

A STUDY ON DIGITAL MARKETING

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ABSTRACT--*Digital marketing is ascending in India at a quick pace. Numerous Indian organizations are utilizing computerized advertising for upper hand. Accomplishment of promoting effort can't be exclusively accomplished by advanced advertising as it were. Or maybe for accomplishment of any promoting effort it ought to completely saddle the abilities of different advertising strategies accessible inside both the customary and current showcasing. New businesses who utilize computerized advertising commonly got fizzled. This investigation demonstrates precautionary measures to be taken for successful execution of computerized advertising to harvest huge potential to increment in deals. The study found out that Descriptive research on Digital Marketing .convenient sampling method is used in this study to collect the sample. 58 samples are recorded .The independent variables used are ,Marital status, age. The dependent variables digital Marketing, digital marketing playing major role. The statistics used is chi-square.*

Keywords--*Digital marketing, social network, ecommerce, online retail, start up and commandments.*

I. INTRODUCTION

Digital Marketing is any sort of promoting things or organizations, which incorporates electronic contraptions. It might be both on the web and disconnected. Digital promoting, as the term says, alludes to showcasing through computerized advancements. With the expanding use and significance of innovation all around, advanced showcasing has turned out to be more typical and its significance and adequacy in expanding quickly with time. Advanced advertising utilizes every one of the channels of hardware or electrical contraptions or the electronic media for showcasing or advancement of items, administrations or brands. Advanced advertising likewise helps associations or organizations in the examination of their promoting efforts as they help to track every one of the battles accordingly estimating the adequacy of each crusade. Computerized promoting tracks the number and span of perspectives of a specific advertisement, post, and so forth and the impact of it on the business, accordingly estimating its aggregate effect. The general effect of advanced advertising is appropriate on every one of the channels of advanced advertising. As expressed above there are different channels of computerized promoting, and it tends to be isolated into two sections, i.e. web showcasing and non-web promoting. A nitty gritty clarification of web promoting is given later in the article, yet a short clarification of web advertising and different channels of non-web advanced showcasing is given beneath for a superior comprehension of the idea. The aim of the study is to know about digital Marketing

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II. OBJECTIVES

- To understand the digital Marketing
- To analyse whether there is a difference between the importance of digital marketing and age of the respondents
- To know the difference between the digital marketing available and marital status
- To study about digital Marketing

III. LITERATURE REVIEW

Priti Jeevan (2017) The creator found that digital marketing is a vogue that is clearing over the entire world. The pattern of digital marketing is developing step by step with the ideas of Internet marketing that is transforming into a significant foundation of digital marketing alongside the electronic devices like the digital bulletins, portable, tablets and cell phones, gaming consoles, and numerous such contraptions that help in digital marketing. Isidro Fierro , Diego Alonso Cardona Arbelaez , Jina Gavilanez(2017)The author found that Digital stages have facilitated the manner in which understudies can get to scholastic data. In this manner, the training business has actualized devices to viably adjust business to understudies' needs. digital marketing has transformed into a definitive device to proactively exceed expectations in the competition. This paper will give proof an examination of a model on how a global has gotten positive outcomes with the usage of digital methodologies. Rekha Dahiya & Gayatri (2017)The author found that the impact of digital marketing correspondence on item classifications like books, music, design extras, attire, banking and web based gaming and so on has been all around looked into by the scientists; however the car business regardless of being one of the biggest digital spenders has confronted shortage of scholastic investigations particularly in India .A. Sandhya Rani, Uma Srikanth and Trivikram (2015)Digital marketing is the utilization of electronic media by the advertisers to advance the items or administrations into the market. Digital Marketing is ready for a more promising time to come. Digital Marketing has developed as a progressively conservative and ground-breaking mode of brand promotion. this paper to examine the future and extent of digital marketing. Rajiv Kaushik (2016) The author found that Digital marketing is ascending in India at a quick pace. Numerous Indian organizations are utilizing digital marketing for upper hand. Accomplishment of marketing efforts can't be exclusively achieved by digital marketing as it were. AKSHAYA S, SRISTY RUNGTA (2016). The author found that digital marketing and web marketing. Larger part of the populace feels that digital marketing and web marketing are the equivalent however they are definitely not. As digital marketing is increasing a great deal of significance as a marketing strategy, it is critical to comprehend the distinction among them Fawad Khan Dr Kamran Siddiqui (2013)The author found that digital marketing is a vogue that is clearing over the entire world. The pattern of digital marketing is developing step by step with the ideas of Internet marketing that is transforming into a significant foundation of digital marketing alongside the electronic devices like the digital announcements, portable, tablets and cell phones, gaming consoles, and numerous such devices that help in digital marketing.

IV. METHODOLOGY

The study found out that Descriptive research on Digital Marketing .convenient sampling method is used in this study to collect the sample.58 samples are recorded .The independent variables used are ,Marital status,age.The dependent variables digital Marketing,digital marketing playing major role..The statistics used is chi-square.

V. ANALYSIS AND DISCUSSION

Null hypothesis (H0): There is no significant association between digital Marketing and age

Alternative hypothesis (H1): There is significant association between digital Marketing and age

Age * Marital status * Can digital marketing really help your

Table 1:Crosstab Count

Can digital marketing really help your 1?			Marital status		Total
			Married	Unmarried	
yes	Age	Less than 30 years	0	6	6
		31-40 years	10	23	33
		41-50 years	3	8	11
	Total	13	37	50	
no	Age	31-40 years	2	2	4
		41-50 years	2	2	4
	Total	4	4	8	

Table 2: Chi-Square Tests

Can digital marketing really help your 1?		Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
yes	Pearson Chi-Square	2.435 ^a	2	.296		
	Likelihood Ratio	3.930	2	.140		
	Linear-by-Linear Association	.892	1	.345		
	N of Valid Cases	50				
no	Pearson Chi-Square	.000 ^b	1	1.000		

Continuity Correction ^c	.000	1	1.000		
Likelihood Ratio	.000	1	1.000		
Fisher's Exact Test				1.000	.757
Linear-by-Linear Association	.000	1	1.000		
N of Valid Cases	8				

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.56.

b. 4 cells (100.0%) have expected count less than 5. The minimum expected count is 2.00.

c. Computed only for a 2x2 table

Interpretation:

Utilizing the Chi square test, it was discovered that p esteem is more prominent than 0.05, which shows that null hypothesis is accepted. therefore, There is no noteworthy relationship between digital Marketing and age

Null hypothesis (H0): There is no significant association between important of digital Marketing and Marital status

Alternative hypothesis (H1): There is significant association between important of digital Marketing and Marital status

Age * Marital status * Does digital marketing play a useful role in people's life

Table 3: Crosstab Count

Does digital marketing play a useful role in people's life			Marital status		Total
			Married	Unmarried	
yes	Age	Less than 30 years	0	3	3
		31-40 years	8	21	29
		41-50 years	2	9	11
	Total	10	33	43	
no	Age	Less than 30 years	0	3	3
		31-40 years	4	4	8
		41-50 years	3	1	4
	Total	7	8	15	

Table 4: Chi-Square Tests

Does digital marketing play a useful role in people's life		Value	df	Asymp. Sig. (2-sided)
yes	Pearson Chi-Square	1.372 ^a	2	.503
	Likelihood Ratio	2.049	2	.359
	Linear-by-Linear Association	.009	1	.926
	N of Valid Cases	43		
no	Pearson Chi-Square	3.951 ^b	2	.139
	Likelihood Ratio	5.139	2	.077
	Linear-by-Linear Association	3.471	1	.062
	N of Valid Cases	15		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .70.

b. 6 cells (100.0%) have expected count less than 5. The minimum expected count is 1.40.

VI. INTERPRETATION

Utilizing Chi square test, it was discovered that p esteem is more prominent than 0.05, which shows that the invalid hypothesis is accepted. therefore, There is no huge relationship between the significance of digital Marketing and Marital status.

VII. CONCLUSION

Digital Marketing has extended over the most recent few years in India. People have particular points of view about it. Nonetheless, the reality of the situation is this electronic promotion can increment in bargains given associations should have data to realize it in the correct manner. Favorable circumstances like extended brand affirmation and better brand unwavering quality can be gotten by incredible propelled media plans. Progressed advancing exertion helps in decline in costs, support in inbound busy time gridlock and better situating in web lists.

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