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## Marketing and Advertising

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### ABSTRACT

The action or business of promoting and selling items or services, including market research and advertising, is the focus of this study. Social Media is a collection of Web-based software applications built on Web 2.0's technological and ideological foundations. Web 2.0 allows users to create and share web-based content. Social media is becoming increasingly important in the marketing of a company's products and services. One of the best ways to engage with people, distribute your content, manage your comments and reviews, and build long-term Brand Loyalty is through social media. About the usage of social media in small enterprises, this study report provides insight into social media literature and online customer behavior. The article also aims to discover and examine the factors that influence customers' decisions to follow or unfollow a brand on social media. LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like TikTok allow marketers to connect and engage potential customers where they are: on LinkedIn, Twitter, Youtube, Facebook, Instagram, and even some of the younger platforms like TikTok. Marketers can engage their audience with a solid social media strategy and the ability to offer interesting content. With the rapid advancement of marketing tactics, social media marketing is quickly becoming an important component of business promotion. At a lower cost, a social network allows you to reach a larger number of customers. As a result, businesses will need to look for solutions to cater to and satisfy customer expectations regardless of the platform on which they operate. Additionally, businesses must be cautious of the information they post on social media to avoid becoming preachy, which could lead to client dissatisfaction.

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### Introduction

'Online marketing,' 'Internet marketing,' and 'web marketing' are all terms used to describe digital marketing. The phrase "digital marketing" has gained prominence in recent years, especially in specific nations. In the United States, online marketing is still widespread; in Italy, it is known as web marketing; but, in the United Kingdom and across the world, digital marketing has become the most used phrase, especially after 2013. Digital marketing refers to the promotion of products or services via the use of digital technology, such as the Internet, mobile phones, display advertising, and any other digital media. The evolution of digital marketing since the 1990s and 2000s has revolutionized how companies and organizations use technology and digital marketing to sell themselves. As digital platforms are more interwoven into marketing strategies and everyday life, and as individuals utilize digital gadgets instead of visiting physical stores, digital marketing efforts are becoming more widespread and efficient. The discipline of marketing is centered on developing and executing marketing strategies. According to recent reports on the top challenges facing marketers, there are numerous questions in the domain of marketing strategy, such as how to create organizational structures that better enable the development of marketing strategies that help customers and firms navigate and adapt to changing needs. How to choose the best collection of marketing tactics to achieve desired results in the face of competing agendas and a plethora of internal and external stakeholders; and how to manage a team of executives throughout the company in designing and implementing customer-centric and engagement initiatives Marketing strategy is a fundamental component of business school teaching, crucial in marketing theory explanations of company performance, and a subject of academic study due to its importance in practice. Because marketing strategy development and execution are important to what marketers do, research relevant to understanding these activities is critical to proving the relevance of marketing as an academic field. To build a theoretical understanding of marketing, it is also necessary to better comprehend the current level of marketing strategy knowledge. Knowing what theories have been used in previous studies and which parts of marketing strategy have received little attention, for example, is a prerequisite for developing indigenous marketing theory. Systematic examinations of the employment of various research techniques and methodologies in a given area, as well as how they have evolved through time, can potentially reveal fresh insights for the creation of new approaches and methods. Varadarajan and Jayachandran conducted the most recent thorough evaluation of marketing strategy research (1999). Much has changed in the realms of practice and research in the last two decades, necessitating the current study. As a result, this study conducts a comprehensive review of the strategic marketing literature published since 1999, with three specific goals: to develop a framework for assessing the current state of marketing strategy research; to illuminate and illustrate the current state of knowledge in core sub-domains of marketing strategy development and execution, and to develop a research agenda identifying aspects of marketing strategy that require more research.

## METHODOLOGY

In this study, secondary data were obtained by a questionnaire made by R. Sunderaraj from one of twenty-five college students at Ayya Nadar Janaki Ammal College in Sivakasi, and the data was analyzed using statistical methods to meet the study's objectives.

### Sources of data

- Primary Information
- Secondary Information

### PRIMARY INFORMATION

The basic data is gathered through the use of a questionnaire. Data is collected using a well-crafted questionnaire.

### SECONDARY INFORMATION

Secondary data for the study is acquired from a variety of published sources, including textbooks, magazines, and the Internet.

### SAMPLE DESIGN

- To identify the sample respondents from a whole population, a convenient sampling method was used. A total of twenty-five students from various departments were chosen as respondents.
- To gather reliable and true data, the researcher meets with college students, explains the research problem, and obtains their permission to complete the questionnaire.

### TECHNIQUES AND TOOLS

The researcher used the following tools and techniques to analyze the primary data: simple percent analysis,

Chi-Square test, and Weighted Arithmetic Mean

## PROFILE OF THE RESPONDENTS

The table below shows the socio-economic profile of the respondents.

Variables	Particulars	No. of Respondents	%
Gender	Male	73	58.4
	Female	52	41.6
Age	18-21	63	50.4
	22-25	49	39.2
	Above 25	13	10.4
Marital Status	Married	6	4.8
	Unmarried	119	95.2
Nature of Residing Area	Urban	66	52.8
	Rural	59	47.2
Educational qualifications	UG	81	64.8
	PG	31	24.2
	M.PHIL	4	3.8
	P.HD	5	4
	OTHERS	4	3.8
Monthly income	Below 10000	20	16
	10001 - 15000	29	23.2
	15001 - 20000	29	23.3
	20001 - 25000	20	16
	Above 25000	27	21.6

### **LEVEL OF IMPACT OF ADVERTISEMENT**

The impact of advertisement is important in buying behavior. The table defines the level of impact of advertisement.

Level of the impact of advertisement	No. of respondents	%
Highly influencing	65	52
Moderate influencing	48	38.4
Not influencing	12	9.6
Total	125	100

According to Table. 52.0 percent of respondents are highly impacted by the impact of advertising, 38.4 percent are somewhat influenced, and 9.6 percent are not influenced. It indicates that 52.0 percent of respondents are heavily influenced by the impact of advertising.

### **INFLUENCING REASON**

The purchasing choice is influenced by some advertisement variables. As a result, the data on the Influencing cause has been gathered by the researcher.

Influencing Reason	No. of respondents	%
Multimedia Presentation	33	26.4
Attractiveness	30	24
Informativeness	24	19.2
Brand Ambassadors	22	17.6
others	16	12.8
Total	125	100

According to the above table, multimedia presentation influences 26.4 percent of 125 respondents, attractiveness influences 24.0 percent of respondents, informativeness influences 19.2 percent of respondents, brand ambassadors influence 17.6 percent of respondents, and other factors influence the remaining 12.8 percent of respondents. Multimedia presentations influence 26.4 percent of respondents.

### **SATISFACTION WITH ADVERTISED PRODUCT**

**In every element, satisfaction is paramount. As a result, the data on satisfaction has been collected by the researcher. The pleasure of users is defined in the Table below**

Satisfies with the product	No. of respondents	%
Yes	76	68.8
no	49	39.2
total	125	100

According to Table.4, 68.8 percent of respondents are satisfied with the marketed product at the time of use, whereas 39.2 percent are not satisfied with the advertised product at the time of use. It reveals that during the time of use, 68.8 percent of respondents are satisfied with the marketed goods.

### **LEVEL OF SATISFACTION**

The degree of enjoyment varies from person to person. The weighted average technique is used to rank respondents' level of satisfaction, as shown in the table below. The following ranking proposition has been assigned by the researcher.

- 5 Marks for Agree (A)
- SA (Strongly Agree) - 4 Points
- NO (No Opinion) - 3 Points
- Disagreement (D) - 2 Points
- SDA (Strongly Disagree) - 1 point

DETAILS	<u>A</u>	<u>SA</u>	<u>NO</u>	<u>DA</u>	<u>SDA</u>	<u>TOTAL</u>	<u>MEAN</u>
Aware of product availability	80	<b>19</b>	<b>13</b>	<b>11</b>	<b>2</b>	<b>539</b>	<b>4.31</b>

Knowledge about brand loyalty	50	<u>34</u>	<u>31</u>	<u>7</u>	<u>3</u>	<u>496</u>	<u>3.97</u>
Aware about quality products	<u>54</u>	<u>35</u>	<u>25</u>	<u>6</u>	<u>5</u>	<u>502</u>	<u>4.02</u>
Easy to understand the product feature	<u>64</u>	<u>28</u>	<u>16</u>	<u>14</u>	<u>3</u>	<u>511</u>	<u>4.09</u>
Knowledge about price discrimination	<u>49</u>	<u>42</u>	<u>23</u>	<u>7</u>	<u>4</u>	<u>500</u>	<u>4</u>
Knowledge about product offers or gifts	<u>50</u>	<u>35</u>	<u>27</u>	<u>9</u>	<u>4</u>	<u>93</u>	<u>3.94</u>
Easy to compare with competitive product	<u>50</u>	<u>32</u>	<u>30</u>	<u>9</u>	<u>4</u>	<u>490</u>	<u>3.92</u>
Aware about sales network	<u>39</u>	<u>28</u>	<u>42</u>	<u>11</u>	<u>5</u>	<u>460</u>	<u>3.68</u>
Gaining more knowledge about the product	<u>55</u>	<u>25</u>	<u>26</u>	<u>11</u>	<u>8</u>	<u>483</u>	<u>3.86</u>

## Suggestions

The results reveal that there is no significant association between age and amount of impact, implying that the influence of commercials is consistent across all age groups of pupils. As a result, it is proposed that a single effective advertisement is sufficient to impact consumers in their age group.

- It has been discovered that advertisements only reveal the product's positive aspects, and because the goods are not physically available, the advertisement may also reveal some of the product's disadvantages. It will assist the consumer in making better decisions.
- It is suggested that promotional schemes be offered frequently because consumers are eager to switch brands.
- More product information should be available on the product's website. Since the actual sensation of the product is not available.

## Digital Marketing in India: A Statistical Analysis Statistics about PPC Advertising

1. With 38.6% and 19.9% of total digital ad expenditure in the United States, respectively, Google and Facebook continue to dominate. The fact that Google and Facebook receive the majority of online advertising money should come as no surprise to seasoned digital marketers. However, both of their stock prices are projected to fall slightly in the coming years as advertising choices on other platforms such as Amazon and Snapchat become more prominent.
2. For every \$1 spent on Google Ads, businesses earn an average of \$2 in income.  
If you're not sure if Google Ads (previously known as Google AdWords) can help you, generate income If you're thinking about starting a business, you'll be relieved to learn that most companies generate twice as much money as they did the year before.
3. Google Ads has an average click-through rate (CTR) of 3.17 percent for the search network and 0.46 percent for the display network across all industries. Without precise standards, it may be difficult to measure your effectiveness on any advertising platform, which is why knowing the average CTR of other marketers' campaigns can be useful. It's also worth mentioning that Google Ads clicks convert at a rate of 3.75 percent for search and 0.77 percent for display.
4. In Google Ads, the average cost per click (CPC) is \$2.69 on the search network and \$0.63 on the display network across all sectors. The cost per click, or CPC, is another parameter to keep track of in every PPC campaign. The average CPC for advertising in the Google Ads platform is more than \$2 higher.
5. For local firms, omnichannel tactics result in an 80% increase in incremental shop visits. Over the last few years, omnichannel advertising methods such as presenting what's in stock at neighboring businesses and raising bidding around company locations have grown in

popularity. They're also successful in generating additional visitors, or visits that firms would not have got otherwise, as this statistic shows.

(Gibson, 2018)

### *Statistics on social media*

6. Users spend 33% of their online time on social media networks. Reaching your consumers where they already spend time online is essential for effective digital marketing.

Given that today's internet users spend a third of their time on social media, most firms may profit from using this channel in their marketing plans.

7. Four out of ten internet users say they use social media to keep up with their favorite companies. Given that 40% of internet users follow businesses on social media, they are reasonable possibilities for increasing client loyalty. Furthermore, one in every four internet users follows firms from which they are contemplating making a purchase – meaning that even if they aren't yet consumers, the material you publish with your followers might be the deciding factor in whether they convert.
8. 37% of internet buyers admit to using social media for "purchase inspiration." Over a third of internet consumers use social media to "inspire" them to make a purchase.
9. This is more than any other type of online media, such as store websites, price comparison websites, and multi-brand websites.
10. Facebook is a valuable marketing tool, The majority of B2C marketers still use Facebook. However, LinkedIn has a tiny advantage over B2B marketers, with 93 percent declaring it to be the most beneficial platform for their organization.
11. Reddit's average session length is 4.83 minutes.
12. Mobile devices account for 69% of total digital media time. Over the last few years, mobile advertising has grown in insignificance. It's unlikely to slow down any time soon, given that internet users currently spend more than two-thirds of their digital media time on smartphones and other devices. (Taylor, 2022)
13. Between positions one and two, the average mobile PPC ad click-through rate (CTR) declines by 45%.

Although it is common knowledge that the higher a result or ad appears on a results page, the greater its average CTR, a 45 percent reduction between the top and second advertising is noteworthy.

This is a considerably more significant decline than the reduction in desktop computers and tablets, and it's vital to remember if you're optimizing ads for mobile devices.

3. Having a mobile search ad appears in the results may boost brand recognition by 46%. Making your target audience aware of your brand is an important stage in the sales process, and mobile search advertisements may assist you with this. When searching on their cell phones, 51% of smartphone users found a new company or product.
4. In a store, 82 percent of smartphone users consult their phones. Consumers' daily lives are growing increasingly reliant on mobile devices. Shoppers increasingly use them not just to locate businesses where they can make a purchase, but also to continue studying their alternatives once they've entered one.
5. When buying online 84 percent of customers between the ages of 18 and 29 are most likely to utilize a mobile device. Mobile devices are now largely preferred by young internet buyers over desktop computers for browsing and making purchases. Consumers in the 18 to 29 age group lead the way, while 78 percent of those in the 30 to 44 age group are close behind. (Sunderaraj, 2018)

### *Statistics on Email Marketing*

6. Email marketing campaign traffic converts at a rate of 4.29 percent on average. Even though email is one of the oldest types of digital marketing, it still has a high conversion rate. This is greater than the national averages for search, direct, and social media traffic. When buying online, 15.84 percent of customers between the ages of 18 and 29 are most likely to utilize a mobile device. Mobile devices are now largely preferred by young internet buyers over desktop computers for browsing and making purchases. Consumers in the 18 to 29 age group lead the way, while 78 percent of those in the 30 to 44 age group are close behind. (Liu-Thompkins, 2019).
7. Gmail advertising with a 2 percent open rate has a CPC of about \$1. For advertising with an open rate of more than 25%, this lowers to less than 20 cents. Gmail advertisements are still a relatively new option, and the lack of a Quality Score statistic makes it difficult for some marketers to assess their performance. However, as the graph above shows, the better your open rates are, the less you'll pay per click — so if you want to increase your platform marketing, you'll need to enhance your audience targeting and optimize your subject lines for clicks. (Sharma, 2022)
8. Revenue from email marketing accounted for an average of 21% of total revenue in 2017, up from 17% in 2016. Email revenue will continue to grow even as additional new channels emerge.

9. Dynamic content in email marketing is effective, according to 65% of marketers. Marketers reported that dynamic content was the most successful customization approach for their organizations when asked to rank the efficacy of personalization methods. According to the same report, 60% of marketers believe customized email content based on real-time data is effective, while 58 percent believe personalized email content based on software and machine learning is beneficial.
- 10.20. Segmented campaigns have a 14.31 percent greater open rate than non-segmented efforts. Segmentation is a popular email marketing strategy and for good reason. Mail Chimp discovered that segmented campaigns result in greater open rates, more clicks, reduced subscription rates, and fewer bounces in research. (Rehman, 2018)
11. Given the significance of catering to mobile consumers, it makes logical that the majority of email marketers are now making optimizing email for mobile devices their top priority for boosting campaigns.

### ***Statistics on Video Advertising***

12. Sixty-four percent of customers believe that seeing a video on Facebook affected their decision to buy something. When marketers initially started using video in their campaigns, it was primarily considered as a means of increasing interaction. While it can help with this objective, it also can help with sales and other high-value conversions.
13. In 2017, US businesses spent \$13.23 billion on digital video advertising. The video has exploded in popularity, with US businesses spending more than \$13 billion on video commercials in 2017, with that figure expected to rise to more than \$22 billion by 2021.
14. Over the last three years, video ad completion rates have consistently grown, hitting 70% in 2017. Marketers have gotten better at making videos that keep viewers' interest as they've gotten more expertise with video.

Overall completion rates in 2017 were up to 70%, a significant gain from the 47% average just two years previous.

15. In 2017, the average video CTR grew modestly, from 0.35 percent in 2016 to 0.45 percent in 2017. As customers get more comfortable with video, they are more likely to click to learn more about the information they are viewing. The most significant increase in video CTR occurred among desktop users, whereas CTR on tablets declined marginally. (Jones, 2022)

### ***Advertising Preferences of Consumers***

16. Pop-up advertising is disliked by 73 percent of customers. You're probably among most internet users who despise pop-up advertising. 81 percent of customers have closed a browser or departed a webpage because of one, so if you use them as part of your marketing plan, you must be careful not to degrade the surfing experience.
17. Consumers expect companies to share discounts and bargains on social media in 72 percent of cases. Most customers responded with discounts or bargains when asked what they want companies they follow to promote on social media.

Unfortunately, just 18% of marketers do so regularly, indicating that there is a gap between what customers desire and what businesses give.

Conversely, while 58% of marketers claim they publish pieces that "tell a narrative," just 37% of customers prefer this type of material. (Moore, 2019)

18. Consumers want to get promotional emails "at least monthly," according to 86 percent. With email marketing, getting the frequency right is challenging. Only 15% of customers prefer to get promotions at least once a month, according to the majority of consumers. (west, 2022)

### ***Advertising in the Future***

19. Amazon's ad sales in the United States are expected to increase.

In 2018, the company grew by 63.5 percent, topping \$2 billion for the first time.

Even though Google and Facebook are anticipated to remain the two largest advertising platforms this year, Amazon is expected to grow significantly and become the third largest.

20. In three years, 57 percent of marketers anticipate influencer marketing will be fully incorporated into all marketing efforts. Influencer marketing has been increasingly popular in recent years, and this trend is projected to continue in the next three years. Influencer marketing will be incorporated into all marketing efforts, according to 57 percent of marketers, and 47 percent anticipate it to become a cross-functional discipline that will extend beyond marketing, according to another poll.
21. In 2017, global augmented reality (AR) advertising expenditures totaled about \$13 billion. Over the last several years, many marketers have focused their attention on the potential benefits of virtual reality (VR), but that focus has now turned to augmented reality (AR). In 2017, total AR expenditure nearly doubled, and this trend is expected to continue. It's no surprise that many marketers are focusing on augmented reality as the next big trend in digital marketing, especially. Since AR company Blippar says that businesses have witnessed 30 percent greater engagement rates with their commercials. (Dwivedi, 21)

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## Conclusion-

The current period has seen a major shift in marketing trends. Online marketing saves us time and money, and it also allows us to choose from a wide range of products. Because the product is not available for physical inspection, ads are the only means of influencing and attracting customers. Advertisement plays a crucial influence in influencing consumer purchasing decisions.

It's fully a game of tactics to use SMM and keep an active social presence capable of bringing in constant benefits for the entity/business being pushed. At one moment, the content presented to the audience may receive widespread awareness, and at the next, it may be ignored. To maintain a healthy and loyal relationship with their audiences, SMM strategists must consciously develop material that is relevant and appears attractive to the target audience, that is appreciable, and that is factually truthful. This research uncovered several digital marketing tactics that can be used by corporations, non-profits, educational institutions, and other professionals. The literature indicated that many components of traditional marketing ideology should be combined with technology.

Engineering and implementation of a website, as well as the usage of the internet in digital marketing, were identified as essential resources in digital marketing by the body of study. Marketing is a method of communicating between a company and its clients to sell them products or services. Until goods are in the hands of buyers, they are not complete products. The management process by which goods and services flow from concept to client is known as marketing. Marketing is less about attracting customers and more about retaining them. Traditional marketing begins with the creation of goods and ends with the sale of those goods, whereas modern marketing involves planning, product, price, promotion, location, people, and after-sales service, among other things. Advertising should be real, accurate, and suit consumers' informational demands. Companies should employ appealing and useful material to raise customer awareness, rather than relying on advertisements to change consumer perceptions. Instead, they could use news sales promotion methods or other mediums for changing the perception of people. It will be simple for any corporation to modify a customer's buying behavior by raising awareness and generating a strong perception in their minds.

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