A Study on Effectiveness of Digital Marketing amongst Students of Jaipur City

Dr Jyotsana Khandelwal

Sr.Co-ordinator School of Business &Mgmt, Jaipur National University,Jaipur

ABSTRACT

Digital Marketing is the contemporary aspect of marketing .With the advent of technology, consumers has become more tech-savvy and smart phones made them easy access to internet. Now, any information is needed by the consumers, they look upon by clicking of the internet. Hence, marketers started using this platform to provide information about their products, services and ideas popularly known as Digital Marketing. The main objective of digital marketing is to attract customers and allowing them to understand the features of the brands through digital media.

This paper discusses various advertising tools available for digital marketing, and popularity effectiveness of digital marketing among students. The sample of 50 students randomly selected to analyze the reasons for growing popularity and effectiveness of digital marketing as compared to traditional tools of marketing.

INTRODUCTION

Digital Marketing is the contemporary aspect of marketing .With the advent of technology, consumers has become more tech-savvy and smart phones made them easy access to internet. Now, any information is needed by the consumers, they look upon by clicking of the internet. Hence, marketers started using this platform to provide information about their products, services and ideas popularly known as Digital Marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all related terms which, purely put, refer to "marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles" (Chaffey & Smith, 2008).

Digital Marketing implies a set of influential tools and methodologies used for promoting products and services through internet. It includes an extensive range of marketing tools than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

It uses internet to deliver promotional marketing messages to consumers. Kaplan and Haenlein (2010) define Digital Marketing as ―a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which facilitates the creation and exchange of user-generated content. It consists of different Internet applications such as blogs, social networking sites, content communities, collaborative projects, virtual game worlds and social worlds.

It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

In India the internet has become powerful can be understand with the survey conducted –Internet users in India 2015 survey conducted by Internet and Mobile Association of India and MRB International.
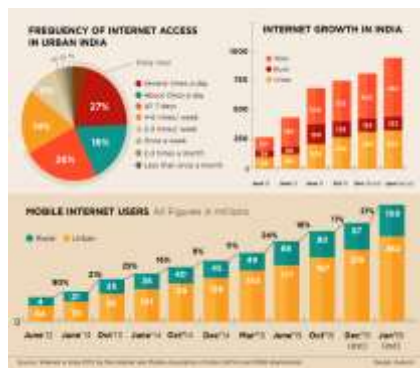
REVIEW OF LITERATURE

Mohan Nair (2011) takes social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task. These cannot be answered simply by one formula because the context and the market dynamics are strong variables in these decisions.

Foux (2006) suggests Social media is perceived by customers as a more trustworthy source of information regarding products and services than

communication generated by organizations transmitted via the traditional elements of the promotion mix.

Russell S. Winer (2009) affirms that many companies today are using some or all of the new media to develop targeted campaigns that reach specific segments and engage their customers to a much greater extent than traditional media.

Jerry Ihejirika (2009) believes that Marketing on the internet have become the best and most widely accepted form of global communication. Internet marketing communication consists of the global sharing of ideas, concepts, and information about products and services.

OBJECTIVES

1. To understand the reasons for increasing popularity of digital marketing amongst students.
2. To know the awareness about the various tools of digital marketing
3. To analyze the effectiveness and problems of digital marketing vis-a-vis to traditional marketing tools.

RESEARCH DESIGN

Methodology: The present research work is of marketing investigation which is based on exploratory and descriptive research design.

Sample Design

1. **Universe:** As the focus of the study revolves around the students of the Jaipur City, so the Universe for the same would be students studying in the colleges (both government and private) and universities in the City of Jaipur.

2. **Sample Unit:** The sample unit will be 4 colleges (both government and private) and universities. The selection of these colleges/Universities is based on a pilot survey which revealed that the colleges and Universities in the city would be appropriate for the study to be conducted.

3. **Sample Size:** This research study will be based on the views of 50 students studying in the colleges (both government and private) and universities in the City of Jaipur.

4. **Sampling Type:** The sample for the research would be collected through non-probabilistic sampling, precisely through convenient sampling method.

Data Collection: The data for the study would be collected from the following sources:

1. **Primary Source:** As it is known that primary data is the first hand information that is collected in order to make the study complete. Thus, the primary data for this research study will be collected through a Structured Questionnaire to be filled by the college/university students and observation.

2. **Secondary Source:** It will be collected through books, Journals and articles.

Analytical and Statistical Tools: The data so collected with the help of the questionnaire will be tested with the help of MS-Excel, Averages, pie charts and graphs. Selection of the type of tests will depend on the type of data that would be collected through the questionnaire.

ANALYSIS AND INTERPRETATION OF THE STUDY

Demographic Profile of the Sample:

Survey was conducted in the city of Jaipur. Sample of 50 respondents was selected for survey. The questionnaire included students as a classification of their demographic factors such as gender, age & education. During data collection phase, due care was taken in order to make sure that the given questionnaire is completely filled by the respondents.

The detailed respondent profile is as follows:

DETAILS	NUMBER OF RESPONDENTS	PERCENTAGE
GENDER		
MALE	30	60%
FEMALE	20	40%
EDUCATION		
UNDERGRADUATION	35	70%
POST-GRADUATION	10	20%
M-PHIL/	5	10%
TOTAL	50	100%
AGE		
18-20	35	70%
20-22	10	20%
22&ABOVE	5	10%
TOTAL	50	100%

Table 1- Demographic profile of the respondents

As seen in table no.1, Out of 50 respondents – 30 students are male, and 20 are females. The education profile is 35 are undergraduate, 10 are post graduate and 5 are Phil or PhD. The age of the sample is 35students in the age of 18 to 22, 10 students in the age of 20 to 22 and rest 5 in 22&above.

Statement 1 - Understand the reasons for increasing popularity of digital marketing amongst students

Seek of Information	NUMBER OF RESPONDENTS	PERCENTAGE
Multiple Source	40	80%
Single Source	10	20%
TOTAL	50	100%

Table 2- Seeking Information from various sources

As seen in table no.2, Out of 50 respondents-40 (80%) respondents seeks information from multiple sources before making a buying decision and rest 10 (20%) respondents rely on one source before making a buying decision

Sources of Information	NUMBER OF RESPONDENTS	PERCENTAGE
Traditional	15	30%
Digital	35	70%
TOTAL	50	100%

Table 3- Seeking Information from various sources

As seen in table no.3, Out of 50 respondents-15 (30%) respondents seeks information from traditional sources like newspaper, TV ,Pamphlets neighbors etc before making a buying decision and rest 35(70%) respondents rely on digital source like online and mobile advertisement of information before making a buying decision.

Frequency of using Internet	NUMBER OF RESPONDENTS	PERCENTAGE
Low	0	0%
Medium	5	10%
High	45	90%
TOTAL	50	100%

Table 4- Frequency of using internet

As seen in table no.4, Out of 50 respondents-the youngsters preferred to use internet on a medium (10%) to high frequency (90%) basis on internet and no students fall in category of low internet usage.

Conclusion - This shows that students of today generation prefer to use internet on high frequency and look for information on multiple sources that too through digital medium of information. Hence, it proves that the because of high access to internet amongst students, the concept of being digital and digital marketing is popular.

Statement 2-The awareness about the various tools of digital marketing

Tools	NUMBER OF RESPONDENTS						Total
	Yes		No		Can't Say		
	Frequency	%	Frequency	%	Frequency	%	
E-Mail Marketing	37	74	13	26	0	0	50
Social Media	45	90	3	6	2	4	50
Affiliate marketing	33	66	10	20	7	14	50
Search Engine Optimization	25	50	13	26	12	24	50
Display Ad	30	60	2	4	18	36	50
Pop-Up	37	74	3	6	10	20	50
Web Banner Advertising	20	40	5	10	25	50	50

Table 5- Awareness about the various tools of digital marketing

As seen in the table above, it was been asked from the students that whether or not they know about the various tools of digital marketing and it was discovered that maximum students know about social marketing followed by e-mail and pop up and so on.

Conclusion-It can be concluded that the students of the sample selected are well versed about the various tools of digital marketing

Statement 3 The effectiveness and problems of digital marketing vis-a-vis to traditional marketing tools

Factors	NUMBER OF RESPONDENTS										Total
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	
Easy	38	76	5	10	5	10	2	4	0	0	50
Time Saving	32	64	12	24	3	6	2	4	1	2	50
Low Cost	25	50	10	20	5	10	6	12	4	8	50
Interactive	15	30	5	10	10	20	15	30	5	10	50
Up gradation	10	20	13	26	12	24	10	20	5	10	50
Exclusive Content	5	10	10	20	10	20	15	30	10	20	50
Fun & Entt	2	4	11	22	12	24	10	20	15	30	50

Table 7- **Reasons for effectiveness of various tools of digital marketing**

As seen in the table above, it was been asked from the students that Reasons for effectiveness of various tools of digital marketing and it was found that students considered digital marketing is the easiest mode of gathering information followed by time saving and low cost and so on.

Preference	NUMBER OF RESPONDENTS	Percentage
E-Mail Marketing	10	20%
Social Media	30	60%
Affiliate marketing	5	10%
Search Engine Optimization	1	2%
Display Ad	1	2%
Pop-Up	1	2%
Web Banner Advterising	2	4%
Total	50	100%

Table 8 -**Preference of various tools of digital marketing**

As seen in the table above, it was been asked from the students that preference of various tools of digital marketing and it was found that students considered social media marketing is

the most preferred form of digital marketing followed by e-mail marketing , affiliate marketing and so on.

Statement 4- Problems of various tools of digital marketing

Problems	NUMBER OF RESPONDENTS	Percentage
Suspectible	18	36%
Fraud	20	40%
Interrupting	3	6%
Privacy issue	5	10%
Lack of demonstration	4	8%
Total	50	100%

Table 9 –**Problems of various tools of digital marketing**

As seen in the table above, it was been asked from the students that problems of digital marketing and it was found that students considered fraud as one of the biggest problem followed by susceptible and so on.

Limitations of the study

The study is limited to Jaipur students only with limited colleges

Future scope of the study

The study could be extended; so as to cover all the states of India as the researcher believes that consumer buying behavior w.r.t online marketing may be at the variance in different states.

Conclusion

It can be concluded that the students of the sample selected found digital marketing as the effective mechanism of marketing due to various benefits provided by digital marketing, also youngster's preferred marketing activity while being on social media through social marketing despite the problem of fraud and suspicion involved.

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