

A STUDY ON HOW DIGITAL BOOM HAS CHANGED THE BUSINESS PERSPECTIVE ABOUT MARKETING

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ABSTRACT

The business marketing landscape has undergone a fundamental transformation due to the swift progress of digital technologies. This study investigates the significant influence of the digital revolution on organizations marketing tactics and viewpoints. Through a comprehensive review of literature and empirical research, key trends and shifts in marketing practices are identified. The study starts by looking at how digital platforms have made marketing channels more accessible to a wider range of companies, making it easier than ever for them to reach consumers throughout the world. Furthermore, the emergence of digital advertising and social media has transformed customer involvement, allowing for more individualized marketing strategies that connect with customers on a deeper level.

Keywords: Digital marketing, social media platforms, communication channels, marketing strategies.

INTRODUCTION

The way that businesses view marketing has changed significantly in the digital age. The development of technology and the increasing usage of the internet have completely changed how companies handle their advertising efforts. Digital marketing has replaced traditional techniques as the primary method of communicating and engaging with customers. This transformation has given businesses more alternatives to interact more directly and effectively with their target audience. Search engine optimization, influence marketing, social media advertising, and specific targeting are just a few of the many strategies and channels that are included in the category of digital marketing. With the help of these tools, organizations can now develop specific advertising plans that connect with the target audience and raise brand awareness and consumer engagement.

In addition to changing how companies advertise their goods and services, the rise of technology has also had a major effect on how they understand and assess customer behavior. Businesses may learn a great deal about the tastes, population trends, and purchase habits of their customers because to the amount of information that is easily accessible. With the use of this data, they can develop marketing efforts that are more likely to connect with the audience they want and lead to sales. The digital revolution has completely changed how businesses view marketing. Businesses now have access to new platforms, information, and technologies that allow them to engage with their audience in more meaningful and unique ways. Businesses may succeed in the competitive market of today by adopting digital marketing techniques and adjusting to the always changing digital world.

STATEMENT OF THE PROBLEM

In today's digital era, businesses are facing new challenges when it comes to marketing. The rapid advancement of technology and the usage of digital platform has completely changed the buying behavior of the customer. So, businesses need to understand this impact on customers and have to change the marketing strategies from traditional to digital method. This study aims to investigate and analyze the specific changes and challenges that businesses face in adapting the marketing to the digital environment.

OBJECTIVES

- ❖ To know which online platform is most suitable for digital marketing.
- ❖ To analyze the impact of digital marketing on consumer behavior.
- ❖ To identify how marketing strategies have been transformed by social media.
- ❖ To understand the specific challenges that business face in digital marketing.

RESEARCH METHODOLOGY

A research methodology involves specific techniques that are adopted in research process to collect, assemble and evaluate data.

RESEARCH DESIGN

A research design is the conceptual structure within which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data.

AREA OF THE STUDY

The study has been conducted among the people residing in and around Coimbatore city.

SAMPLING DESIGN

Sampling design is a definite plan to determine before any data are actually collected for obtaining a sample from a population.

TOOLS FOR ANALYSIS

1. Simple percentage analysis
2. Ranking analysis
3. Regression
4. Correlation

LIMITATIONS OF THE STUDY

1. The study is based on the consumers attitude towards digital marketing.
2. The results of the analysis made in this study is based on the answers given by the respondents within Coimbatore city.

REVIEW OF LITEARATURE

Choudhury, M. M., Harrigan, P., & Hossain, M. (2023) "Digital marketing capabilities and firm performance: A review, conceptualization, and operationalization." This research article reviews digital marketing capabilities and their impact on firm performance. It provides insights into the challenges businesses face in developing and maintaining digital marketing capabilities to stay competitive in a rapidly evolving digital landscape.

Taiminen, H. M., & Karjaluoto, H. (2022) "The usage of social media marketing in B2B companies. "This research article investigates the usage of social media marketing in business to business (B2B) companies. It provides insights into the

suitability of different social media platforms for B2B marketing based on their effectiveness in reaching and engaging with key stakeholders.

Kim, A. J., & Ko, E. (2021) "Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. "This study examines the impacts of social media marketing by luxury fashion brands on customer relationships and purchase intentions. It provides insights into how digital marketing efforts can enhance brand perceptions and drive consumer engagement.

Pham, T. N. M., Hoang, T. T. T., & Le, T. B. A. (2021) "The impacts of digital marketing communications on customer loyalty: An integrative model and research propositions." This research article proposes an integrative model to analyze the impacts of digital marketing communications on customer loyalty. It offers insights into how digital marketing initiatives can influence consumer attitudes and behaviors over time.

Mangold, W. G., & Faulds, D. J. (2020) "Social media: The new hybrid element of the promotion mix." This article discusses the integration of social media into the promotion mix and its impact on consumer behavior. It provides insights into how businesses can leverage social media marketing to engage with consumers and drive sales.

Ghezzi, A., Cavallo, A., & Balocco, R. (2019) "Digital transformation: Definition, evolution, and research opportunities .This research article provides insights into the definition, evolution, and research opportunities related to digital transformation in businesses. It discusses the changing landscape of communication strategies in the digital era and the implications for business practices.

De Vries, L., Gensler, S., & Leeftang, P. S. (2019) "Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing."This study examines the popularity of brand posts on social media brand fan pages and their impact on consumer behavior. It provides insights into how social media marketing activities can affect consumer engagement and brand perceptions.

Teerling, M. L., & Hillestad, T. (2018) "Digital Marketing Challenges in SMEs: A Multiple Case Study." This study investigates the digital marketing challenges faced by small and medium-sized enterprises (SMEs) through a multiple case study approach. It provides insights into the unique challenges that SMEs encounter in adopting and implementing digital marketing strategies.

Ulusu, Y. E., & Kaya, I. (2018) "Digital transformation journey in business.This systematic literature review explores the digital transformation journey in businesses, focusing on changes in communication strategies as part of broader organizational digitalization efforts. It provides insights into the challenges and opportunities businesses face in adopting digital communication channels.

Kaplan, A. M., & Haenlein, M. (2018). "An overview of digital transformation in business." This article provides a comprehensive overview of digital transformation in businesses, covering various aspects such as the adoption of digital technologies, changes in communication strategies, and the impact on organizational structures.

ANALYSIS AND INTERPRETATION

TABLE 1.1 AGE GROUP

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	15-20 years	57	38%
2	20-25 years	64	42.7%
3	25-30 years	18	12%
4	Above 30 years	11	7.3%
	TOTAL	150	100%

INTERPRETATION

The above table shows that, out 38% of the respondents are 15-20 years of age group, 42.7% of the respondents are in the group of 20-25 years, 12% of the respondents are in group of 25-30 years of age group, and 7.3% of the respondents are in the age group of above 30 years.

TABLE 1.2 MOST INFLUENCING ON DIGITAL ADS

S.NO	MOST INFLUENCING ON DIGITAL ADS	NO OF RESPONDENT S	PERCENTAGE
1	Compelling visuals	21	14%
2	Catchy headlines	48	32%
3	Relevant offer	58	38.7%
4	Social proof	23	15.3%
	TOTAL	150	100%

INTERPRETATION

The above table shows that, 14% of the respondents are saying compelling visuals, 32% of the respondents are saying catchy headlines, 38.7% of the respondents are saying relevant offer and 15.3% of the respondents are saying social proof as a preference in online advertisements.

Table 1.3 EFFECTIVENESS OF DIGITAL MARKETING

CATEGORY	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Audience targeting	85 425	17 68	13 39	11 22	24 24	150 578	I
Interactivity and engagement	14 70	88 352	17 51	26 52	5 5	150 530	II
Mobile optimization	11 55	15 60	105 315	11 22	8 8	150 460	III
Content marketing	7 35	26 104	11 33	93 186	13 13	150 371	IV
Reach and accessibility	33 165	4 16	4 12	9 18	100 100	150 311	V

INTERPRETATION

From the above table effectiveness of digital marketing, it is found that audience targeting is given (rank I) by the respondents, interactivity and engagement is given (rank II) by the respondents, mobile optimization is given (rank III) by the respondents, content marketing is given (rank IV) and reach and accessibility is given (rank V) by the respondents.

**TABLE 1.4 RELATIONSHIP BETWEEN OBSERVATION OF
DIGITAL ADS AND CONTENT IN DIGITAL ADS**

H₀: There is no significant relationship observation of digital ads and content in digital ads.

H₁: There is significant relationship between observation of digital ads and content in digital ads.

	Observation of digital ads	Content in digital ads
Observation of digital ads	1	0.06
Content in digital ads	0.06	1

INTERPRETATION

In the above table, the sin value (0.06) which is greater than the significant value (0.05), so we conclude that there is significant relationship between observation of digital ads and content in digital ads.
Thus, H₁ is accepted, H₀ is rejected.

**TABLE 1.5 SOCIAL MEDIA AS A MARKETING PLATFORM
AND TIME SPEND ON SOCIAL MEDIA**

Table 1.5.1 MODEL SUMMARY

Model	R	R square	Adjusted R square	Std error of the estimate
1	155 ^a	.024	.017	.898

a) Predictors: (constant), social media as a marketing platform

Table 1.5.2 ANOVA^a

Model	Sum of squares	df	Mean square	F	Sig.
Regression	2.944	1	2.944	3.654	.058 ^b
Residual	119.250	148	.806		
Total	122.193	149			

a) Dependent variable: Time spent on social media platforms daily.

b) Predictors: (constant), Social media as a marketing platform.

Table 1.5.3 COEFFICIENTS^a

Model	Unstandardized B	Coefficients Std.Error	Standardized coefficients Beta	t	Sig.
(constant)	2.290	.175		13.117	<.001
marketing platform	.129	.068	.155	1.911	.058

a) Dependent variable: Time spend on social media platforms daily.

INTERPRETATION

Table 1.5.1 shows that R square value is .024, which means that independent variable i.e., social media marketing platform causes 2.4% changes in dependent variable i.e., time spend on social media.

Table 1.5.2 Anova results that p - value is .058 which is greater than 0.05. It shows that there is no significant impact between social media and time spent on social media.

Table 1.5.3 shows the coefficients results. As indicated that the beta value is .155 which means that the change in independent variable i.e, time spend on social media will bring about changes in the dependent variable i.e, marketing platform .155 units. Furthermore, the beta value is positive, which indicates positive impact between two variables. When independent variable increase by one unit the dependent variable increase by .155 units.

FINDINGS OF THE STUDY

Simple percentage

- The majority of the respondents are in the age group of 20 years - 25 years.
- The majority of the respondents are saying relevant offers influencing them on digital advertisements.

Rank

- Audience targeting is given(rank I) by the respondents
- Interactivity and engagement is given (rank II) by the respondents
- Mobile optimization is given (rank III) by the respondents
- Content marketing is given (rank IV) by the respondents
- Reach and accessibility is given (rank V) by the respondents.

Correlation

- There is significant relationship between observation of digital ads and content in digital ads

Regression

- There is no significant impact between social media marketing platform and time spend on social media.

SUGGESSTION

1. Digital marketing allows businesses to adapt quickly to changing market trends and consumer preferences, giving them a competitive edge in today's fast-paced business landscape.
2. With digital campaigns, companies can reach a global audience without the constraints of geographical boundaries, opening up new avenues for growth and expansion.

CONCLUSION

The study highlights the profound impact of the digital boom on reshaping businesses' perspectives on marketing. It has become evident that digital platforms have revolutionized traditional marketing strategies, offering unparalleled opportunities for targeted engagement and personalized campaigns. Moreover, the digital era has prompted a shift towards data-driven decision-making, where businesses harness insights to refine their marketing efforts and enhance customer experiences. As the digital landscape continues to evolve, businesses must remain

agile and adaptive, leveraging emerging technologies and innovative approaches to stay ahead in an increasingly competitive market environment. Ultimately, embracing the transformative potential of the digital boom is imperative for businesses seeking sustainable growth and relevance in today's dynamic marketing landscape.

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