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Changing Trend in Digital Marketing due to Technology

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ABSTRACT

Digital Marketing has changed the world and view of people the paper tries to understand the numerous points of digital marketing which led companies to change their business approaches like low cost, increased sales, brand awareness, etc. With the comfort of the present-day internet, marketing companies carefully choose their consumers and build abiding relationships with already selected clients. However, there are some adverse sides like irritating online brand presence, retargeting and Digital Privacy. This research paper includes detailed key aspects of some important topics and viewpoints on more specific matters including artificial intelligence, digital content management, advertising, Remarketing, and ethical issues.The researcher intence to touch the people and the expected things are in Nagpur regain.

KEYWORDS : Digital marketing, User Interface, Technology

INTRODUCTION

People are consuming the Internet daily. It's possible that Digital marketing will take over the traditional market and traditional marketing platforms will disappear. There are many advantages to digital marketing, it's more affordable than traditional marketing. It is easy to reach a large audience in a short period. Due to technological advancement, a huge base of traditional marketing customers is attracted towards digital marketing. Now people have easy access to tablets, phones, and computers.

The Usage of the term 'Digital marketing' was first done in the 1990s. The digital revolution leaped with the development of the Web 1.0 platform that allowed digital users to find the information they desired but did not permit them to share the information. Until then, worldwide marketers still had their doubts regarding digital platforms as they were unsure if their strategies would succeed on the internet had not yet witnessed widespread deployment.

In the year 1993, the first clickable banner was introduced following which some banner ads were bought by hotwired for their advertisement. Due to this progressive shift, the year 1994, saw new technologies set foot in the digital marketplace along with the launch of Yahoo, which gained approximately 1million hits in the first year. Later companies were optimizing their websites so that they can acquire higher search engine rankings. The year 1996 witnessed the launch of search engines & tools like Alexa, HotBot, and LookSmart.

In 1998 Google was originated. Microsoft launched the MSN search engine and Yahoo web search was brought to the market. After the internet bubble explosion, all the smaller search engines were left behind leaving more room for the business giants. The digital marketing worldfirst escalated in 2006 when search engine traffic rose to about 6.4 billion in one month. Microsoft kept MSN on the backburner and launched Live Search to compete with Google and Yahoo.

Another Big milestone in the industry of digital marketing was Cookies. Advertisers had started looking for different ways to capitalize on the fledgling technology. One such technique was/is to track usage patterns, common browsing habits of frequent users of the internet so that they can promotions and marketing collateral to target the audience. The first cookie was optimized to record user habits but cookies have been updated over time, and today cookies offer marketers/companies a variety of ways to collect whole user data.

There are some ethical issues in digital marketing "Privacy" what is Privacy & why does privacy even matter? After all, it appears that the importance of privacy is declining these days. With social media sites, people are comfortable sharing more of their data with the public than ever before. Facebook CEO Mark Zuckerburg had this to say on the subject, "People have gotten comfortable not only sharing more information and different kinds but more openly and with more people. That social norm is just something that has evolved." That is true but that doesn't suggest privacy isn't important. IF someone shares their Email address, work location, and personal interests on social media, it's because they want their friends on the platform to have access to that information. Not because they want digital platforms to sell it to companies in exchange for targeted ads. But it isn't just social media platforms that engage in this practice. The Cambridge Analytica scandal revealed Amazon and google also collect a huge amount of data on their users to sell to advertisers. And it's easy to understand why. The business of selling user data is very lucrative.

A lot of people think, Google's just a search box/engine, and Social media platform is just a place to see what their friends are doing & see their photos." But users don't realize is they're competing for users' attention, So,But users don't realize is they're competing for users' attention so the business model of these companies is to keep users engaged on the screen. This is how some of these companies work, There are all these services on the internet that we think of as free, but they're not free. They're paid by advertisers. And as you've probably heard before, "If you're not paying for the

product, you likely are the product. It's the progressive, slight, insignificant change in the user's behavior and attitude that is the product. Every business has always daydreamed of having an assurance that if it places an ad, it will be successful. "Sell Certainty". To be prosperous in that business, companies have to have exceptional predictions. Great predictions begin with one imperative. Companies need a lot of data.

LITERATURE REVIEW

In a **(2018) study**Chen and Lee's findings identified young consumers have a positive attitude towards Snapchat as it is an intimate, casual, dynamic platform being informative, and entertaining. engendering similar feelings toward purchase intention and brand advertising on the platform.

The research done **by Kusumasondjaja (2018)** discovered that interactive brand posts got more frequent responses than informative message content.

The study **of Hutchins (2018)** identified that the emotions in content marketing can give to a competitive advantage & enhanced brand equity.

Tafesse and Wien (2018) examined different strategies applied by companies like transformational - where the experience & identity of the brand shows desired psychological characteristics; informational - presents real product; service information in a simple and interactional manner - where social media advertisement encourage ongoing interactions with customers and communication strategies (Puto and Wells, 1984; Laskey et al., 1989; Tafesse and Wien, 2018).

Many research done on social media marketing concludes it has a positive effect on customer retention

(Hanaysha (2018) including on purchase intention in the reference of hotels **(Alansari et al., 2018**), luxurious fashion brands **(Morra et al., 2018)**, and universities **(Wong et al., 2018).**

Digital & social media marketing positively reflect on a company's brand in terms of aspects such as the meaning of brand **(Tarnovskaya and Biedenbach, 2018)**, brand loyalty (Shanahan et al., 2019) brand equity (Stojanovic et al., 2018; Mishra, 2019), and brand sustainability **(Ahmed et al., 2019)**.

The research study by **Syrdal& Briggs (2018)** suggested that engagement should be viewed as a psychological state of mind & should be considered distinct from interactive behavior which includes appreciating and sharing content.

 Smith (2018) investigated the use of Facebook & Twitter in terms of non-profit organizations & the impact on user engagement, showing that users respond distinctly to social media activities across platforms.

OBJECTIVES

1. To find out the impact of technology with respect to digital marketing.
2. To find out the success of digital marketing.
3. To find out the awareness of digital marketing amongst respondents.

RESEARCH METHODOLOGY

Digital marketing is a method of promotion and selling of services and products online using various online marketing tactics through different channels of digital communication.The total no. Of respondents who participated in research was 100 consisted of adults from 18-24 (87%) years familiar with digital marketing platforms.Who shared their experience regarding digital marketing in the study performed.

The research methodology preferred to satisfy the objective of the research is the survey method due to its extensive exploratory nature. to perform the survey is non-probability convenience sampling is used. a structured questionnaire is used as research in the survey. The data gathered in this research is analyzed has both qualitative and quantitative solutions.

DATA INTERPRETATION

In the research performed among a group of 100 respondents, we can view that 51% were female and 49% were male respondents.

In the research undertaken we found that out of 100 respondents 87% belonged to the age group of 18-24 years, 6% belonged to the age group of 25-39 years.
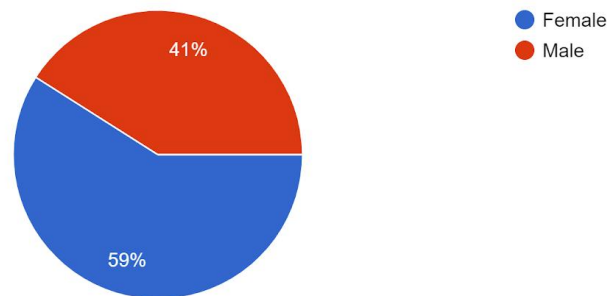
Gender

100 responses

● Female
● Male

Table:-2

Frequency	Number of respondents	Percentage
Weekly	6	6%
Monthly	34	34%
Quarterly	24	24%
Few times a year	36	36%
Total Responses	**100**	**100%**

To understand the frequency of buying products online of consumers the data of this is presented in the above table. An examination of the data reveals that 6% of respondents buy online products weekly, 34% of respondents buy online products monthly, 24% of respondents buy online products quarterly and 36% of respondents buy products online only a few times a year. Therefore the frequency of buying products online weekly is least and a few times a year is highest.

Table:-3

Options	Number of respondents	Percentage
Yes	49	49%
No	24	24%
Maybe	27	27%
Total Responses	**100**	**100%**

To understand the frequency of buying more products due to the variety of products available online the data regarding this is mentioned in the table. An examination of data reveals that 49% of respondents said yes, 24% said No, 27% said maybe in the answer.

4. How much are you aware of all the app and websites that track your data for showing you a similar product which was searched by you on the web.
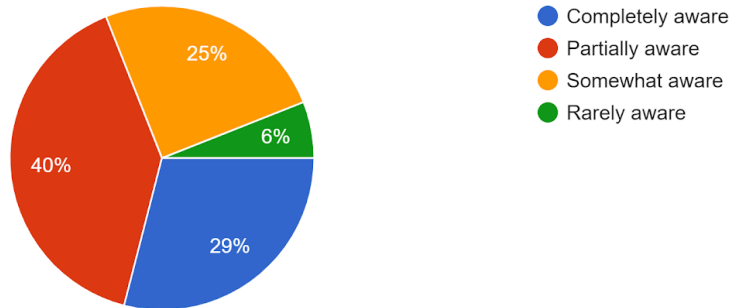
100 responses

- ● Completely aware
- ● Partially aware
- ● Somewhat aware
- ● Rarely aware

Table:-4

Options	Number of respondents	Percentage
Completely aware	29	29%
Partially aware	40	40%
Somewhat aware	25	25%
Rarely aware	6	6%
Total Responses	**100**	**100%**

The results from the question above show that 29% of respondents are completely aware, 40 % are partially aware, 25% respondents are somewhat aware, 6% of respondents are rarely aware regarding apps and websites which track data of users.

5. Do you buy more products when there is a sale or offers available?
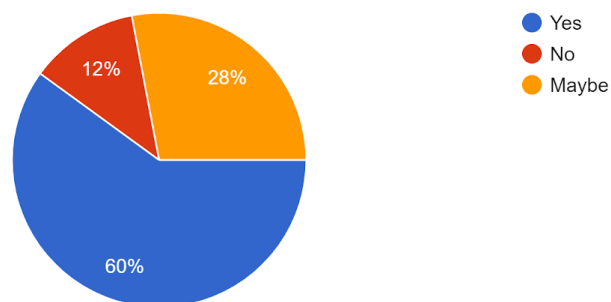
100 responses

- ● Yes
- ● No
- ● Maybe

Table:-5

Options	Number of respondents	Percentage
Yes	60	60%
No	12	12%
Maybe	28	28%
Total Responses	**100**	**100%**

To understand the frequency of buying products more due to sale or availability of offers the data explaining this is presented in the above table. An examination of data reveals that 60% of respondents replied as yes, 12% as no, and 38% as yes in answer.

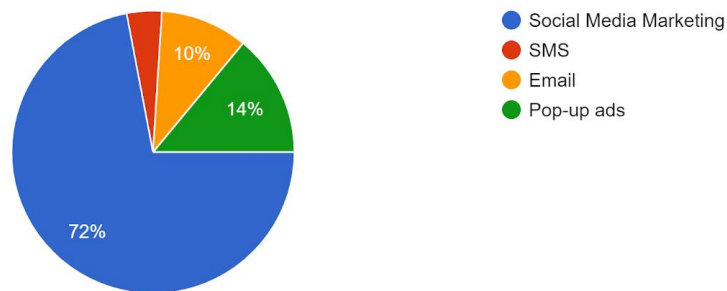6. Which type of the following advertisement do you usually click?
100 responses

Table:-6

Options	Number of respondents	Percentage
Social Media Marketing	72	72%
SMS	4	4%
Email	10	10%
Pop-up ads	14	14%
Total Responses	**100**	**100%**

To understand the frequency of the type of ad usually, click the data explaining this is presented in the above table. An examination of data reveals that 72% of respondents preferred social media marketing, 4% of respondents preferred SMS, 10% prederred email, and 14% preferred pop-up ads.

7. When you see an advertisement online how often do you skip the ad?
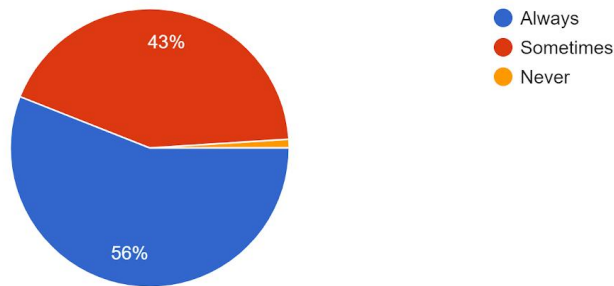
100 responses

Legend: ● Always ● Sometimes ● Never

Table:-7

Options	Number of respondents	Percentage
Always	56	56%
Sometimes	43	43%
Never	1	1%
Total Responses	**100**	**100%**

To understand the frequency of skipping online ads the data explaining this is presented in the above table. An examination of data reveals that56%respondenys said yes,43% said no, and 1%said never in the answer.

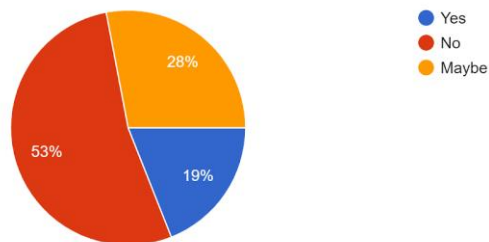8. Are you comfortable sharing your data to get targeted advertisements?

100 responses

Legend: ● Yes ● No ● Maybe

Table:-8

Options	Number of respondents	Percentage
Yes	19	19%
No	53	53%
Maybe	28	28%
Total Responses	**100**	**100%**

To understand the frequency of comfort of respondents in sharing data to targeted ads the data explaining this is presented in the above table. An examination of data reveals that 19%replied as yes, 53%reolied no, 28%replied as may be in the answer.

10. Do you feel secure while sharing payment details on unknown/new sites?
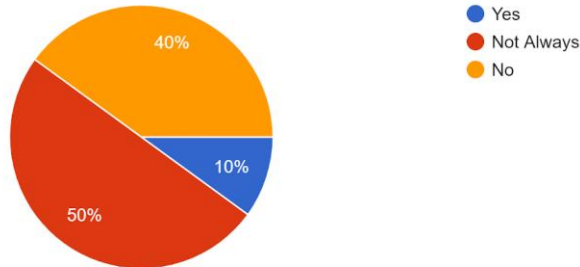100 responses

Table:-10

Options	Number of respondents	Percentage
Yes	10	10%
Not Always	50	50%
No	40	40%
Total Responses	**100**	**100%**

To understand the security of sharing payment details on unknown new sites the data explaining this is presented in the above table. An examination of data reveals that 10%respondents said yes, 50%respondents said not always, and 40%said no in the answer.

FINDINGS

- Most of the respondents are of the age group 18-24.

- 59% of the respondents are female and 42% of the respondents are male.

- 36% of the respondents buy products online "Few times a year".

- 49% of the respondents buy more products than usual due to the variety of the products available online.

- 29% of respondents are Completely aware of all the app and websites that track data of users which is used for target ads.

- 60% of the respondents buy more products when there is a sale or offers available.

- 72% of the respondents click on advertisements shown on Social Media.

- 56% of the respondents Always skip online ads.

- 19% of the respondents are comfortable sharing their data to get targeted advertisements.

- 40% of the respondents don't feel secure while sharing payment details on unknown/new sites.

CONCLUSION

After the survey, collection of data, analysis, and interpretation we have found that the majority of the respondents are from the age group of 18-24 years and buy products Few times a year, We also analyzed how the variety of products available online impact on customers. we also found out how aware are customers of data tracking methods used by apps and websites. we found out how impactful online sales and offers are, given data also shows social media marketing does attract users. The majority of users always skip ads. We also found out customers are not comfortable sharing their data to get targeted advertisements. The majority of the customers are not comfortable sharing their payment details on unknown/new sits.

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