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Innovations in Research & Development
(ICETIRD - 2026)**

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ABOUT THE CONFERENCE

The **International Conference on Emerging Trends and Innovations in Research & Development (ICETIRD – 2026)** is an academic and research-focused global event organized by the **National Institute for Research and Development, India (NIRDI)** in association with **LKP Academy**, scheduled to be held on **30th May 2026** in virtual mode, providing a platform for UG & PG students, research scholars, faculty members, and industry professionals to present their original research and innovative ideas across various disciplines such as science, engineering, technology, management, and social sciences, with the main aim of encouraging innovation, interdisciplinary collaboration, and knowledge sharing while offering participants opportunities for publication, e-certificates, international exposure, and networking with global experts to enhance research quality and contribute to emerging trends and sustainable development solutions.

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IDENTIFICATION AND QUANTIFICATION OF KEY FACTORS INFLUENCING SUCCESS OF DIGITAL MARKETING

ID: ICETIRD 013

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Abstract

Digital marketing has emerged as a powerful tool for businesses to promote products and services, engage customers, and enhance brand performance in the competitive market environment. The success of digital marketing depends on several key factors such as search engine optimization (SEO), content quality, social media marketing, website usability, online advertising, customer engagement, and data analytics. This study aims to identify and quantify the major factors influencing the success of digital marketing and examine their impact on business performance and customer satisfaction. Email marketing that is based on engagement Detailed lead profiling Push notification from Brower, Personalization of content. The objective of the study is to study the theoretical framework of consumer perception towards digital marketing. The research adopts a descriptive and analytical approach using both primary and secondary data sources. Primary data is collected through structured questionnaires distributed among consumers and business professionals, while secondary data is gathered from journals, websites, research articles, and industry reports. Statistical tools such as percentage analysis, correlation, regression, and ranking methods are used to analyse the collected data.

Keywords: Digital marketing, identification, influencing, factors and quantification etc.

Introduction

Digital marketing has become an essential strategy for businesses to reach customers, increase brand awareness, and improve sales performance. The success of digital marketing depends on several measurable factors such as content quality, social media engagement, search engine optimization, customer interaction, advertising effectiveness, and data analytics. This study focuses on identifying these key factors and quantifying their influence on overall digital marketing success. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages

as a marketing channel Essentially, if a marketing campaign involves digital communication, it's digital marketing.

Key Factors Influencing Digital Marketing Success

- ❖ Search Engine Optimization (SEO)
- ❖ Content Quality
- ❖ Social Media Marketing
- ❖ Email Marketing
- ❖ Website User Experience
- ❖ Online Advertising
- ❖ Customer Engagement
- ❖ Data Analytics and Personalization
- ❖ Brand Reputation
- ❖ Mobile Marketing

Statement of the Problem:

In recent years, digital marketing has emerged as a dominant platform for businesses to promote their products and services. With the widespread use of the internet, smartphones, and social media platforms, companies increasingly rely on digital channels such as websites, search engines, email, and social media to reach their target audience. Customers are exposed to a vast amount of online content daily, including advertisements, influencer promotions, and brand communications. This saturation can lead to varied perceptions—ranging from trust and engagement to skepticism and avoidance. Factors such as credibility of information, privacy concerns, personalization, user experience, and advertisement frequency significantly influence customer attitudes toward digital marketing.

Importance of the study

The rapid growth of digital technology has transformed the way businesses interact with customers. Digital marketing has become an essential tool for promoting products and services, offering advantages such as wider reach, cost-effectiveness, and real-time communication. However, the success of digital marketing largely depends on how customers perceive and respond to these online marketing efforts. Understanding customer perception is crucial because it directly influences their decision-making process and purchasing behavior. Customers today are more informed and selective, and they evaluate digital content based on factors such as trust, relevance, personalization, and convenience. If businesses fail to meet customer expectations, their marketing efforts may not yield the desired results. Online marketing has made shopping painless and added more fun online stores offers products description, pictures, comparisons, price, and much more.

Objectives of the Study

- ❖ To identify the major factors influencing digital marketing success.
- ❖ To analyze the relationship between digital marketing strategies and customer engagement.
- ❖ To measure the impact of SEO, social media, and online advertising on business performance.
- ❖ To quantify the effectiveness of different digital marketing channels.
- ❖ To provide suggestions for improving digital marketing performance.

Research Methodology

Research Design

Descriptive and analytical research design.

Data Collection

- ❖ **Primary Data:** Questionnaire survey from consumers/businesses.
- ❖ **Secondary Data:** Journals, websites, reports, and articles.

Sampling Method

- ❖ Random sampling or convenience sampling.

Sample Size

- ❖ **Example:** 100 respondents.

Review of Literature

- ❖ R. Dhiman (2025) investigates AI-powered Instagram influencers and integrates SMIV and SOR frameworks to show AI tools can enhance reach and tailored messaging but that interaction, perceived involvement and trustworthiness remain critical to converting engagement into purchase intentions. The study highlights design factors (human-likeness, transparency) that influence perception of AI influencer content.
- ❖ McKinsey's 2025 State of the Consumer and related pieces emphasize that consumers expect tailored experiences and that personalization, when transparent, increases perceived usefulness and purchase intent. McKinsey also stresses segmentation — receptivity to AI/virtual experiences varies across cohorts and markets.

Table 1: Gender of the Respondece in Online Marketing

Gender levels	No of respondents	Percentage
Male	46	46%
Female	54	54%
Total	100	100%

This table express Gender out of 100 respondents from the above table that 46% of the respondents are male, 54% of the respondents are female.

Gender of the Female Respondents in Online Marketing

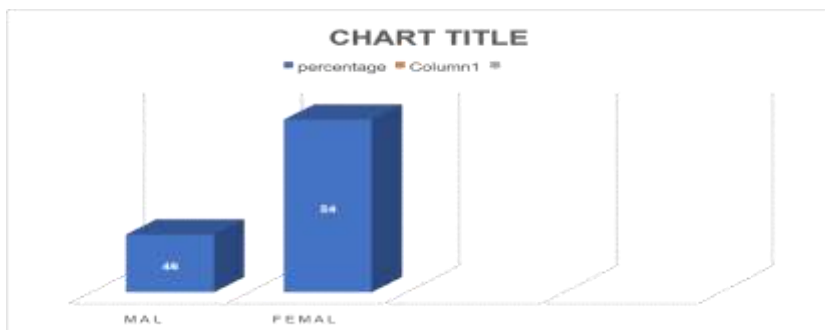


Table 2: Qualification of the Respondents in Online Marketing

Qualification level	No of the respondents	Percentage
12th	25	25%
Under graduate	50	50%
Post graduate	25	25%
Total	100	100%

This table express the educational qualification of above table that 25% of the respondents are higher secondary,50% of the respondents of the under graduate,25% of the respondents are post graduate

Major Findings

- ❖ They have findings age level out of 100% respondents' level 25% of below15,15% of 15-25 level, 45% of 25-35 level, 15% of above 50 levels.
- ❖ They have findings gender level out of 100% respondents' level 46% of male, 54% of female level.
- ❖ They have findings educations qualifications out of 100% respondents level 25% of school level,50% of graduate,25% of professional and post graduate.
- ❖ They have findings family income level out of 100% respondents level

45% of below 10000,35% of 10000-20000 level,10% of 20000-25000 level,10% above 25000.

- ❖ They have findings marital status level out of 100% respondents 23% of married levels, 77% of unmarried levels.
- ❖ They have findings occupations level out of 100% respondents 55% of students level,35% of flip kart level,5% of snap deal level,5% of myntra.
- ❖ They have findings websites level out of 100% respondents 55% of amazon,35% of flip kart,5% of snap deal 5% of myntra.
- ❖ They have findings customer expectations out of 100% respondents 45% of quality,10% of money, 25% of brand, 20% of door delivery.

Suggestions

- ❖ Online marketing brings an entire world of merchandise as we sit comfortable at home.
- ❖ There is no stress of parking or standing in line.
- ❖ We are able to shop for the exact same item at many different sites and get the best price, along with a wealth of information about the product such as user reviews and suggestions about similar products which we might even like better.
- ❖ They had enormous faith and because of their faith, they get a positive feeling that any task however hard it may look can be accomplished just with a click and the product is being delivered.
- ❖ The customer marketing Do not forget to comparison market when we are looking for things online.
- ❖ People usually so this when marketing in physical stores, but they don't think about it on the internet.

Conclusion

The findings indicate that successful digital marketing depends not only on the use of digital platforms but also on how effectively businesses understand customer needs and deliver personalized and engaging experiences. Among the various factors, customer engagement, content quality, and social media presence were found to have a strong influence on brand awareness, customer satisfaction, and purchase decisions. In addition, the use of analytics and performance measurement tools enables organizations to evaluate campaign effectiveness and make data-driven decisions.

The study also emphasizes the importance of continuous innovation and adaptation in digital marketing practices due to rapid technological advancements and changing consumer behavior. Businesses that effectively integrate digital marketing strategies with customer-centric approaches are more likely to achieve higher market reach, customer retention, and profitability.

Overall, this research provides valuable insights into the major determinants of digital marketing success and offers practical recommendations for businesses to improve their online marketing performance.

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