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Are We Ready for the Digital Marketing Revolution? A Study on Consumer Awareness

Aniruddha Thombare

PG Student, HR College of Commerce and Economics, HSNC University, Mumbai.

ABSTRACT:

This research paper, titled "Are We Ready for the Digital Marketing Revolution? A Study on Consumer Awareness," investigates the level of awareness and understanding of digital marketing among consumers in today's rapidly advancing technological landscape. With businesses increasingly shifting towards digital platforms for marketing efforts, it is crucial to assess how well the general public comprehends these modern marketing practices, including concepts such as social media marketing, influencer partnerships, targeted advertising, and data-driven personalization. The study employs primary data gathered from a diverse sample of respondents, aiming to uncover the extent to which individuals are aware of digital marketing tools and how they perceive their impact on consumer behavior. The data provides insights into the demographic and psychographic factors influencing awareness levels, including age, education, and digital literacy. Findings suggest varying degrees of understanding and acceptance of digital marketing techniques, with younger, tech-savvy audiences showing greater familiarity and positive engagement, while older demographics display a more cautious or limited perception. The paper discusses implications for marketers, highlighting the need for tailored strategies that resonate with differing levels of digital awareness and comfort. Ultimately, this research underscores the importance of educating consumers on the benefits and ethical considerations of digital marketing, fostering a well-informed public that can navigate the digital landscape confidently and responsibly.

Keywords: Digital Marketing, Consumer Awareness, Marketing Insights.

Introduction:

Objectives:

This project has been undertaken to enhance the understanding of Digital Marketing and its awareness among general consumer. Digital Marketing is going to be the next big thing in the new tech space but are we ready to embrace it and utilize it at the fullest is the question of concern.

- To research India's growing Internet usage.
- To comprehend on which platforms consumers spend most of their time.
- To Understand the Consumer Awareness about the new era of Marketing and its different tools which are used by top class marketers.
- To comprehend the purchasing decision made by a Customer via looking at any of the online advertisements.
- To project internet marketing's future.

Scope of Study:

- The purpose of the research is to gain insights about Consumer awareness regarding Internet Marketing.
- Additionally, one will be able to comprehend how products are sold online as well as the evolving purchasing habits of internet consumers. Making the reader aware of the most precarious opportunity now on the market is the study's main goal.
- Also, to understand the average time spent by the consumers on media platforms and which are the most widely used platforms by them.

Hypothesis:

An Alternative Hypothesis

Internet marketing will dominate marketing industry in the future.

The Null Hypothesis

Internet marketing has grown significantly, it still cannot meet the needs of all types of organizations.

An Alternative Hypothesis:

Small-scale firms can achieve their desired outcomes through internet marketing.

The Null Hypothesis

Internet marketing would assist small-scale businesses achieve their goals, the majority of them are unaware of it.

An Alternative Hypothesis:

Internet Marketing will impact tremendously Impact the purchased decision of the general public.

The Null Hypothesis:

Are Consumers aware of how their buying decision is getting manipulated.

Selection of the Problem:

2020 was a major disappointment for a lot of firms. The COVID-19 pandemic was disastrous for all types of enterprises. That is the major issue where everything gets revolutionized digitally. During this period more small and local firms were experiencing losses than ever before. Everyone's life has altered as a result of this circumstance, yet certain market titans managed to dominate the market despite it and make a respectable sum of money by applying the principles of internet marketing. Looking at this scenario got an idea to see how Digital/Internet Marketing is going to be revolutionized in coming period and future. And also, are the general public are aware of this boom in marketing industry. This Question generated a curiosity within me so decided to outlook or conduct a research on such topic.

Review of Literature:

Using the internet to advertise and sell goods and services is called internet marketing, sometimes referred to as digital marketing. Search engine optimization (SEO), social media marketing, content marketing, email marketing, and pay-per-click (PPC) advertising are just a few of the many techniques and methods that are included in it.

Several important subjects have been the focus of recent Internet marketing research:

The growing significance of mobile advertising: Businesses are having to adjust their marketing strategies to reflect the fast-increasing number of consumers accessing the internet through smartphones and tablets. Strategies for mobile marketing need to be carefully adapted to the particular requirements of mobile users. The growth of marketing via social media. Social media sites like Instagram, Twitter, and Facebook have grown to be indispensable resources for companies of all kinds. Social media marketing may be used to promote brands, establish connections with clients, and increase website traffic.

The importance of content marketing is increasing: The process of producing and disseminating worthwhile, timely, and consistent material in order to draw in and hold on to a specific audience and, eventually, encourage profitable consumer behavior is known as content marketing. Customers may be educated, authority can be established, and leads can be generated using content marketing.

Internet marketing using artificial intelligence (AI): Ad targeting and personalization are two Internet marketing strategies that are becoming more successful because of artificial intelligence (AI).

Here are some of the most recent studies on Internet marketing:

"The Role of Viral Marketing, Brand Image and Brand Awareness on Purchasing Decisions" – Rayyan Aqila Praditya and Agus Purwanto (Indonesia) 2024 – This research aims to examine how brand image, brand awareness and viral marketing impact the purchasing decisions.

"The Impact of Automated and social media marketing on consumer behaviour" – Y kag, B Bhati - These articles together shed light on how consumers engage with and are shaped by the digital worlds that they are situated in as part of their daily lives from a range of viewpoints.

"A Literature Review on Digital Marketing Strategies and Its Impact on Online Business Sellers During the COVID-19 Crisis" (2022) written by Tabuena et al. This study looks at how the COVID-19 epidemic has affected digital marketing tactics and discovers that companies are depending more and more on online platforms to connect with consumers.

"A Review of Literature on Social Media Marketing Strategies" – M Goyal – The main aim of this research paper is to systematically examine and review current studies that have been conducted over the related area of social media and marketing. The article tries to study different social media marketing strategies by reviewing various books, journals, studies, published papers, etc.

"Digital Marketing: Is it Only way to survive" – Dr. Rupam Soti - This research paper aims to explore the significance of digital marketing in contemporary business strategies, examining its role as a primary means of survival in the digital age.

In 2023, Chen et al. published "The Impact of Short-Form Video Content on Brand Engagement: A Review of Literature". In order to better understand how businesses are using short-form video content to draw attention, raise brand awareness, and foster positive customer interactions, this study looks into the effect of this type of content on brand engagement.

Overall, the latest research on Internet marketing suggests that it is a rapidly evolving field with several emerging trends. Businesses that want to be successful online need to be constantly adapting their marketing strategies to stay ahead of the curve.

Methodology:

Data Collection:

The research is predicated on secondary data. Nonetheless, primary data is gathered to close the informational gap. Research and analysis are subject to a study duration of one month. The primary data was gathered through a survey that was distributed to individuals of varying ages in order to gauge their opinions regarding internet marketing. This increases the study's credibility. Secondary data was gathered from all currently accessible online data and examined by several researchers.

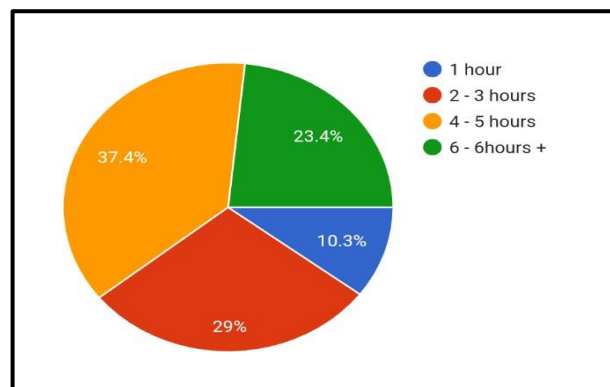
Sample size:

A sample size of 107 individuals was used to gather the primary data. Due to constraint of time only 107 responses could be collected and analysed. Within a less span of time getting these many numbers of responses were appreciated.

Results :

A short survey was conducted based on the above study. The survey consisted of about 10 questions in total. Accordingly, the individual responses of the respondents will be explained in this chapter in the form of bar diagram, pie charts and percentage. Each question of the survey will be explained in detail with the conclusion. The survey was circulated with the help of WhatsApp, E-mail and individual responses of some /respondents (family, friends, and neighbours). The survey is being analysed with the help of bar diagrams, pie - charts and percentage:

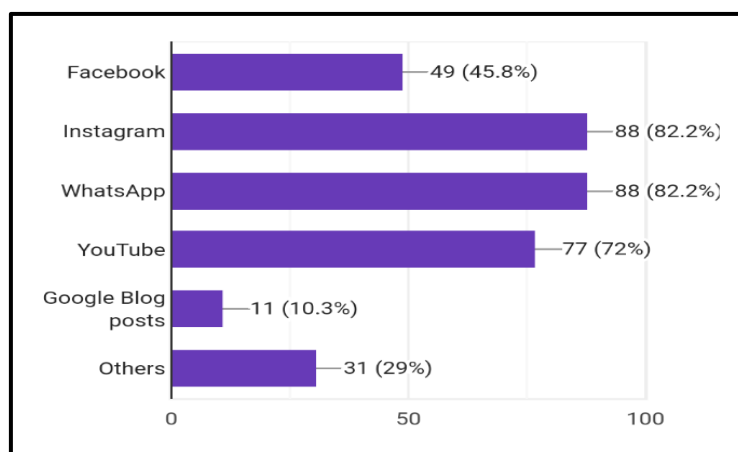
Q.1) How much time does a person spend on internet or any media platforms on daily basis?



From the above Pie – Chart, 37.4% of the total respondents agreed that they spend 4 – 5 hours on Internet and media platforms on daily basis. Almost 29% of the respondents agreed that they spend 2 – 3 hours on Internet on daily basis. 23.4% of respondents agreed that they spend 6 – 6+ hours and 10.3% agreed that they spend 1 hour on Internet on Daily basis.

So, we can conclude that on an average people do spend at least 3 – 4 hours on daily basis. Therefore, there is the opportunity for businesses to grab attention of the peoples towards them and increase their reach and further raised their sales.

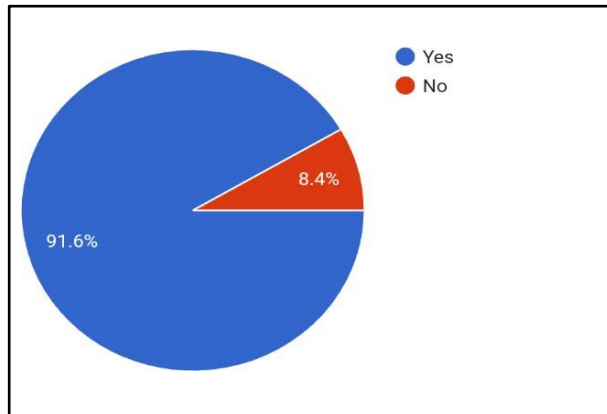
Q2. Which of the following media platforms you used most probably or majorly active in?



From the above bar diagram, 45.8% of total respondents are active users on Facebook. 82.2% of total respondents are active users on Instagram and same no. of percentage goes with WhatsApp (82.2%). Also 72% of total respondents are active users on YouTube. 10.3% of total respondents read daily Google blog posts. And 29% of respondents are indulged in other media platforms.

So, we can conclude that almost every respondent is an active user on any of the media platforms or all the media platforms. This is why Internet Marketing Industry will meet a huge milestone in upcoming years.

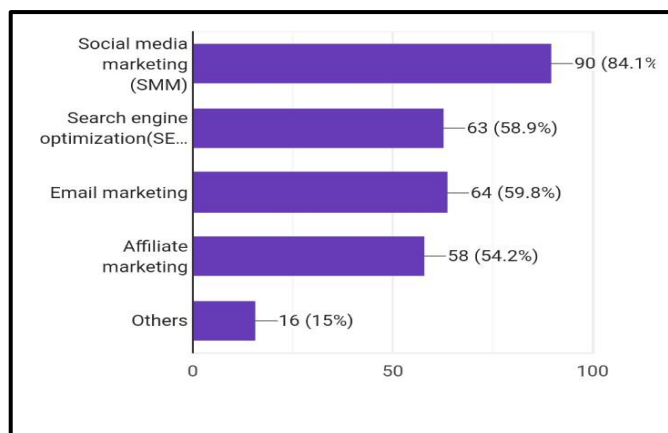
Q3. Are you aware about the new era of marketing i.e. Internet Marketing?



From the above Pie – chart, 91.6% of the total respondents are aware about the new era of marketing i.e. Internet Marketing. 8.4% of total respondents are not aware of Internet Marketing.

So, we can conclude that almost 8.4% of total respondents (107) are not aware about the new era of marketing. It means on an average of every 100 peoples, 8 peoples are not aware about Internet Marketing. This is not so matter of difference but then too awareness must be necessarily spread about such. That can be done when more businesses will come up with such marketing plans.

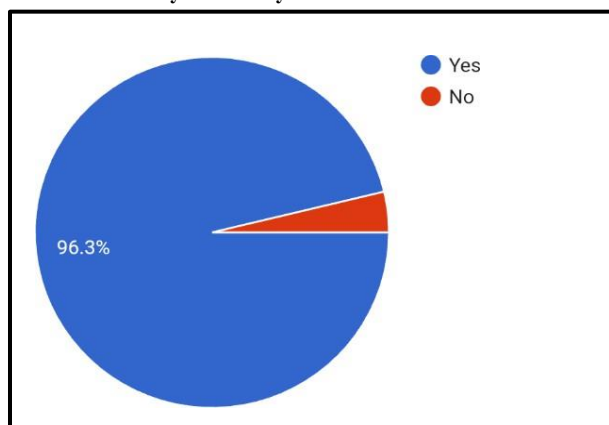
Q4. Which of the following types of Internet Marketing you have heard, received or seen about?



From the above diagram, it is seen that 84.1% of total respondents are aware about Social Media Marketing. 58.9% of total respondents are aware of Search Engine Optimization. 59.8% are aware of Email Marketing. Also 54.2% are aware of Affiliate Marketing. And 15% of total respondents are aware about the other tools of Internet marketing.

So, we conclude the fact that awareness is there about the tools of Internet Marketing, but still working on such direction is not seen yet. Still many people don't think that it is a remindful career and business owner are not ready to invest in such marketing /platform.

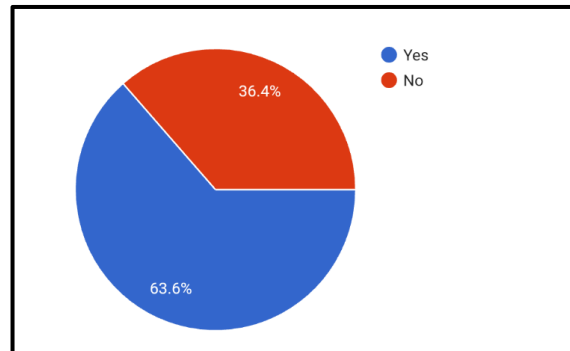
Q5. While using social media platforms or internet have you seen any kind of advertisement?



From the above pie chart, it is clearly seen that 96.3% of total respondents have seen various advertisement while using media platforms. Also, only 3.7% of people are not aware about such.

We can conclude that various companies are taking the advantage at the fullest, which are helping them to get the better results.

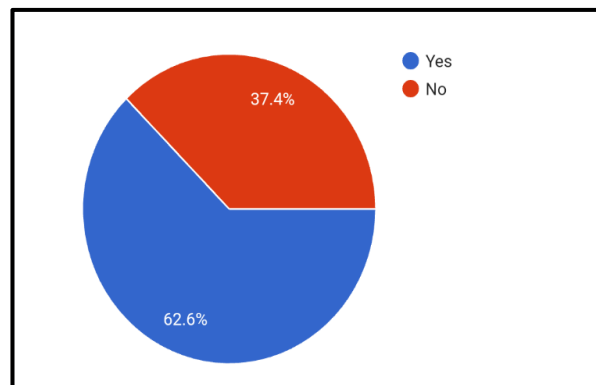
Q6. The SEO, SMM, EMAIL MARKETING, etc this advertisement is a part of Internet Marketing do you how it works?



From the above pie chart, it is seen that 63.6% of total respondents are aware about how Internet Marketing works. Rest 36.4% respondents are not aware about the working of Internet Marketing.

We can conclude that, some peoples are aware about the facts and making the use of such rest are still underestimating the fact.

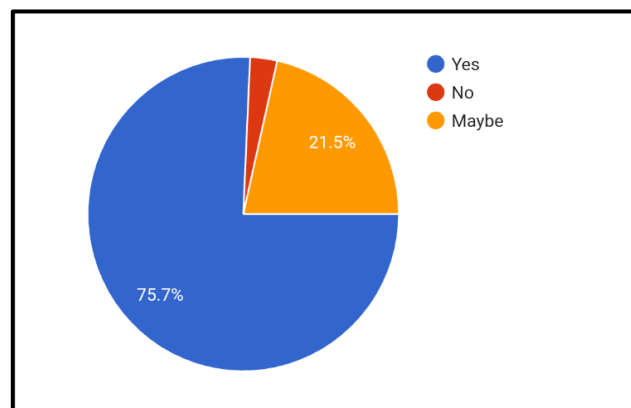
Q.7) Have you ever made any purchase decision by looking at this kind of advertisement?



From the above pie chart, it is clearly seen that 62.6% of total respondents have made their purchase decisions while looking up on the advertisements occurring in their feed. Also, 32.4% of respondents are not making their online purchase decision. Since they must be not aware about the product or services of the company.

So, here we can conclude that, people are ready to buy the products or services online. Businesses just need to spread awareness about their products and themselves.

Q.8) Do you think this Internet Marketing will be helpful in developing economy and small-scale business?

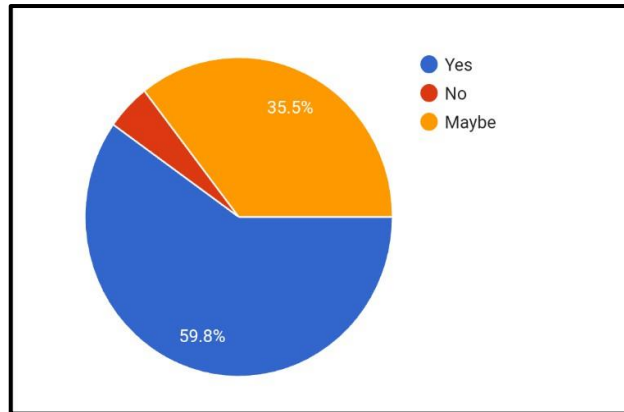


From the above pie chart, it is seen that 75.7% of total respondents believe that Internet Marketing will be helpful to develop economy and small-scale

businesses. But 21.5% of total respondents are in a doubt that it may help the economy to grow. Also, 2.9% of total respondents do not believe that this new era of marketing will boost the economy.

So, we can conclude that, respondents think that new era of marketing will be helpful to boost the economy or may not be helpful for such. But talking about the fact, Internet Marketing is surely gonna help in boosting of economy.

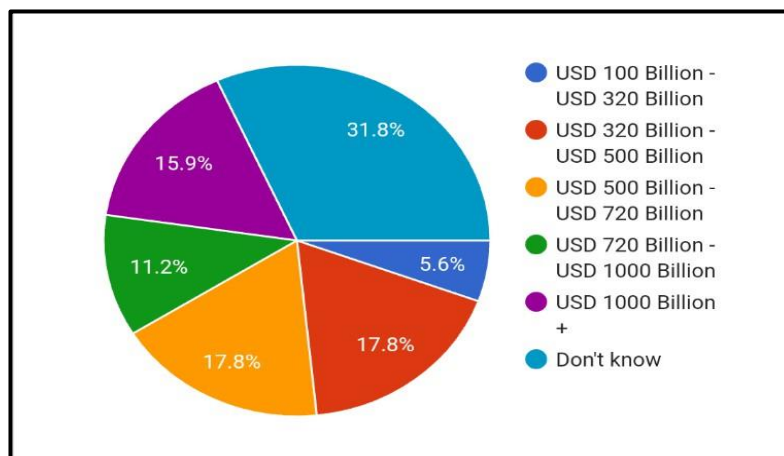
Q.9) Do you think Internet Marketing is far better than Traditional Marketing?



From the above pie chart, it is seen that 59.8% of total respondents believe the fact that Internet marketing is far better than traditional marketing. Also 35.5% of total respondents are still in a doubt that Internet Marketing may be better than Traditional Marketing. Almost 5.7% of respondents straightaway believe that Internet Marketing is not better than Traditional Marketing.

So, we can conclude that, the respondents think that Internet Marketing is better than Traditional Marketing or May not such. But talking about the Fact, Internet Marketing is better than Traditional Marketing, but it will not replace Traditional Marketing.

Q.10) If yes, then what will be the estimated growth of Internet / digital marketing industry in 2025 globally according to you?



From the above pie chart, it is clearly seen 31.8% of respondents are not aware about the estimation growth of Digital Marketing Industry. 17.8% of total respondents believe that estimated growths will lie between (USD 320 BILLION – USD 720 BILLION). Also 15.9% of total respondents believe that estimated growth will reach above (USD 1000 BILLION+). 11.2% of respondents believe that the estimated growth will lie in between (USD 720 BILLION – USD 1000 BILLION). Also 5.6% of total respondents believe that the estimated growth will somehow lie between (USD 100 BILLION – USD 320 BILLION)

So, here we can conclude that estimated growth of Internet Marketing Industry in 2025 will somehow varies on different diameters according to respondents. But talking about the fact that according to Global Digital Report, it is estimated that Digital Market size is expected to grow from USD 469.8 BILLION in 2020 to USD 1009.8 BILLION by 2025.

Conclusion :

All things considered, Internet marketing, the new era of marketing, is undoubtedly going to achieve a significant milestone. As more people use the internet, more people are purchasing mobile phones every day. People will inevitably make purchases online, especially the target groups according to business data, therefore you'll see more advertising for these kinds of activities. Individuals are constantly seeking life changes.

The Internet and social media, which are currently dominating the market like kings, are the source of change. People's standards of life, interests, and choices have drastically changed beyond recognition. It's evident that consumers now choose digital media over traditional media, such as television, radio, and newspapers (Disney Hotstar, YouTube, Netflix, Amazon Prime). Nowadays, people would rather shop online for everything—including groceries—than visit stores as they used to. Additionally, companies are taking advantage of this shift in consumer behavior to their advantage. Since Internet marketing is incredibly inexpensive. Also, any product backed by quality, trust, and value and endorsed by customers is bound to go viral and sell like anything. Thus, educating business owners on the expanding significance of Internet marketing is imperative. This shift in consumer and business owner behavior has been accelerated by the COVID-19 pandemic, which has made people realize how important it is to use the internet.

For this reason, the global digital report projects that the size of the digital market would increase from USD 469.8 billion in 2020 to USD 1009.8 billion in 2025. The conclusion is that online marketing will rule the future.....

SUGGESTIONS:

There's no doubt that this new marketing period will hit a significant milestone. People's behavior drastically changes as a result of the COVID-19 pandemic; they now realize how important it is to use the internet. Every day, there are more and more people using the Internet, including mobile buyers. People's tastes are shifting, as evidenced by the rise of smartphone shows, movies, and news. Making payments online, etc.). That's why everyone has a ton of opportunities.

These are a few recommendations:

For the young people:

Start Learning: Remember that marketing is always important and that this new era of marketing is the future, so begin studying about it now or whenever you feel like it.

Be Detailed Oriented: Avoid trying to learn everything there is to know. Follow the guidelines and either learn about affiliate marketing, email marketing, SEO, SMM, or any of the many other tools available. Possess proficiency in each of them. Select specialization.

Advantages: You can make a respectable living. It is a startup with no capital. Considering that information is freely accessible on the internet. Additionally, you don't want to make any larger early investments, such as getting your own office. You can work alone as well.

For Business Owners:

Recognize Internet Marketing:

Undoubtedly, a lot of entrepreneurs have begun focusing on this. However, a lot of owners are likewise ignorant of the same. Thus, my sincere recommendation to them is to begin making financial investments in this new era of marketing and raise awareness of your brand, goods, and services.

Be Customer Oriented: You need to consider what the customer actually wants. Examine goods or services that consumers are willing to pay for. And provide them with a product that will fulfilled their need, want, or inspire a desire in them to pay for your good or service. One thing to keep in mind is that the price you charge must correspond to the value of the product.

Following are the reference link provided for the one who wants to learn and understand about new era of marketing – the links contains blogs, courses and articles which are informative in nature and are of great value for one who wants to excel in digital marketing.

Great Courses to kickstart your Career - <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

Great Insight on Understanding Internet users across globe - <https://www.statista.com/statistics/255146/number-of-internet-users-in-india/>

Blogposts on Marketing - <https://99designs.com/blog/marketing-advertising/>

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