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**Digital Marketing as a tool for Effective Advertisement A Study
with reference to Tumkur city**

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ABSTRACT

In today's marketing era, digital marketing plays an important role in boosting up online business outlets through effective advertisement. To days youth spend much of their time on internet, and they prefer online shopping than visiting to marts or malls. The economy of a country depends upon the growth of sales and production which is enabled through these digital marketing. Hence digital marketing became more popular than traditional marketing. Especially post covid-19. The majority of the on line business is controlled through digital marketing. This study attempts to understand the need and importance and the role of these digital marketing as an important tool for an effective advertisement. It also aims to understand the customer preference of online digital marketing in Tumkur city.

Introduction

Digital Marketing refers for online promotion used by any industries with the use of an electronic devices to reach the consumers globally. Digital marketing is almost taken over the traditional marketing in the current era. According to a study which says that most of the developed countries like America more than 75% of the people go on digital marketing for advertise their business about 43% of the population go on online more than once a day. And 26% of the population is almost constantly online which attracts for the corporates to select digital marketing is the most interesting source for advertisement.

With the increasing in the technology, the digital marketing plays a significant role from small organizations to big industries , which is very essential to provide the best result in the long-term. The digital marketing can also be understood by the

term, “E-commerce,” “online business” and “e-business”. In the overall marketing strategies digital marketing is the prime option for the growth of any business. Timely distribution and the stock availability are the two major fundamentals which generates the continuous revenue of a business. This new technology of marketing fulfills the needs and satisfy the customers easily and quickly.

Meaning of Digital Marketing:

Digital marketing connects the potential consumers through the mode of online technology, with the use of electronic devices the consumers has the access to the variety of goods and services on their finger tips. Digital marketing ensures these transactions through E-mails, social media , web- based advertising and other multimedia messages as a channel of marketing.

Statement of the problem:

Advertising , Launching or promoting a product has become a significant phenomenon in today’s marketing world. Reaching consumer through proper channel at suitable time is a challenging one. There is a need to understand how digital marketing has become and effective tool for advertising.

Objectives of the Study :

The objective of the study is as follows:

- To make an attempt to study about the types of digital devices used in advertising through digital marketing and also the advantages of digital marketing
- To study significance about the Traditional marketing Vs. 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 and the Gender status of the entrepreneurs.

Research Design:

The current research is based on Primary data. The responses of the respondent were collected through a questionnaire.

Size of the Sample:

This study is focused only 50 respondents i.e., the entrepreneurs in Tumkur city.

Testing of Hypothesis:

Null Hypothesis: H₀ : There is no relationship between the type of Marketing and the Gender of entrepreneur.

Alternative Hypothesis H₁: There is significant relationship between the type of marketing and the Gender of Entrepreneur.

Sampling unit:

The individual respondents possessing the cellular phone and residing in the study area is considered as a sampling unit for the present research endeavor.

Limitations of the research:

- This study is only limited to Tumkur city .
- There may be personal biases in the response of the respondents.

Review of Literature:

As per the study conducted by (Smith and Taylor , 2004) Marketing means exchanging process of thoughts, ideas and communication between the marketers consumer with the aim common goal achieving.

According the study make by (Kotler and Keller, 2012) Marketing is “the science and art of exploring, certain, and delivering value to satisfy the needs of a target market at a profit, marketing identifies unfulfilled needs and desires.”

A per the study (Merisavo et all 2007) it reveled that informative, interactive with customers compatible, quick response to the customer, efficiency in cost and measurable are the characteristics of Digital marketing communication.

(Deighton. 1996) this study revels that, in digital marketing customer can access the immense information instantly and it is one of the best interactive mode of marketing.

(Dahiya, 2013). According to this study, the researchers have also expressed their united opinion about the capabilities of digital marketing which includes, expressing the views and feedback by the customers enabling them to choose the content of their choice by having control over the marketing communication.

According to the study made by (Fera, 2012). In 2012, increased number of people using smartphones have motivated the interactive digital out doors for the mobile consumers.

The study by (Jeremy, 2014) revels that the marketing agencies will track the customers with the usage of Wi-Fi and Bluetooth which helps them to track the location based marketing so that they can send the relevant message to their customer where they are buying . face recognition technology is one of the advanced digital outdoors marketing.

Various Digital Devices used in Digital Marketing:

With the increasing in the need of the consumers needs , and decreasing in the physical approaching to the stores and malls have motivated them to prefer digital marketing with the use of some electronic gadgets.

- Computers
- Smart phones
- Digital outdoors
- Digital TV
- Usage of Wi-Fi and blue tooth devices.
- Other internet and online usages devices.

Advertisement:

Meaning:

Advertisement means promotion of a product or services to the target audience by gaining their trust and belief towards a product mentally and physically. Companies spend huge money to attract the customers even before they launching their business or product.

Types of advertisements:

- Newspapers advertisements
- Radio advertisements
- Television mode of advertisements
- Hoardings at large public gathering places.
- Advertisements in famous Magazines, and other editions
- Internet or online advertisements
- Social media advertisements
- Directories
- Outdoor and transit
- Through Direct mail, catalogues and leaflets.
- Banner advertisements
- Video advertisements.

An advertisement becomes more effective and profitable when it attracts large group of targeted audience and gives business in order to increase the revenue of the business.

TRADITIONAL MARKETING VS. DIGITAL MARKETING:

Traditional marketing was preferred by the rural people and this market was limited to the particular place, product and particular mode of advertisement like, Television, news papers, magazines and other modes. But the tremendous growth in the technology took over these traditional marketing. Advertisement in this type of marketing was also not accessible to all the class of societies.

Traditional marketing is an offline marketing used by the companies earlier to promote their products. Traditional marketing is very easier to reach local audience. The response from the audience may be very limited in this types of advertisement in traditional marketing .hence it may not be suitable for the current era of technology.

Digital marketing plays an important role in promoting or launching a new product or services in this technology era. It is also called social media marketing and email marketing. The advertisement in these type of marketing will attract the larger group of consumers globally at a rapid speed . at present people look for more information and also others reviews, seek their advice and opinion before they go for a new product hence, digital marketing helps them to meet their needs at once on their palm. The consumer also wants solutions to their problem before they really choose any services or products. It's the responsibility of the business is to provide the quality services to satisfy their customers. Which can be easily and quickly solved through the electronic devices which are used for advertising in digital marketing they read online news papers in their mobiles, web sites at their computers and discuss their opinions through social network sites.

Digital marketing offers more information and at the convenience of their customers, quickly and relevant information about a product and services where as traditional marketing offers limited information to their customers and also communicating with their consumer is not possible in traditional marketing because of its outbound nature. In digital marketing the companies or business can share huge information any time and also can reach its customers globally. Hence, many business prefer digital communication other traditional communication. They prefer

individual interaction with their customers any time any where. Even the consumer can copy and save the information for future reference also in digital advertisement.

Table No. 1 Cross Tabulation of Mode of Marketing for advertisement and Gender status

Gender of Respondents	Mode of Advertisement		TOTAL
	Traditional Marketing	Digital Marketing	
Male Entrepreneur	18 (43.36%)	32(51.6%)	50
Female Entrepreneur	20(52.63%)	30 ((48.38%)	50
TOTAL	38	62	100

From the above table it can be seen that 43.36% of the male entrepreneurs prefer and 52.63% of the female entrepreneurs prefers to choose the mode of advertisement in Traditional marketing where as 51.6% male entrepreneurs prefer mode of advertisement in Digital marketing and 48.38% of the female respondent prefer Digital Marketing mode.

On the overall study 38% of the respondents prefer Traditional Marketing mode of advertisement and 62% of the respondents prefer Digital marketing.

Chi square Test ; χ^2

Null Hypothesis: H_0 : There is no relationship between the type of Marketing and the Gender of entrepreneur.

Alternative Hypothesis H_1 : There is significant relationship between the type of marketing and the Gender of Entrepreneur.

Significant level is 0.05.

Table No. 2 calculation of Expected Value

Mode of Marketing/ Gender status of Entrepreneur	Traditional Marketing	Digital Marketing
Male Entrepreneur	19	31
Female Entrepreneur	19	31

Table No. 3 Calculation of values

	(O)	Expected Value (E)	(O-E)	(O-E) ²	$\frac{(O-E)^2}{E}$
	18	19	-1	1	0.052
	32	31	1	1	0.032
	20	19	-1	1	0.052
	30	31	1	1	0.032
TOTAL	100	100	0	4	0.168

Degree of Freedom = (2-1) * (2-1) = 1

Significant Level =0.05

χ^2 Tabular = 3.84

Calculated χ^2 = 0.168

Calculated $X^2 < X^2$ Tabular = 0.168 < 3.84

There four we reject Alternate Hypothesis and accept Null Hypothesis. Hence, there is significant relationship between Mode of Marketing and the Gender status of entrepreneur.

Reason for Digital Channels of communication:

There are certain reasons for accepting the digital channels of communication by the companies and consumers like interactive, customized and provides quick information, reaches to their consumers globally , and relevant information at effective cost .

Consumer Interactive: Digital mode of advertisement provides more interaction with their consumers than the traditional marketing is one of the prime reason to go for digital marketing.

More Informative: According to a study conducted by Wind and Mahajan (2002) digital marketing provide immense and instant information with the help of sophisticated search engines and indexing engines regarding different services and products and brands and also they can seek the reviews and various recommendations made by the users and it also helps to make a comparative analysis and information about payment of goods and other transactions about the goods and services.

More Relevant information : As per the study of Jones, Malczyk and Beneke (2011), digital channels provide more relevant information about a particle product or services and also have the capacity to offer information as per the desire of their consumers.

Customization: Customization which deals with ability to alter as per users needs, interests and tastes is also one of the important reasons which facilitated the increased usage of digital channels of communications. Allen (1999) defined customization as the ability to offer something different other than the standard offering based on the users" request. He further explained that internet has the ability not only to customize but also to individualize the content as per users" requirements. He explained individualization as an interactive conversation with the users by uniquely identifying a consumer and offering tailor made content or services.

Compatibility: Compatibility plays an important role in adoption of new age technologies. Generally, consumers prefer the technologies requiring the least changes in the existing behavioural patterns.

Convenient: Digital media are considered convenient to use both for marketers and consumers. Convenience in digital media is refers to ease of use, 24*7 availability, compatibility of digital information with digital devices, saving time and money.

As per the research by (Becherer and Halstead, 2004). Consumers are increasingly making use of digital technologies as they don"t find digital technologies too complex to use. Moreover, emergence of digital devices is also making the access of digital content possible leaving behind the barriers of time and place. Consumers could access the digital content at their preferred time, place and device. It is very easy for consumers to save, share, recommend and respond to the digital content.

Cost effective: Digital marketing communication is considered less costly as compared to traditional marketing (Kierzkowski et al. 1996; Verma and Varma, 2003). Ferrar (2010) in his study attributed cost effectiveness of digital media as the most important driver that replaced expensive and less measurable traditional media. Charan and Jaiswal (2012) in their study concerning mobile banking stated that internet has emerged as the cheapest medium of communication.

Table No. 4 Cross Tabulation of Reasons for choosing Digital Marketing and Gender

	Reasons for choosing Digital Marketing for Advertisement							
	Interacti ve	Measura ble	Informati ve	Releva nt	Customizati on	Compatibil ity	Convenie nt	Cost effecti ve
Male Entrepren eur	15 (30%)	20(40%)	13(26%)	25 (50%)	32(64%)	27(54%)	21(42%)	35 (70%)
Female Entrepren eur	35 (70%)	30(60%)	37(74%)	25 (50%)	18 (36%)	23(46%)	29(58%)	15 (20%)
TOTAL	50	50	50	50	50	50	50	50

(Source : Filed survey)

From the above table it shown that 30% of the male advertiser chooses digital marketing to advertise their product for the reason it's very interactive to the customer where as 70% of the female entrepreneur chooses that interactive is the main reason to choose digital marketing to advertise their business.

Majority of the female respondent i.e., 74% of them feel that it's very informative to opt for digital marketing for their advertisement and very low percentage of male entrepreneur feels that informative is the reason to choose digital marketing.

Both male and female entrepreneur 50% of them equally feel that its is very relevant to go for digital marketing.

Various Types of Digital Marketing:

The below are the various types of Digital Marketing:

➤ **Search engine optimization:**

It is a technical marketing tool used for when optimizing a web page for advertisement in digital marketing.

➤ **Content oriented marketing:**

This types of marketing strategy helps in providing the distribution of relevant and valuable content to the target audience.

➤ **Social media marketing:**

Facebook, Twitter and Instagram are the most important social marketing media which helps the people to create brand awareness and discussions about the product and service engaging them on a social sites,

➤ **Pay-per-click marketing:**

In this kind of marketing an advertisement will be posted online and pay-per-click, means paying every time when a person clicks on that advertisement.

➤ **Affiliate marketing:**

In this type of digital marketing if a person is an affiliate he will get a commission of reward when ever someone purchases the items you have promoted on line, if the person is a merchant he will pay for each sale when an affiliate helps him.

➤ **Native advertising:**

This type of digital marketing is also known as advertisement in disguise. A native advertisement will be displayed by the promotor after offering some information or entertainment.

➤ **Marketing automation:**

Marketing automation helps the companies to keep up with the expectation of personalization with the customers in collecting and analyze consumer information, design targeted marketing campaigns and also send the post marketing messages at the right time to the needy audiences.

➤ **Email marketing:**

It is the oldest type of marketing where in the business will send the promotional message to the consumers with a hope to click on the advertisement and do the follow up with the product or services.

Advantages of Digital Marketing:

In the present era, the digital marketing has many advantages over traditional marketing , hence, many business and companies prefer to advertise their products and services through digital marketing.

➤ **Reaching globally:**

When the advertise is posted digitally, people across the country has the privilege to access the information at their convenient time.

➤ **Cost benefit:**

Digital marketing involves very less overhead costs compared to the traditional marketing for newspaper advertisement, television adds. Etc. and also it very difficult to ensure whether the target audience are seen their advertisement or not.

➤ **Desired results:**

The ultimate result of our advertising is to increase the revenue of the companies, sometime it is not possible to track the number of consumers got attracted to our advertisement in traditional marketing, hence the digital marketing software platforms automatically track the responses of the people through email open rates, or the number of people visited our home page or website etc..

➤ **personalization:**

Digital marketing helps the companies to have close conversation with their customers through online, many apps are developed to help the customer in choosing a particular product and services. Tracking the phone records helps to know the opinion of the product or services and also customer profiles can be a helpful resource to track the target audience. It also helps the business to understand the number of people attended our advertisement posting.

➤ **Convenient and Easy conversions:**

In digital marketing it is very easy to reach the customers who has already visited our home page or made a click on the company's postings, the customers can be

contacted easily and also the chances of convincing the customers towards a particular product or services.

Findings of the study:

1. It is found from the study that 18 male entrepreneur prefer Traditional marketing for advertising their business whereas 32 respondents prefer digital marketing.
2. It is observed that out of 50 respondents 20 Female respondent prefer to choose their mode of advertisement in traditional marketing and 30 respondents chooses Digital marketing.
3. It also observed from that study that, 43.36% of the male entrepreneurs prefer and 52.63% of the female entrepreneurs prefers to choose the mode of advertisement in Traditional marketing where as 51.6% male entrepreneurs prefer mode of advertisement in Digital marketing and 48.38% of the female respondent prefer Digital Marketing mode.
4. On the overall study 38% of the respondents prefer Traditional Marketing mode of advertisement and 62% of the respondents prefer Digital marketing.

Conclusion:

Online marketing communication has number of characteristics that makes an entrepreneurs preferred over other modes to advertise or promote their business because in the recent trend customers mostly prefers digital marketing over traditional marketing. The impact of advertising through digital marketing is very effective especially in the field of, online games , music, Fashions, Electronic and Education field especially during this pandemic situation different educational institutes and higher education also mainly depending on virtual classes . Hence, it is concluded from the study that most of the business entrepreneurs prefer digital marketing as one of the effective tool for advertisement or promotion of their business.

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