

The Impacts of Digital Marketing & Business Challenges

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ABSTRACT

<https://doi.org/10.34047/MMR.2020.10206>

In this digital age, marketers face a variety of obstacles in addition to numerous opportunities. The use of electronic media by marketers to market their goods or services is known as digital marketing. Attracting customers and enabling them to engage with the company through digital media is the primary goal of digital marketing. This essay concentrates on the Digital marketing is important for both marketers and consumers. We looked at how sales of both small and large companies were affected by digital marketing. Also, the distinctions between conventional marketing and digital marketing are discussed based on our research. This study has discussed numerous forms of digital marketing, as well as its efficiency and effects on a company's sales. One hundred fifty small businesses and fifty business owners make up the investigated sample, which was chosen at random to demonstrate the effectiveness of digital marketing. The collected data has been examined using a variety of statistical methods and tools.

Keywords: Digital Marketing, Promotion, Sales, Impact, Customer Reach.

1. Introduction

Today One sort of marketing that is used frequently to advertise goods or services and quickly reach consumers online is digital marketing. Online marketing is just one aspect of digital marketing, which also includes offline channels. Mobile devices (including SMS and MMS), social media marketing, display advertising, search engine marketing, and numerous other digital media platforms are all included. Consumers can obtain information through digital media at any time and from any location. Consumers may now follow what the media, friends, associations, peers, etc. are saying about brands in addition to what businesses say about them thanks to the existence of digital media. The phrase "digital marketing" refers to a broad range of advertising strategies used to connect with consumers online. The term "digital marketing" refers to a broad range of service, product, and brand marketing strategies that primarily make use of the Internet as a primary promotional medium in addition to mobile devices, traditional TV, and radio. Consumers can share their digital images with pals online thanks to Nikon Photo Gateway. Email newsletters are used by the Titans brand Raga to stay in touch with its customers and so aims to increase brand loyalty among customers. The re-subscription rate for magazines like Example Film fare can be increased by using emails and SMS to engage and direct clients to the Internet. Marketing

professionals are bringing companies closer to consumers' daily lives. The importance of customers' evolving role as value co-producers is rising (Pralhad and Ramaswamy, 2004). According to Khan and Mahapatra (2009), technology is essential to raising the calibre of services offered by the business units. Electronic marketing (EM), according to Hoge (1993), is the transfer of products or services from a vendor to a buyer using one or more electronic techniques or media.

Telegraphs were first used in e-marketing in the nineteenth century. Electronic media have taken over as the primary marketing force with the development and widespread use of the telephone, radio, television, and later cable television. McDonald's uses the internet to strengthen relationships and brand messages. In addition, the study may also explore the challenges and limitations of digital marketing and provide insights into how businesses can overcome these challenges to achieve success in their digital marketing efforts. Ultimately, the objective of studying the impact of digital marketing on business is to provide businesses with the knowledge and tools they need to succeed in today's digital marketplace. To keep customers near to themselves at all times, they have created online communities for kids, such as the Happy Meal website (Rowley 2004). According to research by Reinartz and Kumar from

2003, a company's mailing efforts are positively correlated with its long-term profitability. The main benefits of social media marketing are cost savings and increased reach. On general, the cost of a social media platform is less than the cost of other marketing platforms like in-person sales or sales aided by middlemen or distributors. Moreover, social media marketing enables businesses to connect with clients that would otherwise be inaccessible due to the spatial and temporal constraints of current distribution methods. In general, social media's key benefit is that it may help businesses expand their reach and cut costs (Watson et al. 2002; Sheth & Sharma 2005).

Social media marketing, according to Chaffey (2011), entails "encouraging customer communications on either on the business's website or through its social media presence. The use of social media by businesses to communicate with their target audience while avoiding the costs associated with traditional marketing's publishers and distributors is one of the key components of digital marketing. To put it simply, "marketing online, whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV, or mobiles" is what is meant by the terms digital marketing, electronic marketing, e-marketing, and Internet marketing (Chaffey & Smith, 2008). Customer information satisfaction (CIS) for digital marketing, according to Giese and Gote (2000), can be thought of as the sum of affective reactions of varying intensity that occur after consumption and are sparked by key elements of sales activities, information systems (websites), digital products/services, customer support, after-sales service, and corporate culture. Waghmare (2012) said that many Asian nations are utilising e-commerce through opening up, which is crucial for fostering competition and the spread of Internet technology. Zia and Manish (2012) discovered that e-commerce is currently what drives consumers in metropolitan India. These customers shop for consumer items, literature, and vacation online. Although spending online is still relatively low, 60% of metropolitan Indian consumers already shop

online at least once every month. E-marketing is the "application of digital technologies - online channels (web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving customer acquisition and retention (within a multi-channel buying process and customer lifecycle) by improving customer knowledge (of their profiles, behaviour, value and loyalty drivers) and further delivering integrated communications and online services," according to Dave Chaffey (2002). The relationship marketing notion is reflected in Chaffey's definition, which emphasises that the business model, not technology, should be the driving force behind e-marketing. All forms of social media offer the chance to introduce a business or its products to active communities and people who might be interested (Roberts & Kraynak, 2008). According to Gurau (2008), social media marketers have both opportunities and obstacles in the online marketing landscape Top of Form.

2. Objective of Study:

This essay's major goal is to determine how digital marketing has affected consumers overall in the highly competitive digital market of today. These supporting goals are listed in order:

- To display the many components of digital marketing;
- Should concentrate on the fundamental comparison of traditional marketing and digital marketing;
- To talk about how different types of digital marketing affect the company's sales and other activities;
- To educate customers about the different benefits of digital marketing

3. Theoretical and conceptual framework

a. Traditional Marketing vs Digital Marketing

The most prevalent and well-known type of marketing is traditional marketing. Traditional marketing is a non-digital strategy used to advertise a company's goods or services. On the other side, digital marketing is the promotion of goods or services through the use of online platforms to reach consumers. Below are some comparisons:

TRADITIONAL	DIGITAL
<p>Includes:</p> <ul style="list-style-type: none"> • Print Media (newspaper and magazine ads, newsletter, 	<p>Includes marketing effort anchored electronic device such as:</p> <ul style="list-style-type: none"> • Websites

<p>brochures and other printed material)</p> <ul style="list-style-type: none"> • Broadcast media (such as TV and radio ads) • Direct mail (Including fliers, post cards, catalogues) • Telemarketing 	<ul style="list-style-type: none"> • Social networking sites • Content marketing • Banner ads • Google ads • Video marketing
<ul style="list-style-type: none"> • Proven techniques with high success rate • Long-standing initiatives that the public already understands • Metrics for measuring success 	<ul style="list-style-type: none"> • Cost-efficient methods of marketing • Unprecedented audience reaches • Allow direct response from intended audience.



Traditional Marketing	Digital Marketing
Traditional Marketing is very expensive compare to digital.	Digital Marketing is cost effective than traditional
You have no choice to target relevant set of customers, it is a mass communication	Easy to find the target customers with analytics and other source of tools
You will end up pumping the budget to mass crowd, no choice to select the customers	Based on the relevant customers the budget can be planned and optimally utilized
Promoting products or service through TV, Radio, Print media, PR activity, door to door marketing, telemarketing	Promoting a product over the internet with Social Media, Smart phones, Google ads
You can't track the results	You can track the results and improve the campaigns based on results

Promotional activities on the Internet, social media, mobile devices, and other channels could all be employed as part of a business's digital marketing plan. Electronic billboards, digital radio and television stations, etc. Digital marketing is a branch of traditional marketing that places products on contemporary digital channels, such as downloadable music, and communicates with stakeholders, such as customers and investors, about brands, products, and company growth.

a. Several aspects of digital marketing

Digital marketing is created using a variety of factors. Electronic devices are used in every sort of operation. The following list includes the key components of digital marketing:

i. Online advertising

Digital marketing includes online advertising, which is a crucial component. It is also known as online advertising, and it allows businesses to spread the word about their goods and services. The content and advertisements that are most relevant to customer interests are provided by internet-based advertising. Publishers post information about their goods or services on their websites so that users can receive it for free. Online advertisers need to run more effective and pertinent adverts. The corporation effectively manages its budget and has complete control over time through online advertising.

ii. Email Marketing

Email marketing is the practise of communicating with current or potential customers via email about products or services. Direct digital marketing is used to send adverts, create brand recognition, and cultivate brand and customer loyalty. With this aspect of digital marketing, a business may easily promote its goods and services. Compared to advertising or other forms of media exposure, it is relatively inexpensive. By designing an appealing combination of visuals, text, and links on the products and services, a company may capture the customer's full attention.

iii. Social Media

One of the most significant digital marketing channels today is social media marketing. It is a computer-based platform that enables users to generate and communicate concepts, details, and visuals related to the goods or services offered by the business. Internet users continue to spend more time

on social media sites than any other kind, according to Nielsen. Google+, LinkedIn, Facebook, and Twitter are social media marketing networks. Via Facebook, a business can advertise events involving its goods and services, run promotions in accordance with Facebook policies, and look into new opportunities. A corporation can boost brand awareness and visibility through Twitter. It is the most effective instrument for promoting a business's goods and services. Professionals create profiles on LinkedIn and share information with others. A corporation can enhance their LinkedIn profile so that professionals can visit it and learn more about the company's goods and services. In comparison to other social media platforms like Facebook and Twitter, Google+ is a more effective social media network. It is more than just a straightforward social networking platform; it is also a tool for authorship that connects web content to its creator.

iv. Text Messaging

It is a mechanism for mobile and smart phone devices to convey information about the goods and services they offer. A business can transmit information via phone devices in the form of text (SMS), images, videos, or music (MMS). marketing via mobile devices In Europe and several regions of Asia in the early 2000s, SMS (Short Messaging Service) grew in popularity. Order confirmations and shipment notifications can be sent through text message. SMS marketing efforts produce quicker and more significant outcomes. Using this method, businesses can be sure that their marketing messages are seen by their clients whenever they send them and in real-time. A company can design a questionnaire to get important client feedback that will help them improve their goods and services in the future.

v. Affiliate Marketing

Performance-based marketing includes affiliate marketing. In this kind of marketing, a business pays affiliates for each visitor or client they bring in thanks to the marketing campaigns they carry out on its behalf. The merchant (also known as "retailer" or "brand"), the network, the publisher (sometimes known as "the affiliate"), and the client are the four main participants in the industry. A secondary tier of businesses, including affiliate management companies, super-affiliates, and specialised third party vendors, have emerged as a result of the market's increased complexity. Affiliate marketing may be approached in one of two ways: either a company can sign up to become another company's

affiliate or it can provide an affiliate programme to others. If a business wishes to promote an affiliate programme, it must pay affiliates a commission for each lead or sale they bring to the business' website. The major objective of the company is to identify affiliates who can penetrate untapped markets. A company that publishes an e-zine, for instance, would make a suitable affiliate because its readers are thirsty for information. So, offering one's service through a "reliable" organisation can attract prospects that it might not have otherwise attracted.

vi. Search Engine Optimization (SEO)

The technique of improving a website's or a web page's visibility in a search engine's "natural" or unpaid ("organic") search results is known as search engine optimization (SEO). A website will often have more visitors from search engine users the sooner (or better placed on the search results page) and more frequently it appears in the search result list. SEO can target a variety of search types, including image search, local search, video search, academic search, news search, and vertical search engines tailored to a particular industry.

vii. Pay Per Click (PPC)

Using search engine advertising to drive traffic to your website rather than "earning" it, is known as pay-per-click marketing. Pay per click benefits both advertising and searchers. It is the ideal method for business advertisements because it results in lower costs and higher involvement with the goods and services.

b. Benefits of Digital Marketing for consumers

With the quickening pace of technology advancement, digital marketing has altered consumer purchasing patterns. It has provided consumers with a number of benefits, including the following:

1. Keep current on products or services

Using digital marketing technology, customers can keep up with corporate news. Many consumers may now access the internet from anywhere at any time, and businesses are constantly updating information about their goods or services.

2. Increased involvement

Customers can participate in the many operations of the business through digital marketing. Customers can visit the business' website, read details about the goods or services, make purchases online, and leave reviews.

3. Well stated information regarding the goods or services.

Consumers can obtain detailed information about the goods or services through digital marketing. The information obtained from a salesperson in a retail establishment has a small probability of being misinterpreted. Nonetheless, shoppers may rely on the Internet for thorough product information to help them decide what to buy.

4. Easy to compare to others

The biggest benefit for the customer is that they may compare products or services from many providers in an efficient and cost-effective manner because so many businesses are attempting to advertise their goods or services using digital marketing. Consumers can learn more about the goods or services without having to go to numerous retail locations.

5. 24/7 retail

There are no time restrictions for when a buyer wants to buy a goods online because the internet is accessible 24/7.

6. Provide information about the goods or services.

Viewers have the opportunity to share the product or service's content with others thanks to digital marketing. With the use of digital media, it is simple to communicate with others about the features of a product or service.

7. Evidential Pricing

Prices are made very plain and transparent for the clients by the company when they are displayed through digital marketing channels for items or services. Customers always benefit from the company's frequent pricing modifications or special offers on their products or services because they may instantly learn about them by looking at any one kind of digital marketing.

8. Allows for immediate purchase

With traditional marketing, consumers select the appropriate physical store first and then view the advertising before making a purchase. Yet, clients can instantaneously buy the goods or services through digital marketing.

4. Methodology of the Study

Methodology is the result of a methodical and theoretical review of the many approaches to determine whether or not a given approach is appropriate for use in a given field of study. It

frequently includes ideas like stages, theoretical models, paradigms, and quantitative or qualitative approaches. Both primary and secondary data sources were used to conduct this investigation.

Primary sources

A primary source is a place where we can get first-hand knowledge or authentic data on a subject. The structured questionnaire was used in conjunction with an interviewing strategy to gather primary data.

Secondary sources

A secondary source is a place where we obtain information that has already been gathered. We have

gathered secondary data from media and article sources, as well as the firms' public financial statements. We chose 150 businesses at random that use a digital marketing system to offer their products to clients in order to conduct this study. Also, we gathered information from 50 executives from the sample company and other organisations to find out what they thought about the efficacy of digital marketing.

Several statistical methods and approaches have been used to organise, clarify, and evaluate the collected data and information. Results from this investigation are presented both descriptively and analytically.

		Increased Sales	Online Advertising	Online Advertising	Social Media	Text Messaging	Affiliate Marketing	Search Engine Optimization (SEO)	Pay Per Click (PPC)
Increased Sales	Person Correlation r	1	.835	.867	.858	.65	.59	.895	.595
			.075	.063	.075	.315	.351	.088	.354
		150	150	150	150	150	150	150	150

We may infer from the above table that every aspect of digital marketing is favourably associated to an increase in sales. It shows that every aspect of digital marketing is successful. Affects the company's sales. As the values of r for online advertising, email marketing, social media, and search engine optimization (SEO) are, respectively, .869, .873, .840, and .840, they are all strongly positively correlated with an increase in sales. Text messaging, affiliate marketing, and pay per click (PPC) all have r values

of .667, .560, and .560 respectively, which likewise indicate a weakly positive connection with rising sales.

5. Digital Marketing Analysis

Due to the widespread use of digital media, customers can get information whenever and wherever they want. In the past, all the information customers received about certain goods or services was what the corporation wanted them to know.

Model	R square	F
Stay updated with products or services	.712	122.117
Greater engagement	.518	51.276
Clear information about the products or services	.632	81.254
Easy comparison with others	.649	85.141
24/7 Shopping	.739	142.868

Share content of the products or services	.659	91.498
Apparent Pricing	.638	83.962
Enables instant purchase	.667	96.028

We may infer from the above table that practically all of the significant variables greatly contribute to the explanation of the link between the variable and digital marketing. For instance, 71.12% of digital marketing explains how to stay informed about products or services, and the remaining 28.20% is described by other factors. Digital marketing accounts for 51.80% of the difference in engagement, with other factors accounting for the other 48.40%. Digital marketing accounts for 64.90% of the

explanations for the items or services, while the remaining 37.10% are explained by other factors. Also, the strength of the model is indicated by the F value, which is larger than 80 in the table above.

a) Coefficient of Different Variables

This is a discussion of the coefficients of various variables in respect to independent variables:

Model	Unstandardized coefficients		Standardized coefficients	t	Sig
	B	Std. Error	Beta (β)		
Constant	1	.215		4.469	0
Digital Marketing	2.882	.261	.847	11.051	0
Dependent Variable: Stay updated with products or services					
Constant	1	.254		3.937	0
Digital Marketing	2.206	.308	.0719	7.161	0
Dependent Variable: Greater engagement					
Constant	1	.248		4.04	0
Digital Marketing	2.706	.3	.793	9.014	0

Model	Unstandardized coefficients		Standardized coefficients	t	Sig
	B	Std. Error	Beta (β)		
Constant	1	.215		4.469	0
Digital Marketing	2.882	.261	.847	11.051	0
Dependent Variable: Stay updated with products or services					
Constant	1	.254		3.937	0
Digital Marketing	2.206	.308	.0719	7.161	0

Dependent Variable: Greater engagement					
Constant	1	.248		4.04	0
Digital Marketing	2.706	.3	.793	9.014	0
Dependent Variable: Clear Information about the product or services					
Constant	1	.234		4.275	0
Digital Marketing	2.618	.284	.8	9.227	0
Dependent Variable: Easy compare with others					
Constant	1	.215		4.649	0
Digital Marketing	3.118	.261	.865	11.953	0
Dependent Variable: 24/7 Shopping					
Constant	1	.223		3.816	0
Digital Marketing	2.588	.271	.81	9.565	0
Dependent Variable: Share content of the products or services					
Constant	1	.262		3.816	0
Digital Marketing	2.912	.318	.798	9.163	0
Dependent Variable: Apparent Pricing					
Constant	1	.24		4.165	0
Digital Marketing	2.853	.291	.817	9.799	0

Coefficients

Model	Unstandardized coefficients		Standardized coefficients	t	Sig
	B	Std. Error	Beta (β)		
Constant	1	.215		4.469	0
Digital Marketing	2.882	.261	.847	11.051	0
Dependent Variable: Enables instant purchase					

Coefficients

Unstandardized Coefficients (B) show what would happen to the dependent variable if the independent variable was zero (0). Here, the cost to stay informed about items or services if we don't employ digital marketing will be 2.882. Standardized Coefficients (β) show what will happen to the dependent variable if the independent variable is increased by 1%. In this case, if 1% of people use digital marketing, then

84.70% of people will keep informed about items or services.

6. Conclusion

Numerous businesses worldwide have made using digital channels for marketing an integral aspect of their strategies. These days, even small business owners have access to very effective and affordable marketing strategies for their goods and services. One

such strategy is digital marketing, which has no geographical restrictions and can be used to supply goods through e-commerce channels. The corporation can advertise the company and its goods and services using a variety of devices, including smartphones, tablets, computers, televisions, gaming consoles, digital billboards, and media, including social media, SEO (search engine optimization), videos, content, e-mail, and much more. If user demands are prioritised, digital marketing may be more successful. Because it takes time to construct its armour, benefits from digital marketing won't also happen without effort and experimentation (and error). All digital marketing campaigns should have the guiding principles of "test, learn, and develop" at their core. To determine the optimal strategy for improving digital marketing success, businesses should develop creative customer experiences and targeted media tactics.

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