

A STUDY ON DIGITAL MARKETING AS A TOOL FOR EFFECTIVE ADVERTISEMENT WITH REFERENCE TO TUMKUR CITY

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ABSTRACT

In the present promoting time, advanced showcasing assumes a significant part in supporting up web-based business outlets however powerful commercial, Today's youth invest a lot of their energy on web, and they favor internet shopping than visiting to stores or shopping's. the economy of a nation relies on the development of deals and creation which is empowered through these computerized showcasing, thus computerized promoting turned out to well known than customary advertising, particular post corona virus. Most of the on line business is controlled through advanced promoting. This study endeavors to figure out the need and significance and the job of these advanced promoting as a significant device for a powerful adit. Likewise means to comprehend the client inclination of online advanced advertising in tumkur city.

1. INTRODUCTION

Digital marketing, utilizing electronic devices for global consumer outreach, has traditional marketing in today's era. Studies show that in developed countries like America, over 75% of individuals engage with digital marketing to promote their businesses, with 43% accessing online platforms daily and 26% being nearly always online. This trend underscores the appeal for corporation to adopt digital marketing as their primary advertising avenue.

In tandem with technology advancement, digital marketing has become indispensable for businesses of all sizes, offering enduring results. It encompasses concepts such as e-commerce, online business, and e-business, serving as a cornerstone in overall marketing strategies. Key factors like timely product distribution and stock availability sustain consistent revenue streams. This innovation marketing approach adeptly meets customer needs, ensuring swift satisfaction.

Meaning of Digital Marketing

Digital marketing facilitates the connection between potential consumers and businesses through online technology. Utilizing electronic devices, consumers have access to a wide range of goods and services at their fingertips. This form of marketing ensures transactions through channels such as emails, social media, web-based advertising and multimedia message

2. RESEARCH METHODOLOGY

This study utilizes a mixed – methods approach, combining quantitative analysis of digital marketing metrics with qualitative insights from industry case studies. Data sources include marketing analytics platforms, industry reports, and academic journals.

Statement of the problem

Publication, Sending off or advancing an item has turned into a critical peculiarity in the present showcasing world. Arriving at purchase through legitimate channel at reasonable time is a difficult one. There is a need to comprehend how computerized showcasing has become and powerful instrument for promoting

Objectives

- To make an attempt to study about the types of digital devices used in advertising through digital marketing
- To known the advantages of digital marketing
To study significance about the traditional marketing v/s Digital marketing
- To study the preference of advertiser using digital marketing is an effective tool to advertise their business in Tumkur city
- To find out if there is any relationship between the mode of marketing

Limitation

1. This study is simply restricted to Tumkur city.
2. There might be private predispositions in the reaction of the respondents.

3. LITERATURE REVIEW

As demonstrated by a survey coordinated by Smith and Taylor (2004), elevating implies the exchange collaboration of considerations, contemplations, and correspondence among publicists and clients highlighted achieving a common goal.

As demonstrated by Kotler and Keller (2012), advancing is "the science and specialty of examining, making, and passing worth on to satisfy the necessities of a goal market at an advantage. Promoting perceives unfulfilled necessities and needs."

A concentrate by Merisavo et al. (2007) uncovered that instructive, instinctive correspondence with clients; likeness, expedient response, cost adequacy, and quantifiability are characteristics of modernized advancing correspondence.

Deighton (1996) found that in mechanized advancing, clients can immediately get to gigantic information, making it one of the most awe-inspiring natural techniques for exhibiting.

As shown by Dahiya (2013), experts have reliably given their perspective about the limits of modernized exhibiting, including engaging clients to impart viewpoints and analysis, and allowing them control over advancing correspondence content.

Fera (2012) saw that the rising usage of cells in 2012 pushed natural high level outside advancing for flexible customers.

Jeremy (2014) revealed that exhibiting associations use Wi-Fi and Bluetooth to follow clients for region based advancing, allowing them to send appropriate messages to clients considering their region. Face affirmation development is a general strategy in cutting edge outside displaying

Sources of Data Collection

The primary data collected through interview and questionnaires.

The secondary data used for my research work is collected through internet , reports and books.

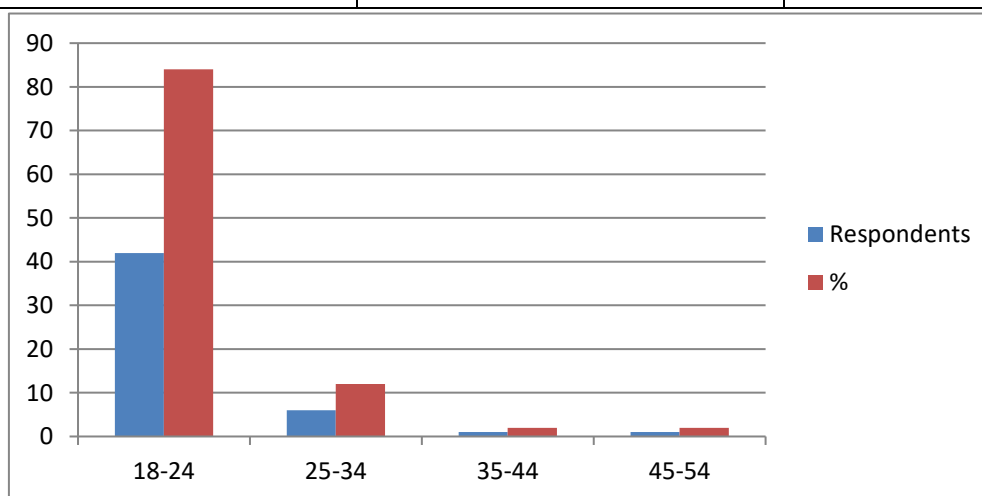
Sampling Unit –Tumkur city

Sampling -50

Data Interpretation and analysis

1. Age

Factors	Respondents	Percentage
18- 24	42	84%
25 -34	6	12%
35-44	1	2%
45- 54	1	2%
Total	50	100%



Interpretation

Most of respondents (84%) were in the age scope of 18-24 years of age.

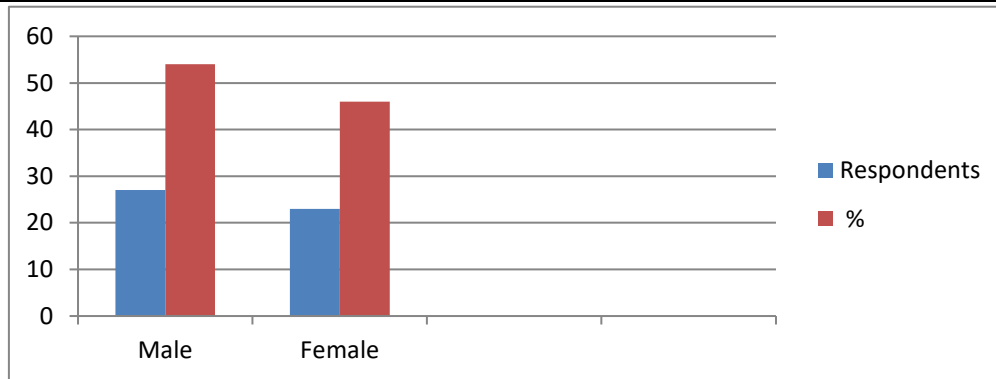
A more modest extent of respondents fell into the 25-34 age bunch (12%).

There were not very many respondents in the more seasoned age classifications (35-44 and 45-54), with each gathering containing just 2% of the absolute respondents.

This conveyance shows that the study test is overwhelmingly made out of more youthful people, especially those somewhere in the range of 18 and 24 years of age, while more seasoned age bunches are underrepresented.

2. Gender

Factors	Respondents	Percentage
Male	27	54%
Female	23	46%
Total	50	100%



Interpretation

This information shows that among the 50 respondents studied

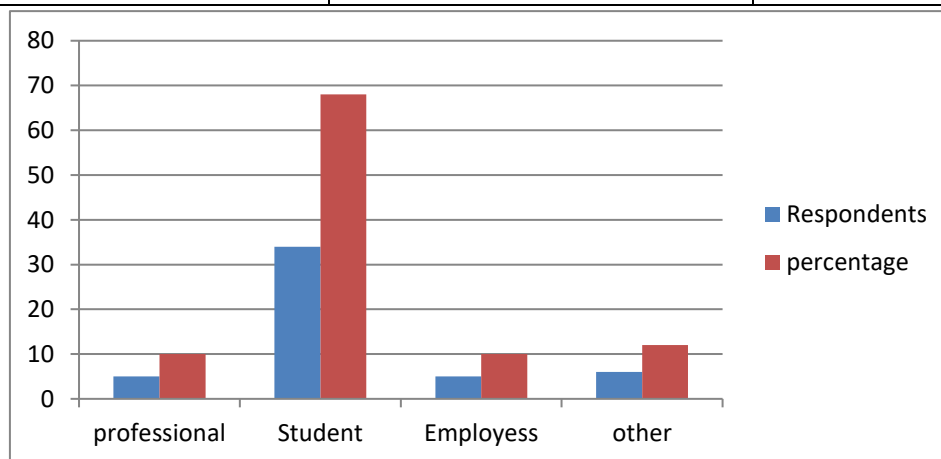
54% are male.

46% are female.

The understanding of this information proposes that there is a somewhat higher portrayal of guys than females among the respondents.

3. Occupation

Factors	Respondents	Percentage
Professional	5	10%
Student	34	68%
Employees	5	10%
Other	6	12%
Total	50	100%

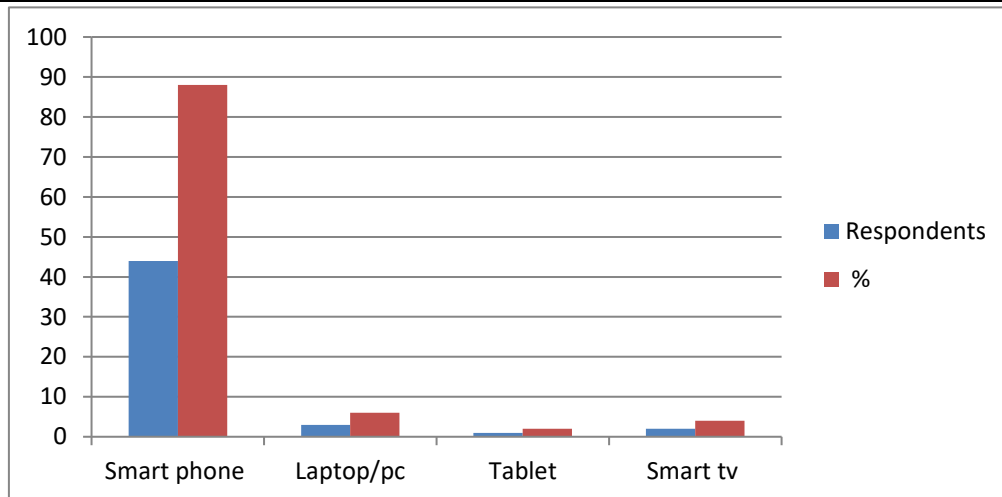


Interpretation

The information proposes that the overview or study catches a transcendently understudy populace, involving 68% of the complete respondents. Experts and workers each make up 10%, showing a more modest portrayal in the example. The "Other" class, addressing 12%, envelops different situations with determined in the fundamental classes. This breakdown gives bits of knowledge into the segment creation of the respondents regarding their ongoing occupations.

4. Which Digital devices do you use regularly for accessing the internet ?

Factors	Respondents	Percentage
Smart phone	44	88%
Laptop/pc	3	6%
Tablet	1	2%
Smart TV	2	4%
Total	50	100%

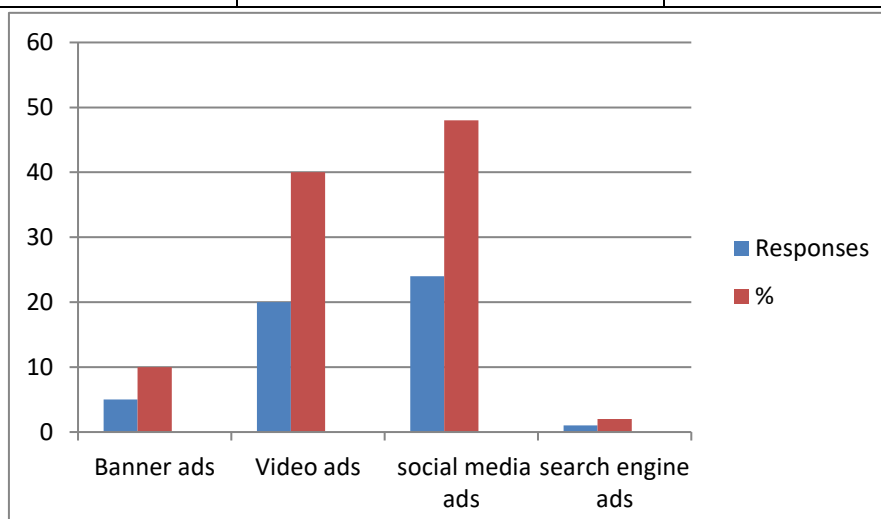


Interpretation

The staggering inclination for cell phones among the respondents proposes that they are the gadget of decision for web access, reasonable because of their compactness, comfort, and adaptability. PCs/computers, tablets, and brilliant televisions, while still used somewhat, have a lot of lower utilization rates, demonstrating they are less preferred or fill more particular needs in getting to the web inside this gathering. This information features the critical job cell phones play in ordinary web utilization propensities

5. What type of digital advertisement do you find most engaging?

Factors	Respondents	Percentage
Banner Ads	5	10%
Video Ads	20	40%
Social media Ads	24	48%
Search engine Ads	1	2%
Total	50	100%



Interpretation

Inclination for Virtual Entertainment: most of respondents (48%) favor online entertainment promotions, demonstrating its notoriety and adequacy in arriving at interest groups.

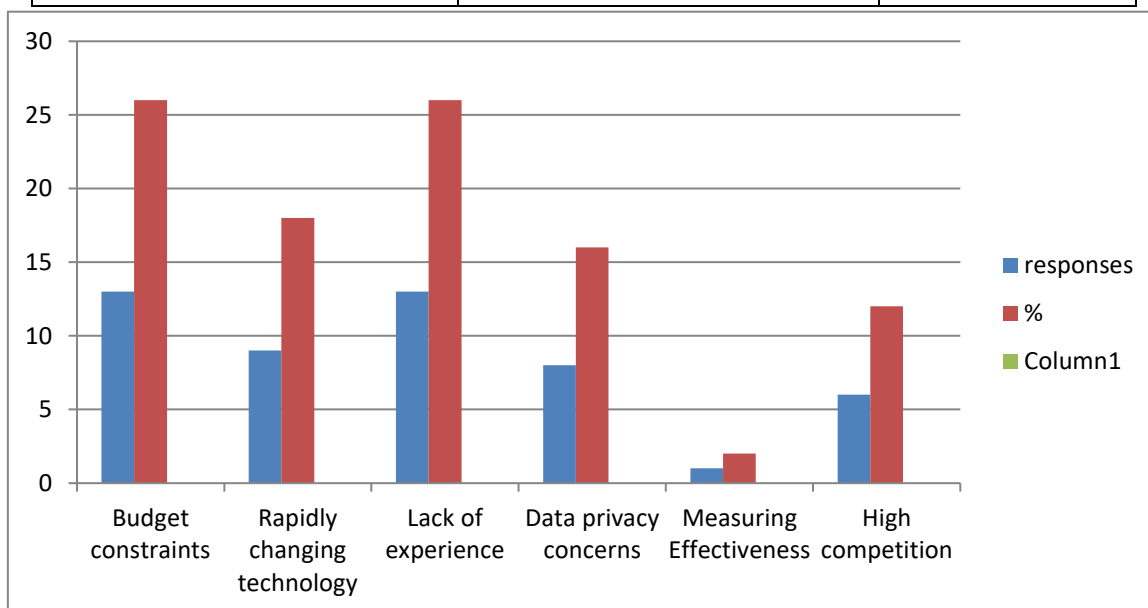
Viability of Video Advertisements: Video promotions are likewise broadly utilized, with 40% of respondents using them, recommending their allure in catching consideration and passing on messages.

Restricted Utilization of Standard and Web index Promotions: Flag advertisements and web search tool advertisements have moderately lower use rates (10% and 2% individually), showing they may be less successful or less favored contrasted with online entertainment and video promotions.

In outline, the information features serious areas of strength for the for virtual entertainment and video advertisements among respondents, highlighting the advancing scene of computerized publicizing where visual and intelligent substance assume urgent parts in drawing in customers.

6. What challenges have you faced while implementing digital marketing strategies?

Factor	Responses	Percentage
Budget Constraints	13	26%
Rapidly changing Technology	9	18%
Lack of experience	13	26%
Data privacy concerns	8	16%
Measuring Effectiveness	1	2%
High Competition	6	12%
Total	50	100%

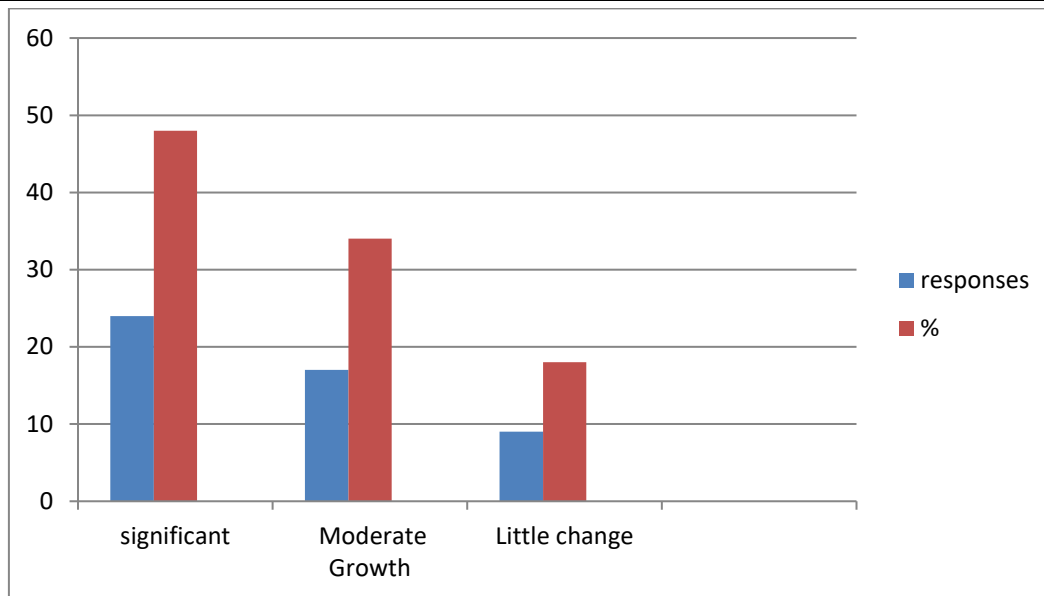


Interpretation

The understanding of these elements shows that dynamic cycles are impacted by a mix of monetary imperatives, innovative elements, skill levels, information security contemplations, cutthroat tensions, and the requirement for successful result assessment. Tending to these variables really is critical for key preparation and fruitful execution of choices inside the reviewed setting.

7. How do you see the role of digital marketing evolving in the next 5 year?

Factor	Responses	Percentage
Significant	24	48%
Moderate Growth	17	34%
Little change	9	18%
TOTAL	50	100



Interpretation

Variety of Perspectives: The reactions recommend a shifted standpoint among respondents, with critical consideration put on factors apparent to modestly be effective or developing.

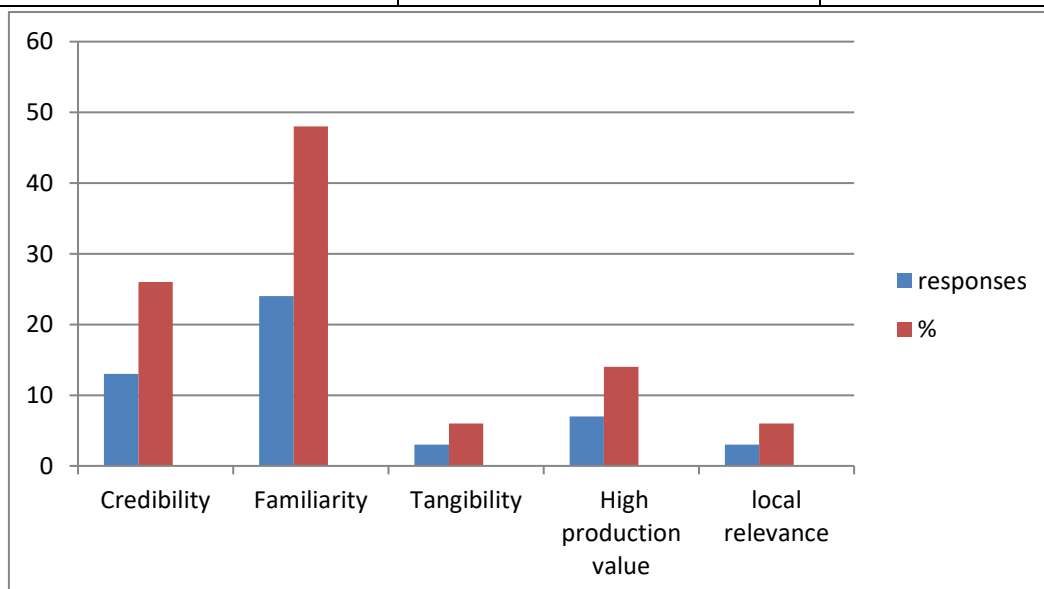
Potential Center Regions: Associations or leaders could focus on factors sorted as critical or showing development potential for vital preparation or asset allotment.

Dependability Contemplations: Elements arranged under "Little Change" may be viewed as requiring less quick consideration or assets except if long haul patterns or suggestions are thought of.

This translation gives understanding into how the studied populace sees these elements, which can direct further examination or dynamic cycles in light of the needs shown by the respondents.

8. What aspects of traditional marketing do you find most appealing?

Factor	Responses	Percentage
Credibility	13	26%
Familiarity	24	48%
Tangibility	3	6%
High Production value	7	14%
Local relevance	3	6%
Total	50	100%

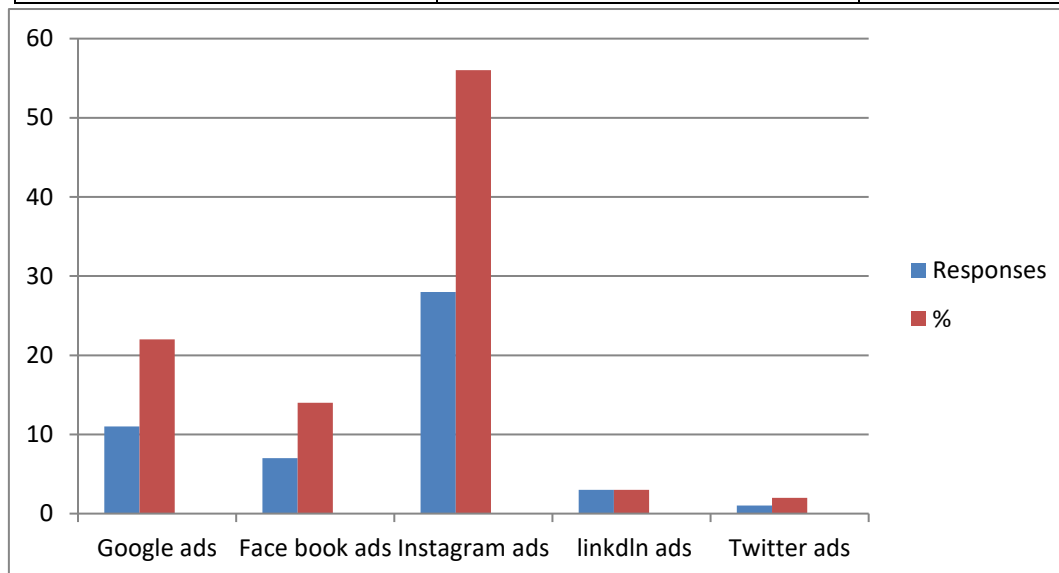


Interpretation

The most elevated rate (48%) for commonality recommends that for a larger part of respondents, feeling associated with or definitely being familiar with a subject or source is critical. This could show an inclination for data they can connect with or have earlier information on. Believability follows with 26%, showing that a huge piece of respondents focus on dependable and solid data. The lower rates for high creation worth, substance, and neighborhood pertinence show that while these variables are essential to certain, they are less all around basic contrasted with commonality and validity.

9. Which digital marketing platforms do you use?

Factor	Responses	Percentage
Google ads	11	22%
Face book ads	7	14%
Instagram ads	28	56%
LinkedIn ads	3	3%
Twitter ads	1	2%
Total	50	



Interpretation and Analysis

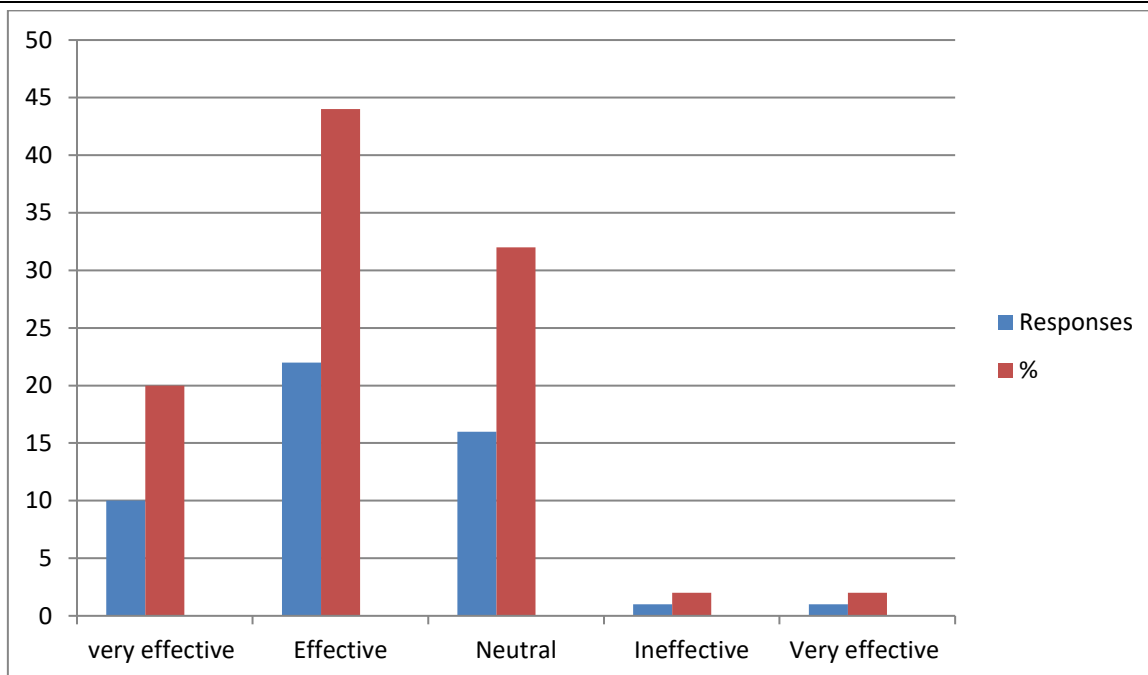
Instagram advertisements are the best among the recorded stages, with 28 reactions, making up the greater part portion of 56%. This shows that Instagram promotions are exceptionally fruitful in creating reactions contrasted with different stages.

Google advertisements and Facebook promotions follow, with 11 and 7 reactions separately, making up 22% and 14% of the all out reactions. While they are less compelling than Instagram promotions, they actually contribute essentially to the general reaction rate.

LinkedIn advertisements and Twitter promotions got the least reactions, at 3 (6%) and 1 (2%) separately. This proposes that these stages may not be as viable for this specific promoting effort .

10. How Effective does you find traditional marketing in influencing your purchasing decisions?

Factor	Responses	Percentage
Very Effective	10	20%
Effective	22	44%
Neutral	16	32%
Infective	1	2%
Very ineffective	1	2%
Total	50	100%

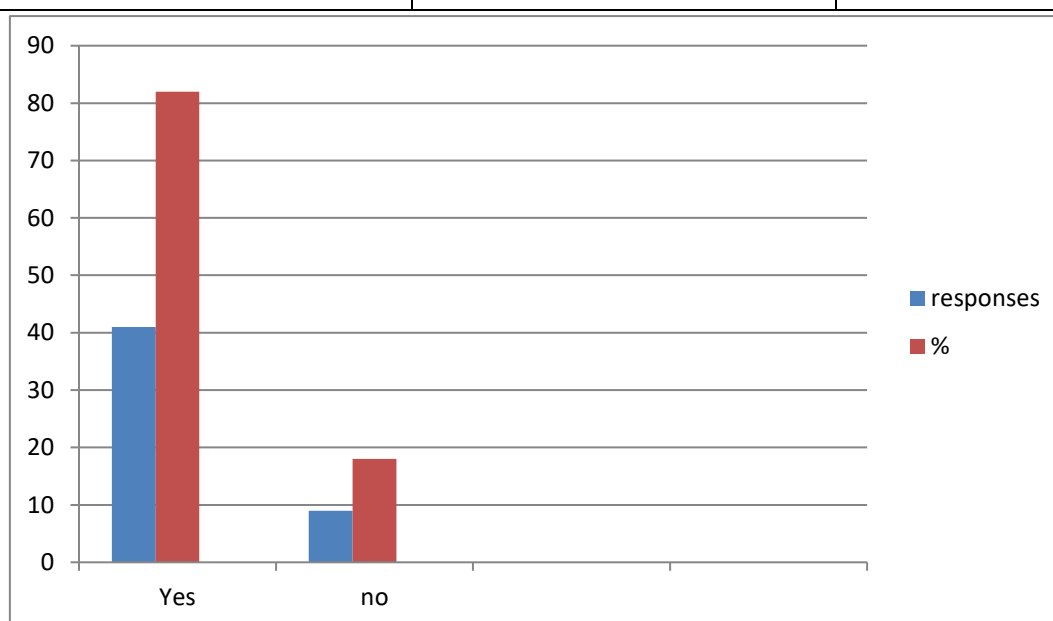


Interpretation and Analysis

Generally speaking, most of respondents (64%) found the intercession powerful or exceptionally viable. Be that as it may, a huge piece (34%) either had an unbiased assessment or thought that it is incapable or extremely insufficient. This recommends that while the mediation was decidedly gotten by a greater part, there is still opportunity to get better or thought of variables that could upgrade its viability for a more extensive crowd.

11. Would you consider increasing your budget for digital marketing in the next 5 year?

Factor	Responses	Percentage
Yes	41	82%
No	9	18%
Total	50	100%



Interpretation and Analysis

The high percentage of "Yes" responses (82%) suggests that a significant majority of respondents agreed with the statement or question posed to them. Conversely, the "No" responses, though lower in number (18%), still represent a notable minority who did not agree with the statement. This distribution indicates a strong tendency towards agreement among the surveyed individuals regarding the factor in question.

4. FINDINGS

1. It is found from the review that 18 male business person incline toward Customary showcasing for publicizing their business while 32 respondents favor computerized promoting.
2. It is seen that out of 50 respondents 20 Female respondents like to pick their method of notice in customary showcasing and 30 respondents picks advanced advertising.
3. It additionally seen from that concentrate on that, 43.36% of the male business visionaries like and 52.63% of the female business visionaries likes to pick the method of notice in Conventional promoting where as 51.6% male business visionaries favor method of commercial in Advanced advertising and 48.38% of the female respondent incline toward Computerized Showcasing mode.
4. On the general review 38% of the respondents favor Customary Promoting method of ad and 62% of the respondents lean toward computerized showcasing.

5. CONCLUSION

Web based showcasing correspondence has number of attributes that makes a business visionaries liked over different modes to publicize or advance their business on the grounds that in the new pattern clients for the most part favors computerized advertising over conventional promoting. The effect of promoting through computerized showcasing is extremely powerful particularly in the field of, web based games, music, Designs, Electronic and Training field particularly during this pandemic circumstance different instructive foundations and advanced education likewise mostly relying upon virtual classes. Thus, it is finished up from the review that the majority of the business people incline toward computerized showcasing as one of the powerful devices for notice or advancement of their business.

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