

# Consumer Preference in Digital Marketing

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## ABSTRACT:

Digital marketing is the avenue of electronic communication which is used by marketers to endorse the goods and the services in the marketplace. The supreme purpose of digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 62 respondents' opinions are collected to get a clear picture of the present study.

**KEYWORDS:** digital marketing, Promotion, Consistent.

## I. INTRODUCTION:

Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes email, social media, and web-based advertising and text and multimedia messages as a marketing channel. Digital marketing is an umbrella term for marketing products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. This is for many purposes, including in their roles as consumers searching for information about products, purchasing and consuming them, and communicating with others about their experiences. Marketers have responded to this fundamental shift by increasing their use of digital marketing channels. The role of digital marketing is to help you garner new traffic, leads, and sales for your business by reaching people looking for your products and services. By itself, web marketing is the process of marketing your company online to prospective leads and high-value consumers. It encompasses all the activities that companies undertake to promote, sell, and distribute that

product or service. The goal is to generate sales and build a loyal customer base by informing prospective and existing buyers about the offering.

## II. REVIEW OF LITERATURE:

**ATSHAYA S, SRISTY RUNGTA (2016)**

Digital Marketing VS Internet Marketing: A Detailed Study. International Journal of Novel Research in Marketing Management and Economics. Vol.3, Issue 1, pp: (29-33), Month: January-April 2016. The article talks about digital marketing and internet marketing. The majority of the population thinks that digital marketing and internet marketing are the same but they are not. As digital marketing is gaining a lot of importance as a marketing technique, it is important to understand the difference between the two of them. It is necessary to understand that they might be related to each other but there is a subtle difference between the two of them and this is what the article explains. The article concludes by stating that internet marketing is only a subset of digital marketing and the scope of digital marketing is far beyond internet marketing. The article gives certain examples of different channels under digital marketing and also elaborates on some of the channels under internet marketing. Overall it explains the concept of digital marketing and internet marketing in detail, which would help in understating the difference between digital marketing and internet marketing.

**Oscar Roboyo et al (2017)** Mobile marketing: conceptualization and research review. Revista Journals. Vol 38. No.61. The paper covers a review of the definition of mobile marketing, summarizing its characteristics compared to traditional marketing channels. Next, different approaches and research findings related to the acceptance and attitudes toward mobile marketing are explored, as well as some of the most relevant theoretical approaches in this area. Two aspects of the process of acceptance stand out: perceived usefulness and perceived ease of use. Finally, a set of recommendations is presented to direct future research efforts in the area of mobile marketing.

**Marin Istvanic** (2017) Digital Marketing in the Business Environment. 68 International Journal of Electrical and Computer Engineering Systems Volume 8, Number 2, 2017 67. Promotion of products has become an increasingly important component in the new digital age, mostly thanks to digital marketing. The traditional form of marketing is lagging behind digital marketing, which offers users new opportunities like personalized messages or answers to a search query. There are several ways to advertise on the internet, and in this paper, ways and tools will be presented that allow digital advertising as well as their advantages and disadvantages. Specifically, search engine optimization, search engine marketing, display advertising, social networking marketing and e-mail marketing will be discussed. Also, the goal of the paper is to enable more efficient creation and implementation of similar content in new business environments through an insight into internet advertising, and social and business networks.

**III. STATEMENT OF PROBLEM:**

This project was carried out to know the consumer preference in digital marketing and consumer satisfaction with digital marketing apps. Awareness of online shopping with the people. Reasons for choosing digital marketing. Frequency of online purchases and product returns. Availability of information about the product online. Are digital marketing user-friendly to the consumer. The products are delivered safely to the

consumer. Have the consumer been cheated in digital marketing apps. Mostly bought products by the consumer in digital marketing apps.

**OBJECTIVES:**

- To study the impact of digital marketing on consumer purchase.
- To know the consumer preference in digital marketing.
- To know the satisfaction of consumers in digital marketing.

**HYPOTHESES OF THE STUDY:**

- There is no significant influence to purchase through digital marketing.
- There is no significant impact of digital marketing.

**METHODOLOGY APPLIED:**

**Primary Data:** The research is done through observation and the collection of data through questionnaires.

**Secondary Data:** Secondary data is collected from journals, books and magazines to develop the theory.

**Sample Size:** The sample size is determined as 62 respondent’s opinions from the customers who presently purchasing products with a help of digital marketing.

**TOOLS USED FOR THE STUDY:**

Percentage Analysis Method

**IV. ANALYSIS AND INTERPRETATION :**

**Table-1**  
**Profile of the responded**

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
AGE	10 to 20	10	16.1
	21 to 30	34	54.8
	31 to 40	4	6.5
	above 40	14	22.6
	<b>Total</b>	<b>62</b>	<b>100</b>
GENDER	male	39	62.9
	female	23	37.1
	<b>Total</b>	<b>62</b>	<b>100</b>
Education Qualification	school	4	6.9
	UG	35	60.3
	PG	15	25.9
	Others	4	6.9
	<b>Total</b>	<b>58</b>	<b>100</b>

It can be gathered from the above table the majority of the respondents belong to the age group above 21 years and below 30 years, 62.9 % of the

respondents are male. 60.3 % of the respondents from the UG students.

**Table-2**  
**The impact of digital marketing on consumer purchase**

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
Awareness of online shopping	Yes	58	93.5
	No	4	6.5
	<b>Total</b>	<b>62</b>	<b>100</b>
Reasons for choosing a digital marketing	Low price	14	23.3
	Take less time	24	40
	More brands	21	35
	Others	1	1.7
	<b>Total</b>	<b>60</b>	<b>100</b>
Frequency of online purchase	daily	2	3.2
	weekly	13	21
	monthly	37	59.7
	yearly	10	16.1
	<b>Total</b>	<b>62</b>	<b>100</b>
Frequency of return the product purchased	often	10	16.4
	once in while	35	57.4
	never	16	26.2
	<b>Total</b>	<b>61</b>	<b>100</b>

It is revealed from the above table that 93.5% are aware of online shopping, 40% of the respondents use online shopping because it takes

less time, 57.4% of respondents purchase online only monthly, and 35% of respondents return purchased products once in while.

**Table-3**  
**Consumer preference in digital marketing**

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
Preferred digital marketing app	amazon	28	45.9
	flipkart	22	36.1
	Snapdeal	2	3.3
	Tata neu	7	11.5
	Others	2	3.2
	<b>Total</b>	<b>61</b>	<b>100</b>
Preferred app for electronic items	amazon	31	51.7
	flipkart	21	35
	snapdeal	6	10
	Others	2	3.3
	<b>Total</b>	<b>60</b>	<b>100</b>
Preferred app for grocery	amazon	20	37
	jio mart	13	24.1
	big basket	18	33.3

	Others	3	5.6
	<b>Total</b>	<b>54</b>	<b>100</b>
Preferred app for accessories	amazon	27	47.4
	flipkart	18	31.6
	snapdeal	4	7
	Tata neu	6	10.5
	Others	2	3.5
	<b>Total</b>	<b>57</b>	<b>100</b>
Preferred app for clothing	myntury	20	35.1
	meesho	23	40.4
	snapdeal	5	8.8
	nykaa	3	5.3
	Others	6	10.4
	<b>Total</b>	<b>57</b>	<b>100</b>

In the above table majority of the respondents preferred the amazon app for purchases, 51.7% of respondents preferred the app for electronic items is amazon, 33.3% of

respondents preferred the app for grocery is big basket, 47.4% of respondents preferred the app for accessories is amazon, and 40.4% of respondents preferred app for clothing is meesho.

**Table-4**  
**Satisfaction of consumers in digital marketing**

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
Availability of information about the product online	yes	55	90.2
	No	6	9.8
	<b>Total</b>	<b>61</b>	<b>100</b>
Are you satisfied with digital marketing apps	yes	40	64.5
	no	4	6.5
	maybe	18	29
	<b>Total</b>	<b>62</b>	<b>100</b>
Digital marketing apps are user-friendly	satisfied	55	88.7
	not satisfied	7	11.3
	<b>Total</b>	<b>62</b>	<b>100</b>
Mostly bought products by you in the digital marketing app	accessories	10	16.1
	clothing	21	33.9
	electronic items	21	33.9
	grocery	9	14.5
	Others	1	1.6

	Total	62	100
The product is delivered safely	need more care	8	12.9
	not bad	9	14.5
	good	37	59.7
	excellent	8	12.9
	<b>Total</b>	<b>62</b>	<b>100</b>
Have you ever been cheated in a digital marketing app	yes	36	58.1
	no	15	24.2
	maybe	11	17.7
	<b>Total</b>	<b>62</b>	<b>100</b>

In the studies from the above table, 90.2% said that the product information is available online, and 64.9% of respondents are satisfied with digital marketing apps, clothing and electronic items are the most bought products in digital marketing, 59.7% of respondents said that the product is delivered with good care, 58.1% of respondents have been cheated in digital marketing apps.

#### V. FINDINGS:

- Most of the response is from the age of 21 to 30.
- Most of the response is from the male.
- Most of the respondents are UG students.
- From the study the awareness of online shopping has increased.
- Reasons for choosing digital marketing it takes less time for the purchases.
- It is found that the frequency of purchases is mostly monthly.
- From the study the purchased goods are returned once in while.
- From the study the most preferred app for shopping is amazon.
- From the study the most preferred app for electronic items is amazon.
- Most of the respondents preferred big basket for groceries.
- Out of 57 responses 27 preferred amazon for accessories.
- From the study meesho app is preferred for clothing.
- From the study the availability of information about the product in online has increased.

- Out of 62 responses 40 people are satisfied with digital marketing apps.
- Most of the respondents are satisfied with the user-friendly app.
- Out of 62 responses 36 people have been cheated in online shopping about 58.1 percent.
- The product is delivered safely with good care by the responses.
- From the survey mostly bought products by the consumer are clothing and electronic items.

#### VI. SUGGESTION:

- One of the major problems in digital marketing is people are getting cheated by the apps, it would be nice if the apps' cheating was reduced and the consumer must beaver with the cheaters, The consumer must not use fake apps.
- Digital marketing apps should generate and preview your app ad. Market research is key to knowing the increasing brand preference, as the more you understand what motives your customers the easier it is to appeal to them.
- Need some local search Marketing. Optimize your website for humans and search engines, Product, Price, Promotion, Place, packaging, Positioning and people are important for digital marketing apps. A digital marketing plan is a data-driven framework that specifies the particular marketing goals you want to achieve, the online channels that will be utilized to reach those goals, and, most crucially, a budget that has been set aside for it.
- Establishing a schedule that covers all of the ideas you want to implement is essential. Have a backup contingency plan in place in case of a

mid-crisis need for a more comprehensive response.

## VII. CONCLUSION:

Finally, digital marketing creates a wide range of marketing for products all over the world. There are various factors admiring customers to purchase through digital marketing. There are offers, door delivery, exclusiveness, satisfaction, mode of payment, convenient timing, good feedback and attractive service. Above all factors is convenient timing to purchase and mode of payment admiring lot of customers to purchase through digital marketing. The successful completion of this internship indicates that the future of marketing is in the hands of digital.

Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers

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