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Success of Online Marketing in the Difficult Age

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Abstract

In the modern digital world, marketers experience new challenges and opportunities. The act by marketers to use online media to sell their products or services is referred to as digital marketing. Online marketing is majorly targeted at getting customers and allowing them to get in touch with the company through the content of the media. This essay revolves around how online marketing helps both companies and consumers. We discuss the impact of digital marketing on the sales of the companies. This paper also indicates the

difference between traditional marketing and online marketing. Various types of digital marketing and their effectiveness have been discussed in this research, including how they affect the sales of a company. We have analyzed a sample of 150 businesses and 50 executives, which are randomly selected to show the effectiveness of digital marketing. The collected data has used a variety of statistical techniques and software packages for analysis.

Keywords: Digital Marketing, Digital Era, Business, Consumers

Introduction

Online marketing is one type of advertisement that is broadly applied to promote goods or services and interact with people over the internet. Online marketing, which also employs traditional media, has several faces, online marketing being one of them. Mobile phones, social networking sites, online advertisements, search engine optimisation, and a multitude of other forms of digital communication are included in the list. Mobile devices-both emails and texts, are also included. Through online media, consumers can access any information at any time from anywhere. With the digital media in existence, today consumers are able to find out what the relatives, family, associations, competitors, etc., are talking about companies other than companies talking about them. Many different types of marketing practice come under the term "online marketing" to contact consumers online. A portfolio of business, product, and brand advertising strategies including online promotion, with this latter term encompassing extensive usage of the Internet in conjunction with mobile devices, traditional TV, and radio to enhance channel. Through Canon Image Gateway, customers can share their digital images with others over the Internet. Marketers bring brands into customers' everyday lives. It is more and more important in considering how consumers' roles as value co-producers are changing. According to Khan and Patra (2009) ^[11], technology is significant in augmenting the calibre activities that business offer.

As explained by Hoge (1993) ^[9], electronic marketing as the selling or exchange of products or services through either one or perhaps more electronic ways or media.

In the nineteenth century, telegraphs were actually the first electronic form used to send messages. A cell phone radio and its popularity led to the increased use of television, plus other cable television pushed the electronic media into an important marketing force. McDonald's utilizes their website to enhance and intensify the relationships and the words of their brand. In order to keep customers forever close to them, they have also developed child-friendly online social networks, such as the value meal website fun and interactive activities. (Rowley 2004) ^[17].

A study conducted by Reinartz and Kumar in 2003 revealed that there is a direct positive correlation between the mailing activities and the long run profitability of a firm. The two greatest benefits of social media marketing are cost savings and increased reach.

The main objective of this essay is to assess the effectiveness of internet advertising in a competitive industry. The following are the subsidiary goals:

1. To illustrate the different aspects of internet marketing
2. Emphasize the main difference between traditional and online marketing.
3. Discuss how all the different forms of online marketing impact the company's sales and other operations.
4. Train a customer on online marketing advantages.

Classical Marketing Versus Online Marketing

Traditional marketing is the most conventional form of advertising. Content marketing is a non-digital form of advertising for a company's services or products. Online marketing is the marketing of goods or services, which are promoted through using online media to reach a consumer. The following are comparisons:

Classical marketing	Online marketing
Examples of conventional marketing techniques include telephone, publication, audio, and newsletters.	Digital marketing includes search engine optimization, pay per click, social networking, text messaging, online advertising, email marketing, and Google adsense.
There isn't any audience interaction.	audience participation.
Results are easy to measure.	For the most part, outcomes are easy to quantify.
Planning advertising tactics takes a lot of work.	Campaigns for advertising are planned quickly.
costly and time-consuming process.	a rapid and low-cost way to promote the goods or services.
The use of traditional marketing strategies may be praised if the business can reach a large local audience.	If the company can reach a particular number of local customers, it can celebrate the success of its internet marketing efforts.
sustained success for a single campaign	It is simple to modify campaigns and include innovations into any campaign.
Lower consumer reach in that there are few capabilities of the customers.	wider reach of consumers because of a number of customer technologies hired
answers are only possible during working hours.	responses or comments may anytime come.
one way of conversation	two ways conversation

In promoting efforts, the Net and social networks, cell phones, advertisements, and all digital television and radio channels can be used in conducting a company's digital marketing approach. Online marketing is just a branch of traditional marketing that places items on recent digital channels, such as downloadable music, and speaks to stakeholders, such as consumers and investors, of brands, products, and companies' growth.

Various Elements of Digital Marketing

Online advertising

Online marketing includes online advertising as part of a major aspect.

It also describes internet advertising, in which organizations are now able to get word concerning their products and services being offered. Online advertisement lets people see most of relevant content and advertising regarding products or services according to current interests. There is this thing

about internet advertisement – the publisher posting the same information on the sites then allowing free receipt to other. Online advertisers require to hold more relevant adverts.

Email Marketing

Email marketing refers to the communication with any current or potential clients by mail through email regarding any kind of products or services. The promotion of advertising, branding, and establishment of brand as well as customer loyalty occurs through the propagation of digital signal promotion. In this aspect of digital marketing, a firm can easily promote its products and services. This is fairly very cheap compared to advertisements or any other sort of media publicity. A company can attract the attention of the customer by designing an attractive combination of visuals with text containing information about the offerings and services.

Social Media

Among the most important digital marketing channels today is social media marketing. It is a computer-based platform that allows users to create and share ideas, information, and images associated with the products or services provided by the company. According to Nielsen, netizens spend more time on social media sites than any other type. Facebook, Twitter, LinkedIn, and Google Plus are some examples of social media marketing sites. A company can promote events related to its products, conduct promotions on Facebook, and explore new leads by using Facebook. A company can create brand awareness and visibility with the help of Twitter. It is the best tool that can be used to market a business's products and services.

Text Messaging

It is a form whereby smart and mobile telephone gadgets can communicate information pertaining to the products and services that they offer. Any firm can communicate information through handheld telephones in the following ways: Text (MMS), images, or music videos (MMS). Mobile marketing via cell phone During the early 2000s, SMS was becoming popular worldwide across Europe and other Asia continents. Order confirmations and shipping notices can be passed through the short message service. In general, results from SMS marketing campaigns take less time and have higher strength. Using this strategy, organizations will have an assurance that their marketing messages reach their customers each time they are dispatched and in real time. A business can create a survey to enable it get crucial feedback from its clients that would help them improve their products and services in the future.

Affiliate Marketing

Affiliate marketing falls under performance-based marketing. In this business, the company pays various partners based on each visit or client they attract using the marketing campaigns they spearhead for the company in question. There are four fundamental players involved in the marketplace: The client, networking, the merchant, though sometimes termed as the company, shop, or products, and the publishers alternatively known as the affiliate. The industry has led to another level of companies: Affiliate management firms, super-affiliates, and specialty third party providers due to increased complexity. Affiliate marketing

may be approached in either one of two ways: A company can become an affiliate for another company, or it can offer an affiliate programme to others.

Optimization for search engines

SEO is the acronym for search engine optimization. It's a technique used to improve the visibility of a website or online page on the "clean" or "dynamic" search results displayed by a search engine. The faster (or more highly ranked on the list) the more often a website appears on the list of search results, the more likely users of a search engine are to visit it. SEO can target various types of search, such as academic searches, news, images, videos, and niche-industry-specific search engines.

Perks of Online Marketing for Customers

Keep current on services or goods

Customers can follow the business news through web marketing technologies. Today, many customers can access the internet anywhere, anytime, and companies have always updated their product and service details.

Increased involvement

Through advertising, the different corporate processes can be accessed through the internet by customers. They can view information about the products and/or services on the company's website, order online, and post reviews.

Detailed information on the items or services

Consumers can get in-depth details about the products or services through web marketing. You are less likely to misinterpret the information that you get from a sales representative in a shop. However, consumers can rely on the Internet to give them detailed product information for purchase.

Easy to compare to others

The primary benefit to the consumer is that because so many firms are now trying to sell their products or services through online advertising, they can quickly and inexpensively compare goods or services from a variety of sources. Customers may learn more about the products or services without having to visit many retail locations.

Provide information about the goods or service

Internet marketing allows the users to spread the word about the message of information in the product or service. It becomes easy to communicate well with the people concerning the benefits of a product or business when using digital media.

Enables instant purchase

Consumers in the case of traditional advertising will make a proper choice of the physical outlet in the first place and then see the advertisement before buying. However, clients may buy the goods or services immediately through online advertising.

Analysis and Discussion

Correlation analysis

We have gathered data from 150 firms using some form of digital marketing methods or elements to establish the

existence of the relationship between these factors and higher sales. The results are as follows:

Table 1: Correlations

*Afrina Yasmin, Sadia Tasneem, Kaniz Fatema
Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study*

		Increased Sales	Online Advertising	Email Marketing	Social Media	Text Messaging	Affiliate Marketing	Search Engine Optimization (SEO)	Pay Per Click (PPC)
Increased Sales	Pearson Correlation(r)	1	.869	.873	.840	.667	.560	.840	.560
	Sig. (2-tailed)		.056	.053	.075	.219	.326	.075	.326
	N	150	150	150	150	150	150	150	150

We may infer from above table that every dimension of digital marketing has a positive co-relation with an increased sales. It shows that each constituent of digital marketing raises the sales of an organization. As the r values of web marketing, email marketing, social media and search engine optimization is .869, .873, .840 and .840 so all are highly positively co-related with increased sales. Text messaging, affiliate marketing, and pay per click all have r values of .667, .560, and .560 respectively, which similarly indicate a weakly positive connection with growing sales.

Analysis of Digital Marketing

The prevalence of online technology has seen the consumer get information anywhere, anytime. In the days when people needed information concerning specific commodities or services, it happened to be what the firm felt that the public should be aware of.

Table 2: Model summary

Model	R square	F
Stay updated with products or services	.718	122.117
Greater engagement	.516	51.276
Clear information about the products or services	.629	81.254
Easy comparison with others	.639	85.141
24/7 Shopping	.749	142.868
Share content of the products or services	.656	91.498
Apparent Pricing	.636	83.962
Enables instant purchase	.667	96.028

We can learn from the table above that virtually all of the critical factors greatly contribute to explaining the link between the variable and digital marketing. As illustrated above, 71.80% of the online marketing explains how a customer is kept informed on a product or service whereas the other 28.20% is described using other factors. Digital marketing explains 51.60 percent of the difference in engagement, while other factors account for the remaining 46.4%. Also, digital marketing accounts for 62.90% of the concrete information about the items or services with other factors accounting for the remaining 37.10%. In addition, power of the model is evident from the F value larger than 80 in the table above.

Coefficient of Different VARIABLES

Here is a discussion of the coefficients of various variables in respect to independent variables.

Table 3: Coefficients analysis for Dependent Variables -Stay updated with products or services

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta (β)	t	
Constant	1.000	.215		4.649	.000
Digital Marketing	2.882	.261	.847	11.051	.000
Dependent Variable: Stay updated with products or services					
Constant	1.000	.254		3.937	.000
Digital Marketing	2.206	.308	.719	7.161	.000
Dependent Variable: Greater engagement					
Constant	1.000	.248		4.040	.000
Digital Marketing	2.706	.300	.793	9.014	.000
Dependent Variable: Clear Information about the products or services					
Constant	1.000	.234		4.275	.000
Digital Marketing	2.618	.284	.800	9.227	.000
Dependent Variable: Easy compare with others					
Constant	1.000	.215		4.649	.000
Digital Marketing	3.118	.261	.865	11.953	.000
Dependent Variable: 24/7 Shopping					
Constant	1.000	.223		4.482	.000
Digital Marketing	2.588	.271	.810	9.565	.000
Dependent Variable: Share content of the products or services					
Constant	1.000	.262		3.816	.000
Digital Marketing	2.912	.318	.798	9.163	.000
Dependent Variable: Apparent Pricing					
Constant	1.000	.240		4.165	.000
Digital Marketing	2.853	.291	.817	9.799	.000
Constant	1.000	.215		4.649	.000
Digital Marketing	2.882	.261	.847	11.051	.000
Dependent Variable: Enables instant purchase					

Concluding remarks and proposal

Several Business entrepreneurs now consider using digital channels for marketing as integral to their entire strategy. Small business entrepreneurs now have a very viable and efficient choice for selling their products or services. Marketing has no restrictions. The business can employ many tools, such as mobiles, tablet pcs, desktops, tv sets, gaming consoles, cloud based outdoor advertising, and internet which would comprise of media platforms, SEO (search engine), videos, substance, e-mail, and much more to promote the business and its products and services. Digital marketing could be successful if the demand of user is met at first.

Just as "Rome was not built in a day," so too will successful digital marketing take time and effort (and error). All digital marketing activities should be centered around the maxims "test, learn, and develop." In order to determine the best course for improving digital marketing success, businesses should create innovative customer experiences and focused media strategies.

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