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A Study on Effectiveness of Digital Marketing Among College Students in Usilampatti, Madurai District

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Abstract

The modern facet of marketing is digital marketing. Consumers have become more tech-savvy as a result of the advancement of technology and smart phones are provided the instant access to the internet. If the consumer wants to get information, they simply get from the internet. As a result, marketers began to use this channel to disseminate information about their products, services and thoughts, this practice known as Digital Marketing. The primary goal of digital marketing is to attract users and provide them with access to information about businesses via digital media. This article looks at the many digital marketing promotion tactics available, as well as their appeal and effectiveness among college students. A random sample of 70 students was selected to investigate the reasons for the growing popularity and efficiency of digital marketing in compared to traditional marketing strategies.

Keywords: Digital Marketing, Awareness, Effectiveness, Problems.

Introduction

Digital selling is defined as the purchase and sale of material, commodities, and services over a computer network or the internet. The whole economy, as well as dynamic business models, income streams, user bases, and distribution networks are being redesigned by online and electronic commerce technology. In each trade of the New Economy, new business models are blooming. According to estimates from Ticketing and Travel Commerce, India’s online travel business accounts for over 76 percent of all web commerce. Tickets are currently purchased through third-party or airline websites. Customers of on-line shopping are pleased with the rapid delivery and perfect payment procedures, which help to create customer confidence. Even classified ads on the internet have made a successful shift, with employment and marriage taking the lead. Naturalism and white stuff are two classes that are now being promoted by online shops. Intangible resources including as connections, information, people, brands, and processes are gaining

centre stage in these innovative approaches. Although the online is a controversial technical marvel, people all over the world are warming up to the idea of shopping online. The contextual approach has been enormous. In certain parts of the globe, shops are ahead of the curve in building their own standalone e-commerce stores, while in others, the e-marketplace reigns supreme.

Review of Literature

Kannan (2015) concentrates on the role by defining smart digital marketing as a digital technology mechanism in order to sustain a successful partnership with consumer by creating consumer tastes, supporting products, better retention and improved revenue. Online marketing is also a valuable method to meet those corporate objectives.

Wertime and Fenwick (2011) identified numerous new digital marketing platforms used by marketers such as twitter, social, networking web site, face book, online, e-mail, cell phones, satellite, and outdoor television. However, large grouping of digital networks on content-based sites and interactive devices will render digital marketing sources simpler to grasp. Like blogs, social networks pages, online forums, e-mails and other content based channels. Digital technologies comprise handheld phones, interactive television, outdoor interactive and other items.

Objectives

- To study about people's expertise as well as various digital marketing techniques.
- To analyze the effectiveness and problems of digital marketing.

Methodology

The current research is based on both primary and secondary sources of information. A questionnaire was used to obtain primary data. Secondary data was found on the internet, in articles, and in periodicals.

Sampling Technique

The researcher has adopted convenience sampling techniques for data collection. Data were collected from 70 respondents with the help of questionnaire in Usilampatti, Madurai district.

Statistical Tools

Percentage analysis for analyzing demographic characteristics of sample respondents like age, gender, educational qualification, marital status, type of family, Part time job, awareness of digital marketing and effectiveness. Garret ranking is used to analyze the problems faced by the college students.

Analysis and Interpretation

Table – A: Percentage analysis

Age	No. of Respondents	Percentage	Educational Qualification	No. of Respondents	Percentage
18 to 20 yrs	28	40	UG	50	71.4
21-23 yrs	36	51.4	PG	16	22.8
23 yrs and above	6	8.5	M.Phil/PhD	4	5.7
Total	70	100	Total	70	100

Gender	No. of Respondents	Percentage	Marital Status	No. of Respondents	Percentage
Male	48	68.5	Married	24	34.2
Female	22	31.4	Single	46	65.7
Total	70	100	Total	70	100
Type of Family	No. of Respondents	Percentage	Part Time Job	No. of Respondents	Percentage
Nuclear family	57	81.4	Yes	20	28.5
Joint family	13	18.5	No	50	71.4
Total	70	100	Total	70	100

Source: Primary Data

The breakdown of the respondents demographic characteristics is shown in the table – A the majority of the respondents are the age group of 21-23 years (51.4), 68.5% of the respondents are male, 71.4% of the respondents are under graduates, 65.7% of the respondents are single, 81.4% of the respondents are nuclear family, almost 71.4% of the respondents are reported no part time job.

Table – B: Percentage Analysis

Awareness	No. of Respondents			%		Effectiveness	No. of Respondents			%	
	Yes	%	No	%	Total		Tools	Yes	%	No	%
Social media	64	91.4	6	8.5	70	Up Gradation	57	81.4	13	18.5	70
E-Mail Marketing	35	50	35	50	70	Low cost	51	72.8	19	27.1	70
Affiliate marketing	46	65.7	24	34.2	70	Time saving	26	37.1	44	62.8	70
Display Advertising	55	78.5	15	21.4	70	Easy	54	77.1	16	22.8	70
Search Engine Optimization	49	70	21	30	70	Exclusive content	38	54.2	32	45.7	70
Pop-UP	28	40	42	60	70	Interactive	53	75.7	17	24.2	70
Web Banner Advertising	47	67.1	23	32.8	70	Fun & entt.	58	82.8	12	17.1	70

Source: Primary Data

The above table – b shows, it was been asked from the students that whether or they know about the various tools of digital marketing and it was discovered that maximum students know about social media, display advertising, search engine optimization and so on. It was been asked from the students that reasons for effectiveness of various tools of digital marketing, most students said was fun & entertainment, up gradation, interactive and so on.

Table – C: Ranking Analysis

S.No	Problems	Garret Rank Score	Rank
1	Privacy Issue	53.9	I

2	Lack of Demonstration	50.1	IV
3	Susceptible	48.0	V
4	Interrupting	52.1	III
5	Fraudulent	52.8	II

Source: Primary source

The above table – C shows that problems of digital marketing, the first and important problems of digital marketing is "Privacy Issues" with Garret Rank Score 53.9, the second and third problems of digital marketing is "Fraudulent" and "Interrupting" with Garret Rank Score 52.8, & 52.1 the fourth problems of digital marketing is "Susceptible" with Garret Rank Score 48.0. It is concluded from the above analysis that majority of the students are faced the major problems of digital marketing is "Privacy Issues".

Findings

- The majority of the responders are between the ages of 21 – 23 years.
- The majority of the respondents are undergraduates.
- Sixty-seven percent of the respondents are unmarried.
- 68.5 percent of the respondents are men.
- 81.4 percent of those surveyed are from a nuclear family.
- It was been asked from the students that whether or they know about the various tools of digital marketing and it was discovered that maximum Integrated students know about social media, display advertising, search engine optimization and so on.
- As students were questioned if they were aware of the various digital marketing technologies, it was observed that the majority of integrated students were aware of social media, display advertising, search engine optimization, and so on.
- The problems of Privacy issues and fraudgot I & II rank in digital marketing problems.

Conclusion

Many firms now consider digital marketing to be a necessary component of their operations. Digital marketing is used by people from many walks of life. College students are particularly interested in digital marketing. Despite the reality that digital marketing has a high probability of fraud and privacy concerns, younger generations use it for a number of reasons.

The majority of students engage in digital marketing for fun as well as to improve their skills. As a result, in today's world, digital marketing is an essential and unavoidable aspect of any business.

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