



COMPARATIVE ANALYSIS OF DIGITAL MARKETING CHANNELS

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ABSTRACT

Since two decades, digital media has piqued the interest of business leaders. It has never-before-seen ramifications for corporations. Consumers' use of digital media, on the other hand, is still being investigated. Choosing which internet media platforms are appropriate for whom is a continuing challenge for marketers. This research article takes a similar approach to figuring out how consumers use various digital platforms. It also looks at how various channels influence consumers' decision-making processes. It would give insight into people's digital preferences based on a variety of demographic factors. This research will help researchers better understand how end users choose digital channels. This will also provide managers a different perspective while making decisions.

1. INTRODUCTION

Business and consumers have been witnessing new waves of innovation at regular intervals in the dynamic environment of the digital world. With the increased exposure of digital media, it is becoming more difficult for each of these stakeholders to determine what works best for them. Because of the development in popularity of this new medium, marketers have been offering information and advertising campaigns to their customers using digital innovation for the past decade, and it has now become relatively simple to build brand sustainability through digital media advertising. Thousands of studies have been conducted and are still being conducted over the last few years to better understand the impact or influence of digital marketing on customer behaviour. It is an evident reality that embracing digital tactics in the workplace offers its own set of advantages. However, with so many digital channels to choose from, it might be tough for a decision maker to choose the best/right one for their needs. The goal of this study is to learn how Indian customers use various digital media.

Digital marketing refers to the promotion of products or services through the use of digital technology, such as the Internet, mobile phones, display advertising, and any other digital medium. People are being increasingly exposed to digital and social media. This is for a variety of reasons, including in their responsibilities as consumers as they seek information about things, acquire and consume them, and share their experiences with others. Marketers have increased their usage of digital marketing channels in response to this fundamental shift.

The term "digital marketing" refers to marketing using digital technologies. Digital marketing has become more frequent as the world's use and importance of technology has grown, and its importance and efficacy has grown rapidly. All electronic or electrical equipment, as well as electronic media, are used in digital marketing to market or promote products, services, or brands. Digital marketing also aids organisations or institutions in the analysis of their marketing initiatives by allowing them to keep track of all campaigns and hence analyse their success. Digital marketing tracks the amount and length of views of each given ad, article, or other piece of content, as well as the influence on sales, to determine the total impact.

The main benefits are that it reaches a huge number of clients in a short amount of time and is also less expensive, saving the company money while also increasing the number of individuals contacted. Digital marketing also aids in the recording of consumer behaviour, such as preferences, responses to various products, services, and brands, so that the company can make or plan future marketing strategies based on these observations, as well as determine future product offerings based on customer behaviour.

Consumers' media tastes (traditional media) are influenced by demographic considerations. Demographic factors such as work and education have been discovered to have an impact on a consumer's media selection. In the online environment, researchers are looking into the aspects that effect and influence consumer happiness. Purchase intent, previous experience, and consumer attitude are just a few factors that impact behavior. Price, feature, technology, and other extrinsic variables influenced the users' decision-making process. These elements have a significant impact on how people perceive and use social media. Demographic characteristics such as age, gender, and income have been found to have a substantial impact on Digital and Social Media Marketing (DSMM) engagement. Consumer decision-making is influenced by media and social networking, according to studies. It is also critical for business to increase consumer awareness, loyalty, and trust. Promotions and offers, company/store information, activities and services, extended online time, comments and recommendations (Online Word-of-Mouth), individual interactions between supermarket and other consumers, and the convenience of Facebook are all factors that influence a consumer's purchase decision.

Some of the important tools of digital marketing:

Social Media: As we all know, social media is a collection of communication, relationships, and collaboration. There will be apps and websites dedicated to social networking blogging, and there will be many more. This strategy will help people comprehend your brand and content on social media, as well as boost traffic and produce directions for your business.

Email Marketing: Sending commercial emails to a list of contacts who have given their express permission to receive email messages from you is referred to as email marketing. Like a newsletter, you may use email marketing to enlighten your contacts, increase sales, and establish a community around your business.

Blogging: "Blog" is a condensed version of "weblog," which is a term for websites that maintain an ongoing record of content. A blog typically features journal-style commentary and links to material on other websites, and is typically presented as a list of paragraphs in reverse chronological order.

SEO: Search Engine Optimization (SEO) is a term that refers to the process of optimising a website for search. SEO is a method of increasing website traffic. One of the most useful aspects of digital marketing tools is this. You can increase traffic to your sites as a result of this. This is how you can improve the percentage of organic traffic to your website by "ranking" it in search engine results. To expand their business on the internet, the company employs SEO techniques.

PPC: Pay Per Click is a term used to describe how much it costs to click on a link. The owner pays money per click in this marketing model. The most common PPC ad format appears on search engine results sites such as Google or Bing. PPC advertising appears in the search results in the majority of cases, but not all.

OBJECTIVES OF STUDY

- To find the impact of digital marketing.
- To understand the usage of various digital channels by the customer.
- Impact of different digital channel on decision making process.
- Social media vs other digital marketing tools.

SCOPE OF STUDY

The suggestion from the study is based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the comparison of digital marketing channels and impact of digital marketing channels in customer buying decision.

STATEMENT OF PROBLEM

- Detailed study of different digital marketing channels with its future scopes and outcomes.
- Research of various digital marketing channels in comparison with consumers purchase decision.

2. LITERATURE REVIEW

Elisabeta Loanals et al., (2014) used a structured questionnaire to study the impact of social media on consumer behaviour with 116 respondents. His research demonstrated that social media has an effect on consumer behaviour changes. In his article, Antoine Camarre et al. (2012) discussed the future direction of mobile marketing in many domains. Mobile marketing, according to (Roger Strom et al.,) can boost value for both consumers and retailers. The impact of SMS advertising on consumer attitudes and purchase intentions was investigated by Basheer et al., (2010). His studies demonstrated that the perceived utility of an advertisement had a favourable link with purchasing intent. In his paper, Sadia Afzal et al. (2015) discussed the impact of internet and traditional advertising on customer purchasing behaviour of branded clothes. The findings demonstrated that consumer buying behaviour is influenced by aspects such as product quality, design, advertisement content, brand loyalty, and past purchasing experience. Switching cost and its relationship with customer retention, loyalty, and satisfaction were researched by Joseph Omotoya et al., (2009), and it was discovered that switching cost had a considerable impact on customer retention. The impact of digital marketing tools on brand awareness generation among housing firms was researched by Fusun CIZMECI et al., (2015). In this study, a theoretical framework for the use of digital marketing trends was developed.

Consumers' media tastes (traditional media) are influenced by demographic considerations. Demographic factors such as work and education have been discovered to have an impact on a consumer's media selection. (2018, Nhedzi) In the online environment, researchers are looking into the aspects that effect and influence consumer happiness. Purchase intent, previous experience, and consumer attitude are just a few factors that impact behaviour. (Bhagowati & Dutta, 2018), (Adam S Huarng., 2004), (Bhagowati & Dutta, 2018), (George, 2002). Price, feature, technology, and other extrinsic variables influenced the users' decision-making process (Davidson & Copulsky, 2006). These elements have a significant impact on how people perceive and use social media (Chi, 2011). Das (2016) discovered Demographic factors like as age, gender, and wealth have a substantial impact on digital and social media marketing (DSMM) participation. Consumer decision-making is influenced by media and social networking, according to studies. It is also critical for businesses to raise consumer awareness, loyalty, and trust. Promotions and offers, company/store information, activities and services, extended online time, comments and recommendations (Online Word-of-Mouth), individual interactions between supermarket and other consumers, and the convenience of Facebook are all factors that influence a consumer's purchase decision. To better understand how it might be

employed in the e-marketing situation, researchers have been investigating the determinants of influence and their impact on the consumer decision-making process (need recognition, information search, alternatives evaluation, buy decision, and post-purchase behaviour) (Nabil Iblasi et al., 2016).

Email marketing is used because it has a number of advantages, including: noticeably higher response rates, an enormous number of customers available, a surprisingly cost-effective medium, a remarkable return on investment when compared to any other medium, it impacts customers more effectively, saves time, creates an effective brand image, and is long-term (Muk, 2007). The study's findings showed that online digital media channels have a favourable and significant impact on the effectiveness of online digital media advertising for brand sustainability. Search engine optimization (SEO) entails using a search algorithm and doing customer searches online. According to Vakratsas and Ambler (Vakratsas & Ambler, 1999), when online users use search engines to find data, marketing opportunities arise. According to (Yoo et al., 2004) and (Popp and Woratschek, 2017), corporations use social media as a strategic tool for establishing their plans in order to improve corporate image, brand loyalty, brand awareness, brand equity, and brand sustainability (Popp & Woratschek, 2017).

3. RESEARCH METHODOLOGY

Research Design: In this study, Quantitative research approach has been adopted to carry out this study, particularly the survey design. The reason for the adoption of this approach is to find out cause and effect relationship. Here, Descriptive research design is used for research which is part of quantitative approach. Descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way.

Primary Data: Primary data which is collected for the first time. This data is to be collected by conducting a survey through an online questionnaire.

Secondary Data: Secondary data is the data which has already been collected or is already available. This data was collected from sources like journals, internet and websites.

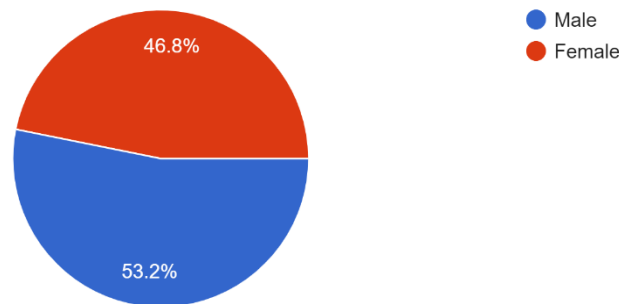
Sampling Method: Convenience sampling method

Sample Size: The sample size of this research is 111 respondents.

Source of data collection: Google Form

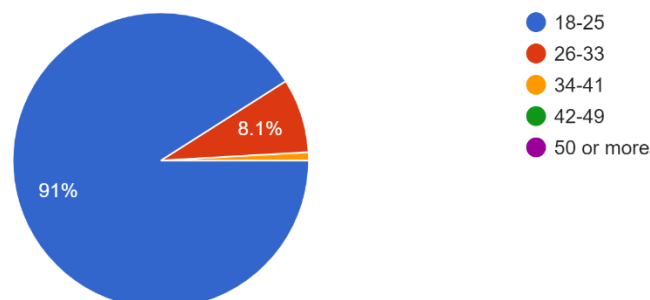
4. DATA ANALYSIS AND INTERPRETATION

1. Gender



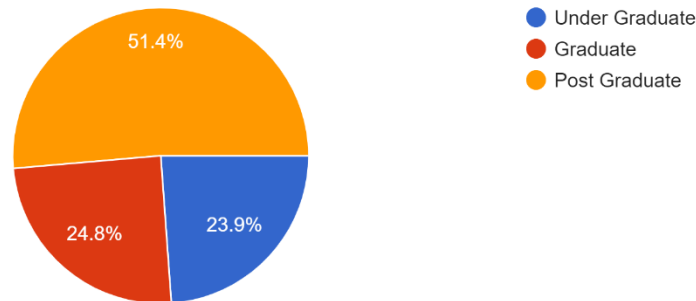
Interpretation: The study found that there were 59 male respondents and 52 female respondents among the 111 respondents.

2. Age Group



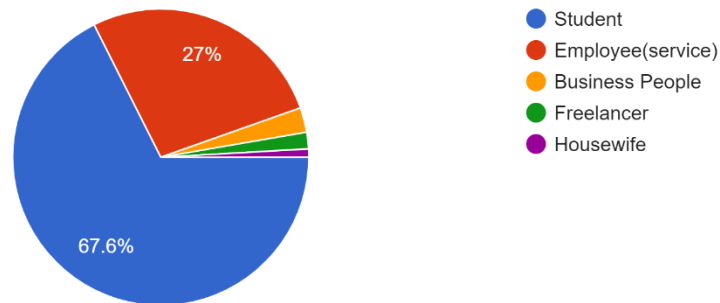
Interpretation: The analysis shows that the majority of respondents (91%) were between the ages of 18 and 25, while the remaining 8.1 percent and 0.9 percent were between the ages of 26 and 33 and 34 and 41, respectively.

3. Education Qualification



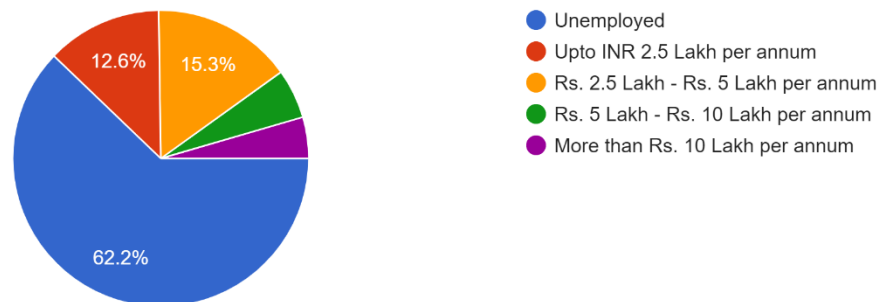
Interpretation: According to this pie-chart, post-graduates account for 51.4 percent of respondents, while graduates and under-graduates account for 24.8 percent and 23.9 percent, respectively.

4. Occupation



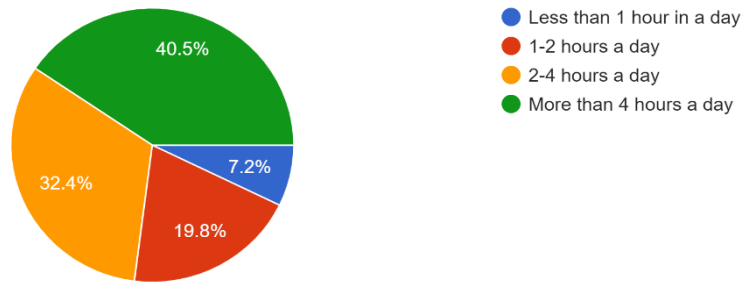
Interpretation: According to this graph, 67.60 % are students, 27 % are service employees, 2.7 % are business people, 1.8 % are freelancers, and the rest are housewives.

5. Income Level



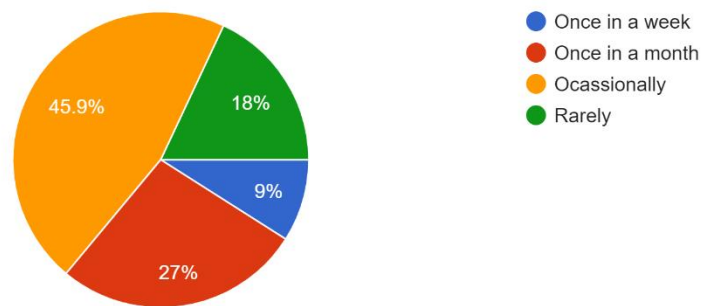
Interpretation: The majority of responders are unemployed, according to this graph. Out of 111 respondents, 12.6 percent have an annual income of less than 2.5 lakh, 15.3 % have an annual income of between 2.5 and 5 lakh, 5.4 percent have an annual income of between 5 and 10 lakhs, and the remaining 4.5 percent have an annual income of more than 10 lakh.

6. Hours of Internet Usage



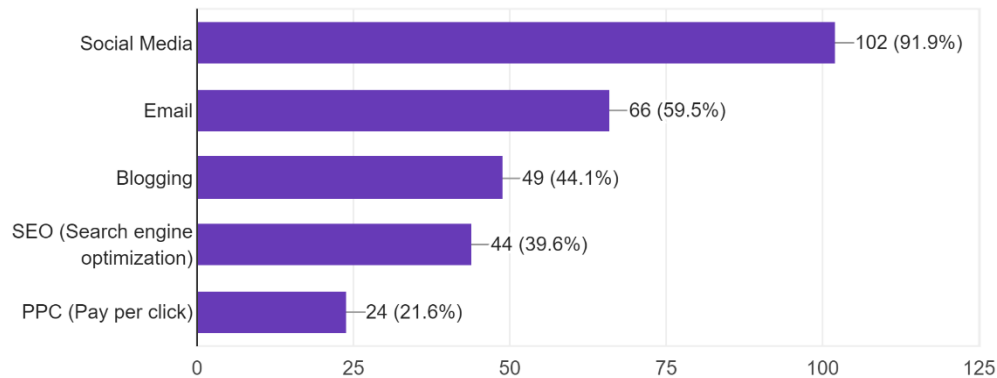
Interpretation: This pie-chart illustrates respondents' internet usage over the course of a day. The majority of them use it for 2-4 hours each day and, with others using it for up to 4 hours.

7. How often do you purchase online?



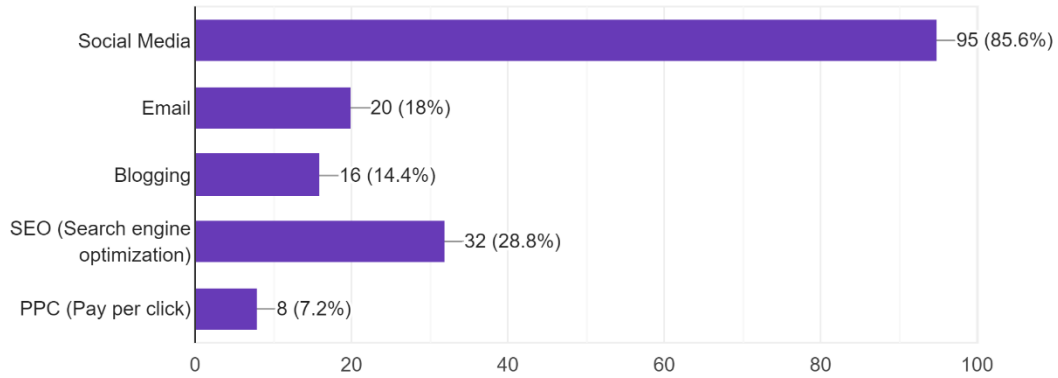
Interpretation: This chart displays how frequently people shop online. The vast majority of them make purchases occasionally.

8. Which of the following digital marketing channel(s) are you aware of?



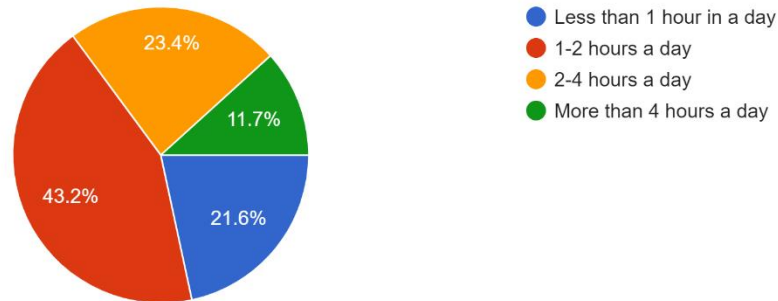
Interpretation: This graph depicts how many people are aware of various digital marketing channels. We can simply conclude from the graph that the vast majority of them are aware of social media. Out of 111 (100%) respondents, social media (85.6%), email (18%), blogging (14.4%), SEO (28.8%) and PPC (7.2%).

9. Which of the following digital channel(s) you use to make the purchase?



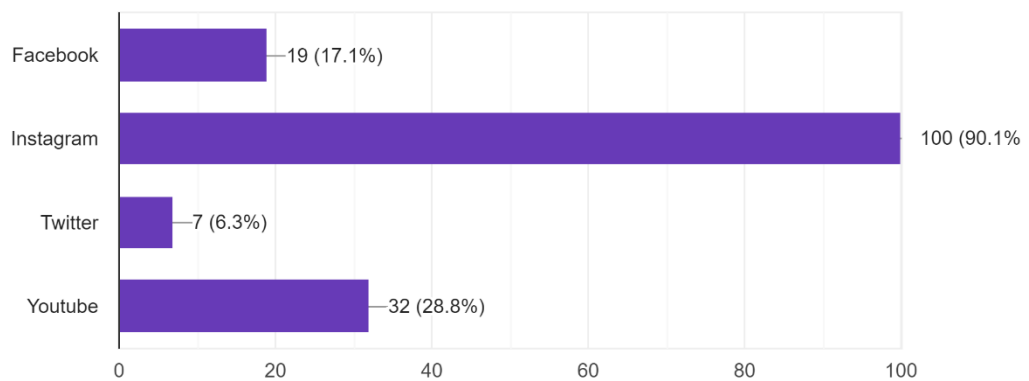
Interpretation: This graph represents the various digital marketing channels through which customers made purchases. The majority of individuals prefer social media to other outlets.

10. How many hours do you spend on social media?



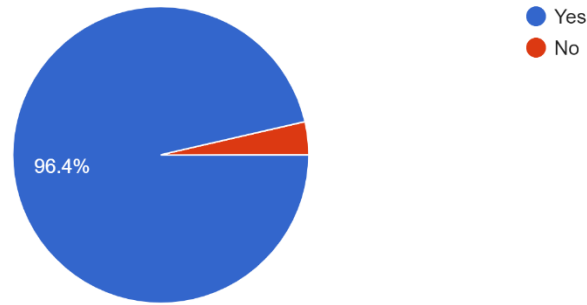
Interpretation: This chart shows the usage of social media in a day. Out of 111 respondents, most of them belong to the 1-2-hour group (48). 2-4-hour group (26), more than 4 hours group (13) and remaining 24 are from less than 1-hour group.

11. Which of the following social media do you prefer to make the purchase?

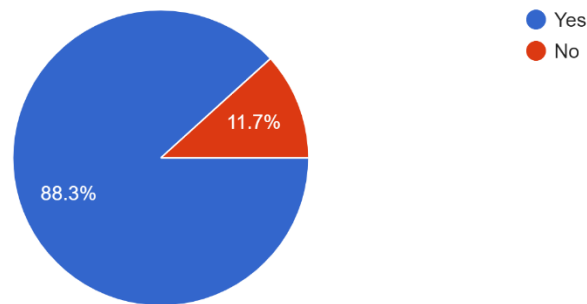


Interpretation: This graph illustrates the popularity of social media for online shopping. We can simply conclude that users prefer Instagram to the other social media platforms.

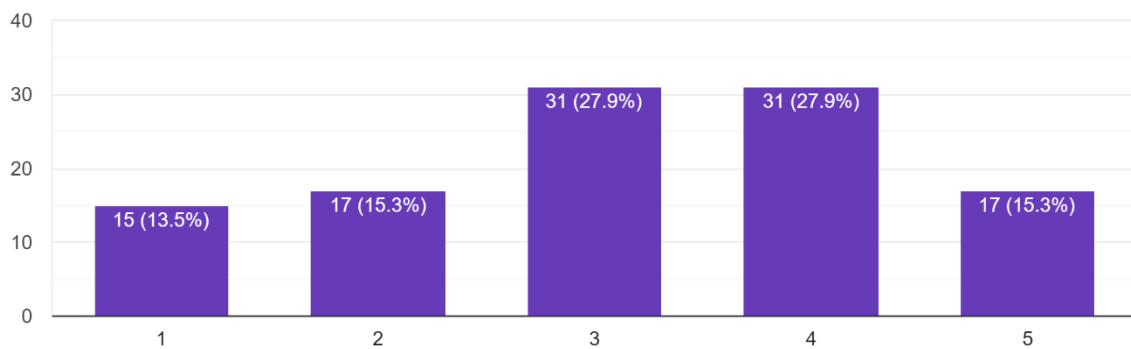
12. Did digital media increase your knowledge regarding different product and services?



13. Does any digital channel(s) change your opinion towards the buying decision?



14. How often do you click on sponsored post, seen on social media?



Interpretation: This graph shows how often people click on sponsored posts. Where 1 is rarely and 5 is mostly.

5. CONCLUSION

This study focuses on the comparison of the digital marketing channels. In today's digital environment, more and more people are acquiring their goods and services online. When comparing digital platforms in our study, we discovered that the majority of individuals prefer social media. We also evaluated the various social media sites available and discovered that individuals prefer Instagram is more popular than the others.

Furthermore, more than 90% of individuals think that digital channels influence not only their purchase decisions but also their awareness of various products and services.

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