

**A study on digital marketing impact on consumer behavior**  
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## I. INTRODUCTION

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), call-back, and CD.

## II. OBJECTIVES:

The main objectives of the study are:

1. To study the perception and preference of people towards the digital marketing on the ecommerce websites
2. To examine the impact of gender and shopping on the online websites
3. Analyze the satisfaction of people over online mode of shopping
4. Know the most preferred way of digital marketing.
5. Study the future scope of digital marketing

## III. RESEARCH METHODOLOGY

### **Sample Size:**

A sample size of 57 respondents from different categories of students in Hyderabad were examined

**Sampling Method:** Simple Random Sampling

**Type of Data:** Primary Data

**Mode of Data Collection:** Questionnaire through Google Forms

## IV. LIMITATIONS:

6. The study is only applicable to the Hyderabad city.
7. The study is done based on the data provided by the respondents.

The questionnaire is designed based on research objectives

## V. REVIEW OF LITERATURE

### **Mr. Anjum Pasha, Jarupla Gorya (2019)**

They conducted a study on online education industry in its totality and appreciate the use of an integrated approach in understanding the environmental issues and problems. In their report they compared both online education and traditional way of education in Hyderabad. Secondary data was used for this research and their target population is parents, students, and teachers.

**T. Muthu Prasad, S. Aishwarya, K. S. Adithya, Girish K Jha (2020)**

To maintain academic activity after pandemic, most educational institutions have turned to online learning platforms. This study is about many unanswered problems in online learning regarding the readiness, design, and efficacy of e-learning, particularly for a developing nation like India where the technical limitations like device appropriateness and bandwidth availability represent a significant obstacle. An online survey was conducted on 307 agricultural students using snowball sampling. The goal of this study is to investigate how perceive and enjoy online learning. This article also looked at what characteristics of online classes students preferred, which will help us create a successful learning environment there.

**Roumiana Peytcheva Forsyth, Balgovesna Yovkova, Lyubka Aleksieva**

This article mentioned about how distance education is becoming more and more popular in higher education in Sofia university, Bulgaria. The main aim of the study is to determine the influence and dependencies of different factors on the attitudes of the students to online learning and distance education. A survey was conducted on 590 undergraduate students at the Sofia University including few faculties.

towards online distance learning, which implies that they are more likely to accept it well as amode of education.

**Dr. Nahid Khalil Elfaki<sup>1</sup>, Dr. Itedal Abdulrahim, Mrs. Rashida Abdulrahim,**

They have researched on impact of online education in Saudi Arabia. A non-probability sampling technique was used to collect data from 80 undergraduate nursing students. This is facility based and quasi experimental type of research design. They have used both primary and secondary data. Data was collected from the records of students obtain scores in their final exams and through structured questionnaires. SPSS was used as main statistical tool used to analyze this data. At last, they concluded that e learning group had much better learning than the traditional groups.

**Verma P. and Trivedi A. (2019)**

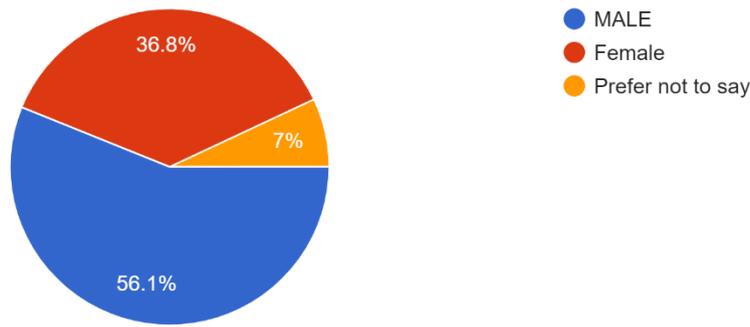
They conducted research on online education with school students. This research is done in Noida. Random stratified sampling method was used for collecting data. Data was collected from 426 students 123 teachers in 79 parents. This study is quantitative research. Data was collected through a questionnaire. They concluded that online learning is not very much known for the school going children, their parents, and teachers. So, they had no other option except to go to School.

**Turrentine & Macdonald (2006),**

The Researcher focuses the study on the origin of online tutorials and discusses at length the features of the same. The online tutoring service was originally conceived as a means to provide assistance for students enrolled in distance learning classes. The researcher further discusses the differences between the online teaching environment & the face-to-face teaching environment. The major difference according to them is, “the effect of tone and word usage, in the online environment, without the assistance of body language or eye contact, the tone comes across much stronger.” The researchers conclude that, the evolution of online tutoring has showed us that success may not depend so much upon the tool selected, but on the development of an appropriate culture for online tutoring, an understanding of the process and parameters involved.

## **VI. DATA ANALYSIS**

Gender  
57 responses



**Cross Tabulations:**

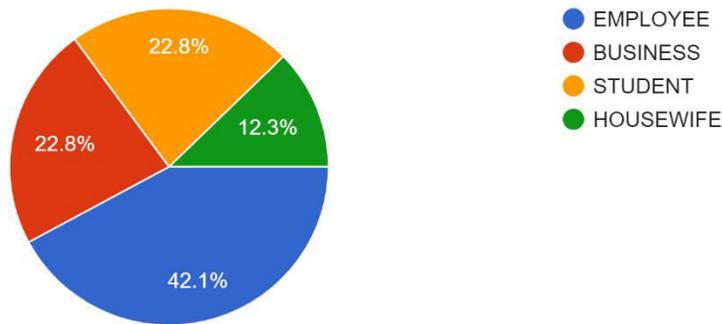
Age * Gender				
		Gender		Total
		Male	Female	
Age	18-25 Years	18	6	24
	25-30 Years	5	6	11
	30-40 Years	7	3	10
	Above 40 Years	5	7	10
Total		35	22	

Gender * What is your preferred mode of education					
		What is your preferred mode of digital marketing?			Total
		ecommerce	Social media	Others	
Gender	Male	13	15	8	36
	Female	7	5	9	21
Total		20	20	17	57

The respondents are mostly male who prefer do the online shopping and knows about the digital marketing

What is your profession

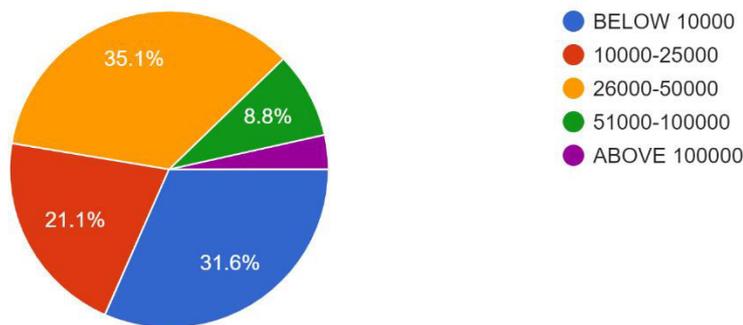
57 responses



Most of the respondents i.e., 42.1 were employed persons and this helps them to do shopping on the frequent basis

MONTHLY INCOME

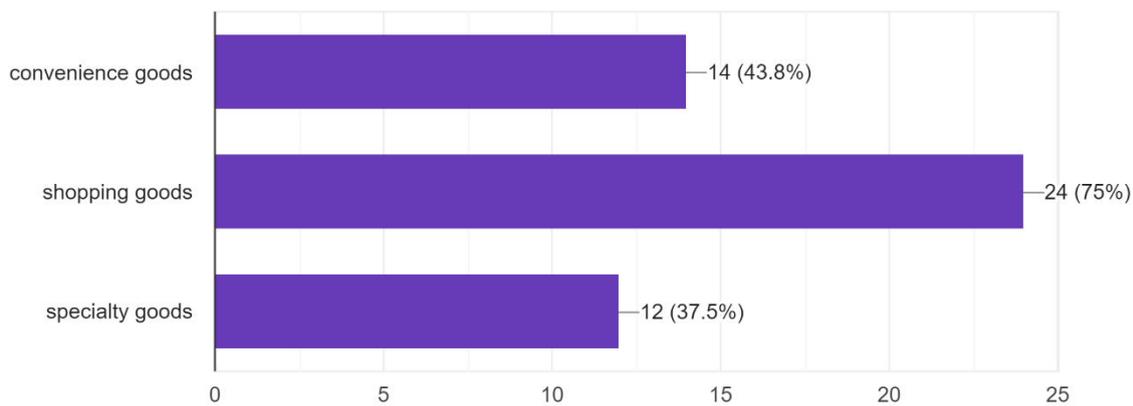
57 responses



The most of the respondents are from income slab of 26000-50000 monthly income and this factor is most important for the online shopping

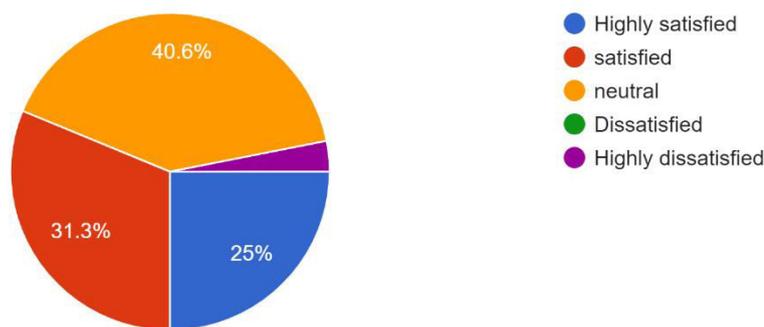
## product prefer to buy from online

32 responses



## Customer satisfaction from online shopping

32 responses



## VII. FINDINGS:

1. Out of 57 samples 35 are male and 22 are females. Majority of my respondents are between 18-25 years of age.
2. I found that Gender plays a huge role in the shopping of the online method
3. Respondents said that online shopping are convenient but only if they are engaging.
4. 60% of the respondents preferred online only if they are various payment method or various types of options
5. Most of the respondents are not aware of what digital marketing is .
6. Most of the attendant feels that online method is the best and so much of product information is available online .

## VIII. CONCLUSION:

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards

digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two-way communication between brand and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platform. Digital medial is not only for engagement, brands can increase the impact of brand recall in target groups.

Importance of digital presence increasing importance of digital agencies, so they making money through digital platform. Digital media is not only for engagement, brands can increasetheir customers or they can retain their existing customers. Digital platforms help to increase the impact of brand in target groups.

## IX. REFERENCES

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