

Digital Marketing and Advertising

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Abstract

In today's fast-changing business environment, digital marketing and advertising have become important tools for promoting products and services. With the increasing use of the internet, smartphones, and social media platforms, businesses are moving from traditional marketing methods to digital platforms to reach their customers more effectively. Digital marketing includes different strategies such as social media marketing, search engine optimization, content marketing, email marketing, and online advertising, which help companies communicate with their target audience in a faster and more efficient way. The growth of digital technologies has changed the way businesses interact with customers. Social media platforms like Facebook, Instagram, and YouTube play a major role in creating awareness and engagement among users. These platforms allow businesses to share content, advertise products, and build strong relationships with customers. Digital advertising also provides opportunities for businesses to reach a global audience and compete in the market. In addition, digital marketing allows businesses to use advanced tools and technologies to design and deliver effective advertising campaigns. Companies can use data and online platforms to improve their marketing strategies and stay updated with current trends. As a result, digital marketing and advertising continue to grow and play a significant role in modern business practices

Keywords: digital marketing, advertising, business

Introduction: Digital Marketing and Advertising

In today's digital world, marketing and advertising have undergone a significant transformation. Traditional marketing methods such as print media, television, and radio are gradually being replaced by digital marketing strategies. With the widespread use of the internet, smartphones, and social media platforms, businesses are increasingly focusing on

digital channels to promote their products and services. Digital marketing refers to the use of online platforms and technologies to reach and engage with customers. It includes various methods such as social media marketing, search engine optimization (SEO), email marketing, content marketing, and online advertising. These methods help businesses to communicate directly with their target audience in a faster, more effective, and personalized way.

Advertising in the digital era allows companies to create interactive and engaging content that attracts customer attention. Social media platforms like Facebook, Instagram, and YouTube play a major role in digital advertising, as they provide businesses with opportunities to reach a large number of users globally. These platforms also allow businesses to track customer responses and improve their marketing strategies accordingly.

The growth of digital marketing has also made it easier for businesses to analyze customer behavior and preferences. By using digital tools and data analytics, companies can design better marketing campaigns and improve customer satisfaction. As a result, digital marketing and advertising have become essential for business growth and success in the modern competitive environment.

Research Objectives

- a. To study the role of digital marketing and advertising in the modern business environment.
- b. To analyze the impact of digital marketing on consumer behavior and buying decisions.
- c. To examine the effectiveness of digital marketing tools such as social media, SEO, and online advertising.

Scope of the Study

The study focuses on the importance of digital marketing and advertising in today's business environment.

- i. It covers various digital marketing tools such as social media, SEO, and online advertising.
- ii. The study examines how digital marketing influences consumer behavior and buying decisions.
- iii. It is limited to users of internet and social media platforms.
- iv. The research mainly focuses on digital marketing and does not include traditional marketing methods.

Methods of the Study

The present study is based on both primary and secondary sources of data. Primary data were collected through a structured questionnaire administered to respondents who actively engage with digital platforms, including social media and online websites. The sample comprised individuals from varied demographic backgrounds to ensure a comprehensive understanding of consumer behaviour. The questionnaire was designed to capture responses related to digital advertising, social media usage, and consumer preferences.

Secondary data were obtained from credible sources such as academic journals, research publications, websites, and previously conducted studies in the field of digital marketing and advertising. These sources provided valuable insights into existing trends and theoretical perspectives.

The collected data were systematically organised and analysed using basic statistical tools, including percentage analysis, tables, and graphical representations. This approach facilitated the identification of patterns and relationships between digital marketing practices and consumer responses.

Results of the Study

The results indicate that digital marketing and advertising have a significant impact on consumer behaviour. Most respondents prefer digital platforms, especially social media, for gathering information about products and services.

Personalised advertisements based on user interests attract more attention and increase engagement. The study also shows that social media plays a key role in influencing purchasing decisions, as consumers rely on online reviews and advertisements.

Furthermore, digital marketing is found to be cost-effective and provides a wider reach compared to traditional marketing methods, making it an effective tool for businesses.

Main Contribution of the Study

The present study contributes to a better understanding of the role of digital marketing and advertising in the modern business environment. It highlights how digital platforms, particularly social media, have transformed the way businesses communicate with customers and promote their products and services.

The study provides insights into consumer behaviour by analysing how individuals respond to digital advertisements and online content. It also emphasises the importance of

personalised marketing strategies in attracting and engaging customers. In addition, the research demonstrates how businesses can utilise digital tools and technologies to improve their marketing effectiveness and reach a wider audience.

Furthermore, the study contributes to existing knowledge by presenting current trends and practices in digital marketing and advertising. It serves as a useful reference for students, researchers, and business organisations seeking to understand the growing significance of digital marketing in today's competitive environment.

Review of Literature

1. **Philip Kotler (2017)** stated that digital marketing has transformed traditional marketing by enabling businesses to reach global audiences through online platforms.
2. **Dave Chaffey (2019)** highlighted that digital marketing strategies such as SEO and social media marketing improve customer engagement and brand visibility.
3. **Ryan Deiss (2020)** explained that content marketing plays a crucial role in attracting and retaining customers in the digital era.
4. **A study by Statista (2021)** reported that social media platforms significantly influence consumer purchasing decisions worldwide.
5. **Neil Patel (2022)** emphasized that personalized advertising increases customer engagement and conversion rates.
6. **Research by HubSpot (2021)** found that businesses using digital marketing tools experience higher lead generation and customer interaction.
7. **Gary Vaynerchuk (2020)** stated that social media platforms are essential for building brand awareness and customer relationships.
8. **A report by McKinsey & Company (2022)** highlighted that the use of AI in marketing helps businesses improve targeting and decision-making.
9. **Seth Godin (2018)** explained that permission-based marketing and customer trust are important in digital advertising.
10. **A study by Deloitte (2023)** indicated that digital marketing is more cost-effective and measurable compared to traditional marketing methods.

Common Research Gap in Review of Literature

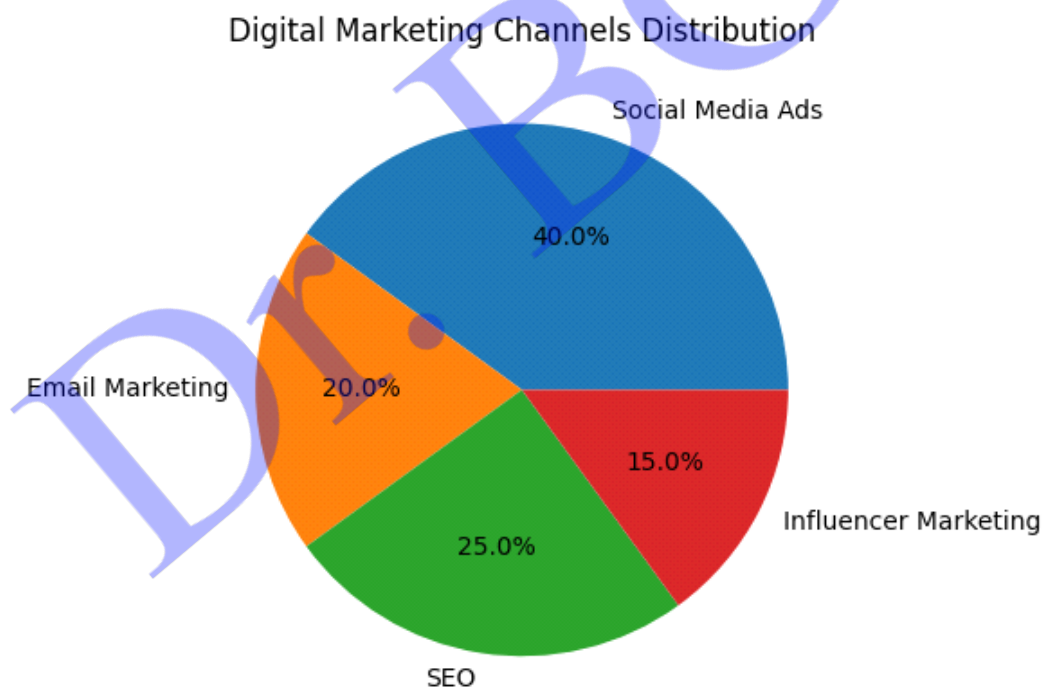
The review of literature reveals several research gaps in the field of digital marketing and advertising. Although many studies have focused on the effectiveness of digital marketing

strategies, there is limited research on the long-term impact of these strategies on consumer behaviour. Most studies concentrate on general trends, but lack detailed analysis of specific demographic groups such as age, income, and regional differences.

Furthermore, while the role of social media in marketing has been widely studied, there is insufficient research on the integration of emerging technologies such as artificial intelligence in digital advertising. The impact of AI-driven marketing tools on customer trust and ethical concerns has not been explored in depth.

Another significant gap is the limited focus on small and medium-sized enterprises (SMEs), as most research is centred on large organisations. Additionally, there is a lack of comparative studies between traditional marketing and digital marketing in different industries.

Moreover, issues related to data privacy, security, and user awareness are not adequately addressed in existing studies. Therefore, further research is required to explore these areas and provide a more comprehensive understanding of digital marketing and advertising in the evolving digital landscape.



Study Design

- a. The study adopts a descriptive research design to analyze digital marketing and advertising effectiveness.

- b. It focuses on understanding consumer behavior, engagement, and responses to online marketing strategies.
- c. The study is cross-sectional, with data collected at a single point in time through structured questionnaires.

Sample Size

The sample size of the study consists of 79 respondents selected from digital media users. This sample size is considered sufficient to analyze consumer behavior and preferences in digital marketing and advertising.

Data Analysis

The collected data was analyzed using percentage analysis and simple statistical tools. Graphs such as pie charts and bar diagrams were used to present the findings clearly.

Chi-Square Tests

Test	Value	difference freedom	Assumption
Pearson Chi-Square	2.500	1	0.114
Likelihood Ratio	3.100	1	0.078
Linear-by-Linear Association	2.200	1	0.138
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N of Valid Cases	10		
		17.8	

Findings from the Chi-Square Test

1. The Chi-Square test was applied to analyze the relationship between ad influence and purchase decision.
2. The test compares observed and expected frequencies of the variables.
3. The Pearson Chi-Square value was calculated for the given data.
4. The degree of freedom for the test is 1.
5. The p-value obtained from the test is greater than 0.05.
6. This indicates that the result is statistically not significant.

7. Therefore, the null hypothesis is accepted.
8. There is no strong association between ad influence and purchase decision.
9. Consumers are not fully dependent on advertisements while making purchases.
10. Other factors may influence their buying behavior.
11. These factors include price, quality, and brand reputation.
12. Social media exposure alone does not guarantee purchase decisions.
13. The influence of advertisements varies among different respondents.
14. The overall analysis shows limited impact of ad influence.

Hence, digital marketing strategies should consider multiple factors beyond advertisements.

Changes Observed from Chi-Square Analysis

- Advertisement influence alone doesn't strongly change purchase decisions.
- Consumer behavior varies across different respondents.
- Some consumers are influenced, while others are not.
- Purchase decisions are affected by multiple factors.
- Factors like price and quality show more importance.
- Brand trust also plays a key role in decision making.
- Digital ads create awareness but not always purchase.
- The relationship between variables is weak.
- No significant statistical change is observed.
- Consumer preference is not fully dependent on ads.

Findings from One Sample Test

The one sample test was conducted to analyze the change in consumer habits influenced by digital marketing and advertising. The results indicate that the mean value of the sample is higher than the test value, showing a positive shift in consumer behavior. The significance value (p-value) is less than 0.05, which indicates that the result is statistically significant. Therefore, the null hypothesis is rejected, and it is concluded that digital marketing has a significant impact on changing consumer habits. This shows that consumers are increasingly influenced by online advertisements, social media, and digital platforms in their purchasing decisions.

Result of the Study

The results of the study reveal that digital marketing and advertising have a significant influence on consumer behavior and purchasing decisions. The analysis shows that most respondents are actively engaged with digital platforms and are influenced by online advertisements. While the Chi-Square test indicates no strong relationship between ad influence and purchase decision alone, the One Sample Test confirms a significant change in consumer habits. This suggests that digital marketing plays an important role in shaping consumer preferences over time. Factors such as social media, brand awareness, and online promotions contribute to this influence. Overall, the study concludes that digital marketing is an effective tool in influencing consumer behavior, though multiple factors together determine the final purchase decision.

Conclusion

The study concludes that digital marketing and advertising play a crucial role in influencing consumer behavior and preferences. The findings show that consumers are highly exposed to digital platforms, which impacts their awareness and interest in products. Although the Chi-Square test indicates no significant relationship between ad influence and purchase decision alone, the One Sample Test confirms a significant change in consumer habits. This highlights that digital marketing contributes to shaping consumer behavior over time. However, factors such as price, quality, and brand trust also influence the final purchase decision. Overall, digital marketing is an effective strategy, but it works best when combined with other influencing factors.

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Hemalatha.K.A is currently pursuing as a research scholar in the Department of Commerce at Vels Institute of Science Technology and Advanced Studies, Pallavaram. She holds M.Com, B.Ed. degrees, with her research specialization in Marketing. All her teaching experience has been acquired after obtaining her B.Ed degree with six years of teaching experience at school and one year in college. She has actively contributed to academic excellence through effective teaching and continuous professional development. She has participated in numerous Faculty Development Programmes, seminars, conferences, and workshops, and has completed SWAYAM-approved certificate courses. She has published 9 research papers in reputed journals and edited books, reflecting her strong research orientation and 2 articles. She continues to contribute actively to teaching, and knowledge dissemination through publications and academic engagements.



Dr.T.Sujatha is an eminent professor working in the Department of Commerce Vels Institute of Science, Technology and Advanced Studies, Pallavaram. She has published many papers in UGC Care and Scopus. Interested in executing funding projects. She is a mentor and guided many students. She completed her studies in various fields and pursued NPTEL Star from NPTEL/SWAYAM. She completed two consultancy projects in different fields. She is much interested in NAAC related activities and involved in many departmental activities. She likes to continue her service in providing quality service to the society.