media marketing can increase Google ranking to the website.

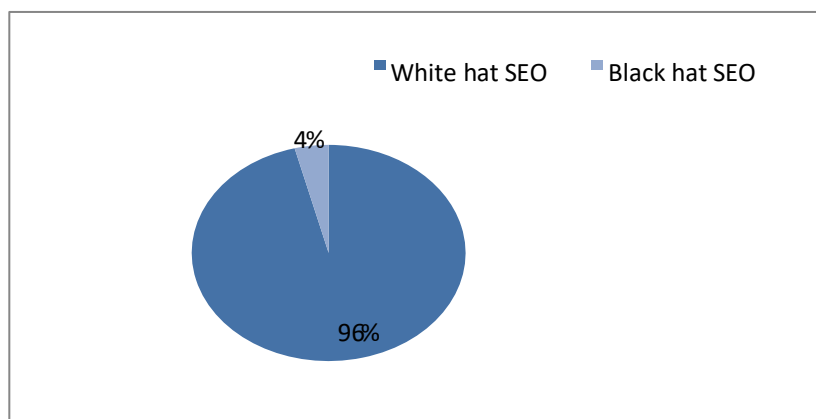


Inference: The above final result tells that search engine optimization the fine approach to boom the Google site visitors of the website.

16. The type of search engine optimization is good for website traffic

Particulars	Frequency
White hat SEO	96
Black hat SEO	4
Total	100

Data interpretation: From above table the results tell that 96% of white hat SEO is good and 4% of black hat SEO is good for website traffic.

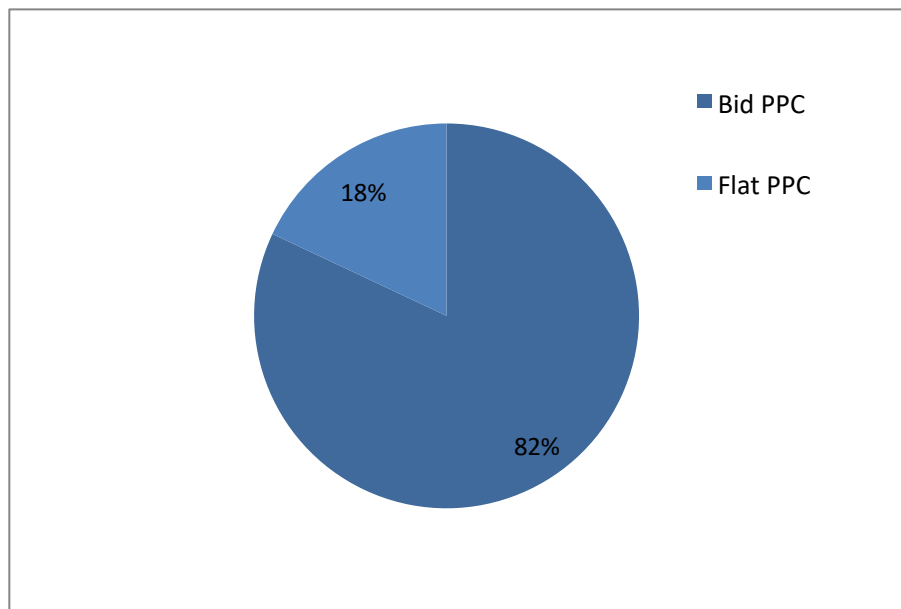


Inference: From the above table it clear white hat search engine optimization is better than black hat search engine optimization.

17. The type of Pay Per Click best for business development.

Particulars	Frequency
Bid PPC	82
Flat rate PPC	18
Total	100

Data interpretation: The above table certainly explains that 82% of them consider bid pay per click and 18% trust flat pay in keeping with click on.



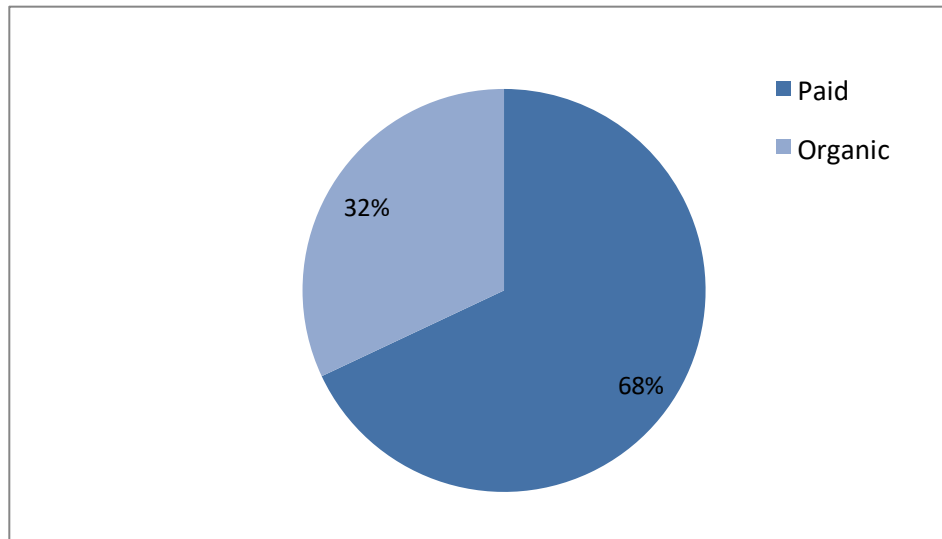
Inference: Large number of respondents agrees that Bid pay per click is the best method to develop the business than flat rate pay per click.

18. The best source of website traffic

Particulars	Frequency
Paid	68
Organic	32

Total	100
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Data interpretation: The result tells that 68% of respondents believe in paid traffic and 32% of the respondents believe in organic traffic.

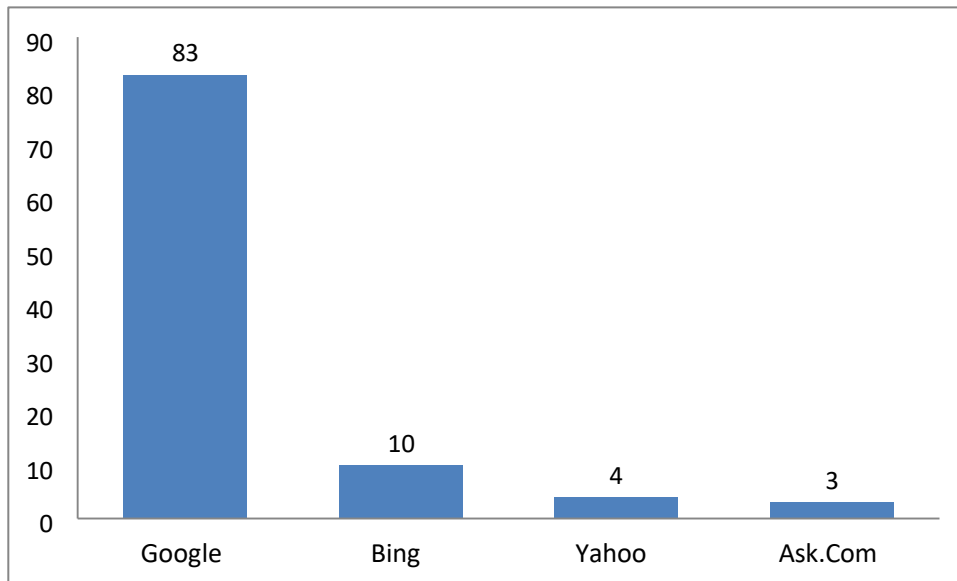


Inference: The facts from above Pie chart the records convey that paid site visitors are the high-quality supply of traffic in digital marketing.

19. The following search engines that prefer the most for digital marketing activities

Particulars	Frequency
Google	83
Bing	10
Yahoo	4
Ask.Com	3
Total	100

Data interpretation: From the above data respondents rated 83% of Google, 10% of Bing, 4% of Yahoo and 3% of Ask.com as search engines that they preferred for digital marketing activities.

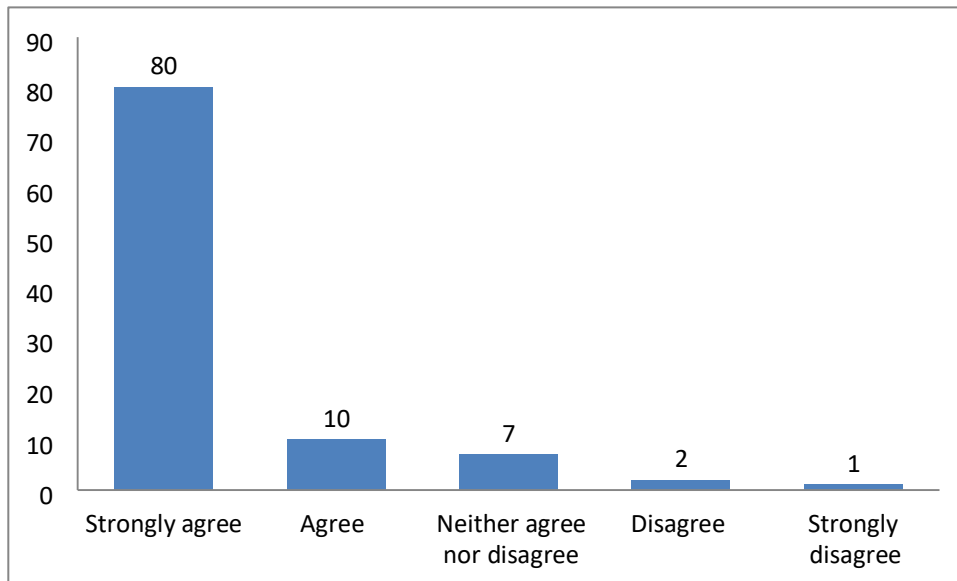


Inference: From the records we will come to understand that Google is the dominating search engine for virtual advertising activities.

20. The Google is the best Search Engine for online advertising

Particulars	Frequency
Strongly agree	80
Agree	10
Neither agree nor disagree	7
Disagree	2
Strongly disagree	1
Total	100

Data interpretation: The 80% of the respondents strongly agree, 10% of agree, 7% of neither agree nor disagree 2% of disagree and 1% of strongly disagree that Google is the best search engine for online advertisement.



Inference: The respondents strongly agree that Google is the great seek engine for on-line advertising other than any search engines like google.

Findings

1. The younger era is extraordinarily involved in virtual advertising and marketing sports greater than the alternative age group of human beings.
2. The chart will help to understand that huge quantity of respondents involved in marketing activities.
3. The end result its miles clean that most people gather facts in advance than shopping for a product
4. The pie chart gives the statistics that commercial is the supply that offers statistics about of records about new products or services in shopping.
5. The outcome we can come to recognize that respondents are worried approximately first rate of the product and issuer.
6. The consequences it is clean that most of the respondents buy from online websites.
7. The maximum of the respondents purchase electronic devices from on line websites.
8. The respondents strongly agree that social media helps in increase of the company.
9. The social media advertising is best advertising method for commercial enterprise.

10. The virtual advertising is the excellent channel for developing the industrial organization
11. Wide variety of people watched commercials and it is a great sign for virtual advertising and marketing and advertising
12. The end result offers readability that maximum of the importance it's given to the media is online.
13. The precept cause of the virtual advertising is increasing income and revenue.
14. The social media is great channel for digital advertising and marketing in contemporary days.
15. The search engine optimization the first-class method to growth the Google site visitors of the internet site.
16. The white hat search engine optimization is better than black hat SEO.
17. The Bid pay in step with click on is the awesome technique to make bigger the industrial organization than flat rate pay according to click.
18. The paid visitors are the terrific supply of visitors in virtual advertising.
19. The dominating seek engine for virtual advertising activities is Google.
20. Google is the first-class search engine for on-line marketing apart from any serps.

CONCLUSION:

In this study, the effectiveness of digital marketing analysis was conducted. The analysis was on the impact of digital marketing based on data collected from the questionnaire.

The globe is being added digital, and all organizations are at present enjoying digital occurrence. Marketing, SEO, web site design, net banner commercials, paid searches, search engine marketing, affiliate marketing, mobile advertising, e-mail marketing, social media control, social media advertising and so forth. The critical aspect to hold in thoughts is that they may be all approximately the equipment and structures, and each entrepreneurs are both cozy with their options.

The analysis of this project report explains major fluctuations in digital marketing activities. The outcome shows that the implication of digital marketing is increased and improved in every industry

Suggestions / Recommendations:

- a) Do some local search marketing.
- b) Optimize the website for humans and search engines.
- c) Engage in link building.
- d) Take advantage of keywords.
- e) Send emails that let them know about new promotions, specials and products.

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Apendices

Name:

Gender:

Male:

Female:

Age:

20-30 Years:

30-40 Years:

40-50 Years:

> 50 Years:

Occupation:

Student

Professional

5. Are you involved in digital marketing activities?
 - a) Yes
 - b) No

6. How do you get information about products/services?
 - a) Friends
 - b) Family
 - c) Advertisements
 - d) News
 - e) Other sources

7. Do you collect the information before purchasing the product?
 - a) Yes
 - b) No

8. What type of information will you collect?
 - a) Price
 - b) Quality
 - c) Attributes
 - d) Quantity
 - e) Customer's Experience

9. Did you ever purchase from an online site?
 - a) Yes
 - b) No

10. If yes, then what type of product/ service did you purchase online?

- a) Electronic
- b) Books
- c) Travel Products
- d) Fashion accessories
- e) Kitchen and Home items
- f) Toys
- g) Sports equipments
- h) Health and Beauty Products
- i) Gift
- j) Automotive

11. How much do you agree with this statement? "Social media helps in business growth" a) Strongly agree

- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

12. What are the most effective marketing strategies for businesses?

- a) Networking events
- b) Internet marketing
- c) Social media marketing
- d) Advertisement campaigns
- e) Email marketing

f) Face to face

13. Do you think digital marketing methods are good for businesses development? a) Yes

b) No

14. Do you ever notice advertisement online?

a) Yes

b) No

15. Mention one from of media, which you give more importance?

a) Radio

b) TV

c) Online

d) Newspaper

e) Others

16. What is the goal of digital marketing?

a) Increase sales/revenue

b) Improve brand awareness

c) Convert leads

d) Stand out from competitors

e) Increase website traffic

17. Which is the good digital marketing channel for business?

a) Social media

b) Website

c) Email

- d) Display/banner ads
- e) Mobile app
- f) Content marketing

18. Which is the best method of digital marketing to increase the Google ranking?

- a) Search engine optimization
- b) Pay per click
- c) Google Adwords
- d) Social media marketing

19. Which type of search engine optimization is good for website traffic?

- a) White hat SEO
- b) Black hat SEO

20. Which type of Pay Per Click is best for business development?

- a) Bid PPC
- b) Flat PPC

21. Which is best source of website traffic?

- a) Paid
- b) Organic

22. Which of the following search engine you prefer the most for digital marketing activities?

- a) Google
- b) Bing
- c) Yahoo
- d) Ask.com

23. Google is the best search engine for online advertising

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

24. Search engine optimization plays a major role in Digital Marketing?

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree