

A STUDY ON IMPACT OF DIGITAL MARKETING AMONG THE COLLEGE STUDENTS IN KANYAKUMARI DISTRICT

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Abstract

Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with customers and allows the customers to intermingle with the product by virtue of digital media. Customers are the ones that are driving digitalization in every sphere of business. This paper intends to how the College Students know the purchasing of products via Digital marketing and what impact having in digital marketing. For this, the study researcher collected randomly 80 students to get the clear picture about the present study. Therefore, there is a potential growth for digital marketing in the upcoming years. Moreover, convenience and quality of goods are the influencing factors while purchasing via online mode. The major of the study is that majority of the College Students are satisfied with the Digital marketing

Key words: Digital Marketing, Promotion, Marketing Communication.

Introduction

Digital marketing is the marketing of products or services using digital technologies ie. Social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing (polls, game adds, mobile marketing). Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location. Digital marketing has been recently referred as one of the best means to cut through the mess and interact directly with the consumer. I toffees services according to the customer needs and requirements. By these each and every day, new technologies are providing various customer touch points. High level of satisfaction is demanded by the customer as customer expectation is very high and competition is also high with little differentiation in type of services offered. In this highly competitive market and technological advancements marketing practices have been changed from traditional practices to digital marketing. Digital marketing is a tool which 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.

Need of the study

Digital marketing is one of the latest and emerging tools in the marketing world. It includes the creative use of internet technology including the use of various multimedia, graphics, text, etc with different languages to create catchy advertisements, forms, e-shop were products can be viewed, promoted and sold. Digital marketing does not simply entail building or promoting a website, nor does it mean placing a banner ad on another website. It includes

advertisement (flash, text, graphics, audio or video), product display, product navigation, 3-D products view, basket selection, checkout and payment. Digital marketing is more convenient than traditional marketing for both the customer and the seller. It offers large variety for the particular product with lower prices and in less time. Digital marketing is still new and college student customers are less familiar and often more skeptical towards it. Therefore, this study aims to examine the Impact of Digital Marketing among the College Students in Kanyakumari District.

Review of Literature

Ms. A.Lavanya & Mrs.M.Radhikamani (2018), “A Study on Digital Marketing and Its Impacts”, this study investigated that the Individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital.

Andriani Kusumawati (2017), “Impact of Digital Marketing on Student Decision-Making Process of Higher Education Institution: A Case of Indonesia”, This case study provided a better understanding of digital marketing impact on student decision making process in Higher Education Institutions (HEIs) in Indonesian Public University. The results emphasis that university marketing management employs digital media since its now becomes a trend in all businesses around the globe including HEIs. Moreover, in this year, digital marketing has vast progressed from previous year and educational institutions also take part of this technology advance which is always connected with their student via internet. Digital marketing is very essential and becomes a mandatory for all HEIs including public university as it follows the habit of current generation which continuously changes along with the rapid development of technology. Such digital marketing provides a low cost communication, a good return on investment, and has an ability to reach a wider community as well as ability to display whole service range due to the digital capabilities. Either public university or students also mention that they are easier to distribute and obtain information through digital marketing media compared with traditional marketing. Various interactions and responses could be obtained through social media since it has a multitasking function such as two ways communication, as well as being more effective and efficient with provided facilities such as comment columns, they also provide video and photo with little caption thus, they are easier to be understood by their audience.

Digital Marketing

Digital marketing is the marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising, and any other digital mediums. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

Digital Marketing such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games are becoming more and more

common in our advancing technology. In fact, this extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.

Objectives of the study

- ❖ To understand the reasons for increasing popularity of digital marketing amongst colleges students.
- ❖ To know the awareness about the various tools of digital marketing
- ❖ To analyze the effectiveness and problems of digital marketing.

Research Design

The present study is of Descriptive in nature. Sample size selected for the study was 80 College Students in Kanyakumari District of Tamil Nadu State. Convenience sampling technique was adopted in the selection of the respondents.

Limitations of the Study

- ❖ The study is limited to Kanyakumari District colleges students only
- ❖ The research work is based on the primary data which are collected from the selected respondents. Therefore, the findings are not to be generalized.

RESULTS AND DISCUSSIONS

Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Age	Upto 20	18	22.50
	20-22	26	32.50
	22 & Above	36	45.00
	Total	80	100.00
Gender	Male	46	57.50
	Female	34	42.50
	Total	80	100.00
Educational Qualification	Under - Graduation	19	23.75
	Post-Graduation	28	35.00
	M.Phil	22	27.50
	Others	11	13.75
	Total	80	100.00

Sources: Primary Data

Table No.1 shows demographics wise distribution of the respondents. The age of the sample is 36 students in the age of 22 & above, 26 students in the age of 20 to 22 and rest 18 in Up to 20. Out of 80 respondents – 46 students are male and 36 are female. The education profile is 28 are Post-Graduation, 22 are M.Phil and 19 are Under-Graduation.

Table 2: Information from various sources

Sources of Information	No of Respondents	Percentage
Traditional	22	27.50
Digital	58	72.50
Total	80	100

Sources: Primary Data

As seen in table no.2, Out of 80 respondents-22 respondents seeks information from traditional sources like newspaper, TV, Pamphlets, Neighbors, etc before making a buying

decision and rest 58 respondents rely on digital source like online and mobile advertisement of information before making a buying decision

Table 3: Awareness about the various tools of digital marketing

Factors	Number of Respondents				Total
	Yes	Percentage	No	Percentage	
E-Mail Marketing	28	35.00	52	65.00	80
Social Media	76	95.00	04	5.00	80
Search Engine Optimization	29	36.25	51	63.75	80
Display Ad	54	67.50	26	32.50	80
Pop-Up	36	45.00	44	55.00	80
Web Banner Advertising	61	76.25	19	23.75	80
Affiliate marketing	27	33.75	53	66.25	80

Sources: Primary Data

As seen in the table above, it was been asked from the students that whether or not they know about the various tools of digital marketing and it was discovered that maximum students know about social marketing followed by Web Banner Advertising and Display Ad and so on.

Table 4: Reasons for effectiveness of various tools of digital marketing

Factors	NUMBER OF RESPONDENTS										Total
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		
	R	%	R	%	R	%	R	%	R	%	
Easy	58	72.50	15	18.75	05	6.25	02	2.50	00	0.00	80
Low Cost	33	41.25	29	36.25	10	12.50	06	7.50	02	2.50	80
Time Saving	66	82.50	12	15.00	02	2.50	00	0.00	00	0.00	80
Interactive	31	38.75	22	27.50	14	17.50	09	11.25	04	5.00	80
Up gradation	36	45.00	18	22.50	17	21.25	06	7.50	03	3.75	80
Exclusive Content	37	46.25	28	35.00	07	8.75	06	7.50	02	2.50	80
Fun & Entt	35	43.75	24	30.00	16	20.00	04	5.00	01	1.25	80

Sources: Primary Data

As seen in the table above, it was been asked from the students that Reasons for effectiveness of various tools of digital marketing and it was found that students considered digital marketing is the easiest mode of gathering information followed by time saving and Easy and so on.

Table 5: Problems of various tools of digital marketing

Problems	No of Respondents	Percentage
Suspectable	21	26.25
Fraud	18	22.50
Interrupting	15	18.75
Privacy issue	14	17.50
Lack of demonstration	12	15.00
Total	80	100.00

Sources: Primary Data

As seen in the table above, it was been asked from the students that problems of digital marketing and it was found that students considered fraud as one of the biggest problems followed by susceptible and so on.

Suggestions of the Study

- ❖ Media should organize free seminars and conferences to College Students regarding uses of digital marketing and also explain them about security and privacy.
- ❖ The academic institutions can introduce e-marketing paper to all the under graduate students to teach how to purchase the e-products and services via online.
- ❖ The e-marketing companies can create user friendly sites which could be accessible to all common people and make their website features more user friendly

Conclusion

It can be concluded that the College students of the sample selected found digital marketing as the effective mechanism of marketing due to various benefits provided by digital marketing. Most of the College students are satisfied with the products purchased through Digital Channel. A company can do lot more through Digital Marketing if they understand and delivers what consumer needs. Digital marketing is growing with a rapid pace not only in College students but throughout the world as well.

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