

Digital Marketing Impact on Consumer A Study on Ranga Reddy District

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Abstract:

Digital marketing rapidly developing business scenario online activities accelerates by Information Technology. Digital marketing platform operates under various digital technologies online system helps the business organization to attach and attracts millions of customers within a short span, its trend in past and present and its future in the globalised digital world. Marketing is important tool for every industry to reach the consumer it's become very complex as to decide what the right medium for marketing as the world has modernized dramatically in the last decade digital media has reached every home and every hand hence become a very important vehicle for marketing. [1] This project will cover digital marketing trends and its future.

1. INTRODUCTION:

Traditional market is replaced by digital marketing; Today's era of Internet has opened a gate of vast variety of opportunities for businesses and consumers Using social networks, we want to know what consumers are looking for, what their values are, how can meet their needs. It's not just about big data; it's about translating that into truth. The speed and ease with which the digital media transmits information and help boost a business is amazing. Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products.

Marketers need to build digital relationship and reputation before closing a sale. Services using digital technologies to reach the viewers, turn them into customers, and retain them. So, how is digital marketing different from traditional marketing? The traditional manner of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising. Traditional marketing policies had limited customer reachable and scope of driving customers' buying behavior. [2]

Digital marketing achieves targets of marketing a business through different online channels. Let us see how. Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark to ensure that you are more effective. Here are 5 important objectives to include in your marketing strategy:

2. OBJECTIVES OF DIGITAL BANKING SYSTEM:

- 1).To studies the specific possibilities of digital marketing.
- 2).To examines the measurable and creatable of digital marketing.
- 3).To analyzes the attainable and available of digital marketing.
- 4).To evaluates the electronic and e- sources of digital marketing.
- 5).To study the understanding levels and summarizes statements of digital marketing.

3. Methodology of study:

» Primary data:

The research is done through observation and data collection through questionnaire.

» Secondary data:

Secondary data collected from journals and books and magazines to understand the theory.

1. Sample size:

The sample size determined as 100 respondents knowledge and view and opinion from the customers who presently they are processing and internet and online marketing helps purchasing products.

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» Digital Means Mobile:

Mobile is the cornerstone of digital, as marketers learn to leverage it to develop relationships across the consumer lifecycle. Programmatic buying, native advertising and personalization continue to drive innovation. [3] It's driving engagement in ways and places where people are, not where marketers want or wish them to be easily. Online is driving force impact on consumer behavior.

• Level 1: Marketing Optimization:

Structured experiments, like Testing or Multivariate testing that are applied across a broad audience.

• Level 2: Audience Segmentation:

Target groups, each one with specialized content to increase relevance and conversion.

• Level 3: 1-to-1 Personalization:

Using artificial intelligence to deliver an individualized experience to each customer.

4. Digital Analysis of consumers:

Table -1

	Category	Number of representatives	Percentage of ?
Gender	Male	45 (45)	45%
	Female	55 (55)	55%
	Total	100 (100)	100%
Age	Below 20	15 (10)	15%
	21-30	20 20 (15) 20	20%
	31-40	30 40 (30) 20	30%
	41-50	20 15 (15) 20	20%
	51-60	15 20 (10) 10	15%
Profession	Business mans	25	25%
	Employees	20	20%
	Students	30	30%
	House Wife	20	20%
	Others	05	05%
Monthly Income	Below 1000	15	15%
	10001 20000	30	30%
	20001 30000	25	25%
	30001 40000	20	20%
	40000 and above	10	10%

It is observed that the classification and response from whom the data collected according to the different Demographic factors as per the data information compare to male and female, the female using the advantages and benefits of this digital marketing. As per the data analysis 10% of female are more advanced to this digital marketing.

and as per the data 31-40 age group consumers more aware and users of digital marketing, as per the profession data the students are more concerned to digital Marketing and the monthly income data 10001-20000 income groups are fever to involving in digital marketing.

Particulars	Number of Respondents	Percentage of Respondents
Having knowledge about online Online shopping	100	100%
Not having knowledge about online shopping	-	-
Total	100	100%

Table -2: Awareness of Online Shopper

As per this survey and data analysis respondents highly awareness and knowledge the using of internet and online marketing or digital marketing. In this regard this respondents influence the digital marketing present and potential customers

Table 3: Availability of Online Information about product

Particulars	Number of Respondents	Percentage of Respondents
Excellent	54	54%
Good	38	38%
Average	7	7%
Poor	1	1%
Total	100	100%

As per the data and respondents opinion availability of goods and services particularly products 54% of respondents Excellent as per their own knowledge and searching the products. This opinion based on real position or dependance on availability of stock

Table-4: Reasons for choosing Online Shopping

Particulars	Number of Respondents	Percentage of Respondents
Wide variety of Products	23	23%
Easy buying Procedures	38	38%
Lower Prices	19	19%
Various Models of Payments	14	14%
others	6	6%
Total	100	100%

As the respondents customers information the reasoning for choosing online marketing compare to any another traditional marketing they are only prefer to choose and using this online digital marketing. In this regard there are more advantages in this system but crucial factors easy buying procedural process.

5. Findings:

- Digital marketing have greater opportunity and future in the present scenario of world digital marketing.
- Female group fall down into digital shopping all respondent 100 percent aware regarding online process.
- Income is criteria for on line shopping but minimum need is ability to purchasing power is enough, under these criteria they are focusing in digital marketing.
- As per respondent feedback scale is good position online availability. They feel internet is prime mover of all online process. They are using maximum internet facility. 54/ of respondent they having complete product information.

e) Respondent choosing reason easy buying procedure it will be good advantage for saving time and unnecessary transactions. And multidirectional variety of products available in the business world.

6. Conclusion:

Digital marketing influencing and impacting on consumer's behavior. They shall study and observe objectives all needful information based they take decision making and even though problems solving through networking. Digital services through tablets and smart phones uses for getting results. Digital platforms face book, google and YouTube uses interactinsfor good results. Digital marketing is not free, it's not cost effective either, it is more productive and two ways communication. [4] Digital media in this factors advertisement and channels very good results.

Digital data is protected by law in safe operations. Today changing tool and weapon is digital technology. This is technology sharpening consumer minds for propelling understanding information technology. The internet is becoming the town square for the global village of today and tomorrow. and provide a transparent goods and services to the consumers before and after sales improve technical advancement in promotional digital operations.

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