

# A Study on Digital Marketing Strategies and Impact of Information Technologies-Overview

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## ABSTRACT

Ever increasing development in technology, the use of Digital Marketing, Social Media Marketing and search Engine Marketing is also increasing. Digital Marketing is used by the marketers to promote the goods and services to the marketplace. Digital Marketing place an important role in increasing the sales of goods and services. The purpose of this research is to study the impact of Digital Marketing, how it's an important tool for consumer buying behavior. This study was done on base of an organized survey for primary data the sample scope is 100 respondents.

Keyword:

Digital Marketing promotion, Buying Behavior, Marketing Communication, Search Marketing, Social Marketing.

## INTRODUCTION

Digital Marketing is generally a wide term which consists of Internet Marketing Social Marketing and Search Engine Marketing People are becoming highly social and also the use of Internet, Social Media and Applications are increasing and becoming a necessary part of daily activities of every person. Digital Marketing helps a marketer to reach their products for customers via various channels like E- Mail Marketing, Social Media , Websites, E-Commerce, etc. A Marketer, before launching any products or service, can conduct a survey online and take responses from potential customers, so that a Marketer can launch according to the needs of customers, after analyzing the responses given by them. In this highly competitive market and technological advancements marketing practices have changed from traditional practices to digital marketing. Digital marketing is a tool can be used for expanding the business globally. With the help of digital marketing a buyer can also compare a product with another product and it also allows 24 hours of services to purchase, even it allows customers to return a delivered product if they are not satisfied with it.

## LITERATURE REVIEW

Kaini (1998) Innovation of novel technology i.e., vide internet, assists in opening the gateway for dealers and do online marketing to attain their business goalmouths. Song (2001) more choices are available for customers. So it is

problematic to an initiative to build a brand image. Online advertising is a powerful marketing tool used for creating a brand image and helps the corporate to increase the sale up to many extents.

Mort, (2002) Due to Progression in technologies and market subtleties, the digital market is rapidly growing. Toe (2005) the review was conducted by companies in Singapore and conclusions revealed that digital marketing is effective marketing tool for gaining results.

Kuku and Krishnamurthy (2007) the study exposed that the internet and virtual groups help the consumers, societies, and Marketers to access and share information with others. It too aids in improving communication skills also. Basheer et al .(March 2010) The Education is on the effect of mobile publicity on client acquisition decisions. Conclusions revealed that there is an optimistic rapport between apparent utility of Advertisement and customer purchase choice. Kee (2008); Godes & Silva (2012) the training discovered that 90% of customers read online analyses of another customer before building a purchase choice. Consumers read at least four reviews before making their final decision of purchase. Reviews play important role in a purchase decision.

Fisch (2010) in the world; there are approximately 1 billion monthly active users of Facebook. After two years of facebook introduction, there were 50 million users. Average 31 billion enquiries on Google 1000 internet policies used in 1984 and 1,00,00,00,000 internet plans used in 2008.

## OBJECTIVES OF THE STUDY

\* To study the influence of Digital Marketing on consumer buying behavior.

\*To study the awareness of Digital Marketing among consumers.

## HYPOTHESIS OF THE STUDY

H01 : There is no vital association between monthly income and product preference to buy over Digital Channel.

H02 : There is no important relationship between Customer Satisfaction and Product buy through Digital Marketing.

## RESEARCH METHODOLOGY

To Study the influence of Digital Marketing on numerous bounds, A Organized survey for gathering primary data. Primary data was placid from 100 respondents. Respondents are selected from Kerala in Trivandrum District. Primary data in structured format was collected via direct questioning to respondents, Which is direct through the survey method. Sample Size for this study is 100 who are purchasing products or services through a digital Channels. The data analyzed the hypothesis is tested with statistical like the chi-square test.

## RESULTS AND INTERPRETATION

After collecting data from respondents with the help of a structured questionnaire, the following are the results interpreted.

### 1.Responses from Online Buyers

Several questions were asked to the respondents on their Age, Monthly income, occupation, etc. for understanding their profile and responses. The table under is taken on the basis of the comebacks.

	Category	No.Of Respondents	Percentage of Respondents
Gender	Male	73	73%
	Female	27	27%
	Total	100	100%

Age	Below 18 Years	15	15%
	31-45Years	28	28%
	Above45 Years	22	22%
	Total	100	100%
Profession	Employee	42	42%
	Business	25	25%
	Students	6	6%
	Housewife	19	19%
	Anyother	8	8%
	Total	100	100%
Monthly Income	Below 1,00,000	38	38%
	1,00,000 - 25,000	24	24%
	25,000-50,000	10	10%
	Above -50,000	28	28%
Frequency of Online Purchase	Once Annually	13	13%
	2-5Purchase Annually	47	47%
	6-10Purchase Annually	25	25%
	Above 10 Annually	15	15%
	Total	100	100%
Reasons for Online Shopping	Easy Buying Options	35	35%
	Wide Variety of Products	22	22%
	Various Methods of Products	17	17%
	Lower Prices	21	21%
	Others	5	5%
	Total	100	100%
Influence of Digital Channels to buy more	Social Media	57	57%
	Websites	18	18%
	Emails	5	5%
	Advertising	16	16%
	Others	4	4%
	Total	100	100%

## 2. Chi Square Test : Relationship between monthly income and products preference to buy through Digital Channel.

To study the Relationship between monthly income and product preference to buy through Digital Channel, the clubbed table is as follow Table 2 : Relationship between monthly income and preference to buy through digital channel.

	Convenience Goods	Shopping Goods	Specialty Goods	Total
Below - 10,000	7	29	2	38
10,000-25,000	4	18	2	24
25,000-50,000	3	3	4	10
Above- 50,000	1	22	5	28
Total	15	72	13	100

The data can be interpreted from the above table 2. Hypothesis testing is done to be more précised. H01 : There is no important association between monthly income and product preference to buy over digital channels. According to the scheming, the intended chi- square is 15.2929. The p-value is .018097. The result is noteworthy at p.05, level of implication. Henceforth the null theory is excluded and there is a substantial relationship between monthly income and product preference to buy over digital channels.

## 3. Chi Square Test : Relationship between Customer satisfaction and Product buy through Digital Marketing.

To study the relationship between Customer satisfaction and product buy through Digital Marketing, the clubbed table is as following.

### Relationship between Client Gratification and product buy over Digital Marketing.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Social Media	10	11	0	0	0	21
Websites	20	31	0	0	0	51
E-mails	3	3	2	0	0	8
Advertising	4	8	22	1	0	15
others	1	2	1	0	1	5
Total	38	55	5	1	1	100

## FINDINGS

\*Digital marketing have a greater future in the present market.

\*Consumers are satisfied through purchasing digital marketing.

\*People find it safe mode of online purchase.

## CONCLUSIONS

With the Research Conducted, it has been found that there is relationship between monthly income and the products purchased by them. Scheduled Income of people shows a significant part to buy diverse products from side to side Digital Channel. Itn has also been found that there is a significant difference between the satisfactions levels of customer with purchasing products online. Most of the Customers are satisfied with the products purchased through Digital Channel. A Company can do lot more through Digital Marketing if they understands and delivers what consumer needs.



## REFERENCES

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