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## **Analyzing The Awareness Level Of Digital Marketing Promotion – A Study With Reference To Webboombaa Pvt Ltd**

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**Abstract:** The phenomenon of digital marketing becomes a promising opportunity for the marketers, especially in husbandry sectors. The marketers used to promote their product through conventional way by selling directly to the prospective buyers. Yet, Webboombaa Digital Marketing Company as the startup company in tries to change its marketing strategy from conventional into modern one by using digital marketing as its promotion media. A modern company takes technology factor as the primary change factor in the changing of landscape marketing. From the elaboration above, this research is aimed at knowing the extent of digital marketing in brand awareness of Webboombaa Digital Marketing Company. Quantitative method questionnaire is used in this study. Technique of data collection used in this research is interview and observation. The result of this research shows that the implementation of digital marketing conducted by Webboombaa Digital Marketing Company is using youtube, facebook, and website. The conclusion obtained from the research is that the use of digital marketing is effective and efficient for the company in reaching the consumers and increase brand awareness of the product proposed by the company.

**Keywords:** Digital Marketing, Social media, E-Marketing, Online Marketing

### **INTRODUCTION**

Digital marketing means promoting the products, services or brands through one or more forms of electronic media. It differs from the traditional marketing in using the channels and techniques to analyse the company's marketing campaigns and helps to know whether it working or not. The different forms of digital marketing used in construction industry are Search Engine Optimization (SEO), social media marketing, mobile marketing, email marketing, video advertisement and flash Advertisement. Search Engine Optimization (SEO) uses different form of tactics, strategies and techniques to obtain a high- ranking position in the search result page. This is to increase more number of visitors to the website. Social media marketing is the process of gaining

attention or traffic with the help of social media sites like twitter and facebook. Mobile marketing means advertising on the tablets, smart phones and

other mobile devices to attract the targeted audience through apps, SMS and MMS. Email marketing is used by marketers to promote their brand, build customer loyalty, acquire customer and communicate their offers to the customers by sending mails. Video advertising includes online display advertisements. The advertisements are made before, during and after playing the videos to promote the products or services to the targeted customer. Flash advertisement is a kind of advertisement opens at the top of the browser window, when the user opens his visited website.

## **REVIEW OF LITERATURE**

**(Alan, 2005)** The internet as provided an inexpensive and efficient way for companies to create an additional electronic sales channel to market their products. Like any marketing channels, the goal is to increase sales method that delivers content that is relevant to electronic commerce termed as e – personalization. The current E-commerce channels can be enhanced through the use of personalization techniques provided that companies with the products, contents and information alive. However, privacy and accuracy of personal information plays an important role in personalized contents which has raised the questions of government intervention in to the realm of e-personalization.

**(Merisavo, June – 2008)** The cost efficiency and diversity of digital channels facilitate marketer’s frequent and interactive communication with their customers. Digital channels like the Internet, email, mobile phones and digital television offer new prospects to cultivate customer relationships. However, there are a few models explaining how digital marketing communication (DMC) works from a relationship marketing perspective, especially for cultivating customer loyalty. Draw together previous research into an integrative conceptual model that explains how the key elements of DMC – frequency and content of brand communication, personalization and interactivity – can lead to improved customer value, commitment and loyalty.

**(Tec crunch 2011)** The recent technological advancements – in mobile devices, multi- touch screens, cloud computing, and the advancements in the way we interact with the devices

– has allowed the companies to deliver content and services in very easy, fast and interactive ways. With more and more people using social network like Twitter, Facebook, Blogs, Youtube etc., the way these products are being marketed is changing as well. For example, Viber was able to achieve 1 million times in just 15 days after its launch (KIK 2010). In another example,

Viber was able to achieve 1 million downloads in just 5 days (Appchronicles 2010). It has since amassed 10 million (Tec crunch 2011) downloads.

**(Nimitak, March-2011)** Marketing, Web Marketing, Online Marketing is the marketing is the marketing of products or services over the Internet. As we all know that how the technology has changed the face of New India. As a result, e-marketing has grown to gargantuan proportions as it has been able to deliver the goods with regards to measuring the return on investment. Even e-Marketing has had a large impact on several previously retail- oriented industries including music, film, pharmaceuticals, banking, flea market, as well as the advertising industry itself. In all of the Business Sector has been largely benefited by this technological transformation.

**(Padungsang, Feb.2012)** Internet marketing has become bigger than television and radio advertising. Since consumers are always busy and have no time to wait in line or drive from store to store looking for items, they have turned to the internet. Organization have caught on to this type of shopping and have gladly obliged consumers with the availability of their products. Internet marketing is referred to as the marketing of products or services over the Internet, also known as digital marketing, web marketing, online marketing, search marketing or e-marketing, marketing is used by the consumers.

**(Ishrawat, November-2012)** Digital Marketing is the practice of promoting products and services using database-driven online distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner. Digital marketing includes email marketing, mobile marketing, search engine optimization (SEO) and pay per click in this paper, we discuss the various marketing trends. How will digital marketing offer value to audiences and encourage them to share content to help online visibility. We first show that digital marketing is the combination of push and pull Internet technologies to execute marketing campaigns. In this paper we find the new Methodologies for promotion of products using Digital Marketing Keywords: push and pull Digital Marketing, Search engine optimization, Social Marketing optimization, pay-per click.

**Chaffey and Patron (2012)** identified the opportunities of better using the web analytics by companies to improve the performance of digital marketing. For this study the authors analysed the secondary data collected by E consultancy - RedEye. The authors found that strategies can be created to improve the value of web analytics contribution and for setting up the digital marketing optimization programme.

**(Garofallou,2013)** A thorough literature search on various databases and in various aspects of this topic was reviewed. The literature review is organised on emerging themes directly drawn from the literature, thematically and chronologically within each section. It aims to identify the changing perspectives, the current challenges and the benefits offered by examining information science specialist's views. The main marketing concepts are the most successful by the majority of researchers.

**Leeflang, Verhoef, Dahlstrom and Freundtc (2014)** has focused on opportunities and challenges faced by companies in digital marketing. In this study the survey was conducted on 777 marketing executives all over the world. The authors found that adapting the “organizational design”, executing “actionable metrics” and filling “talent gaps” are the major opportunities in digital marketing.

**Jarvinen and Karjaluoto (2015)** has analysed the metrics system used by organization to measure digital marketing performance. In this study the authors conducted in depth interview regarding performance measurement. The authors found that the organizations put more effort to use metrics systems in marketing. But the results cannot be understood without knowing the reasons behind the chosen metrics, the use of it in organizations surrounding and the process of it.

**Baltes (2015)** explained the content marketing concept within the policies of marketing and correct way for developing the content marketing strategy. For this study the authors used secondary data which is review of existing literatures. The author found that before promoting the content marketing at a high quality, the digital marketers should do an analysis on the targeted customers to customize the content and think on how to promote it. Yadav, Joshi and Rahman (2015) aims to project mobile social media evolution, introduction of mobile social media and mobile marketing, and classification and various concepts of mobile marketing. For this study the authors made an extensive literature review. The authors developed their valuable perception on mobile social media, this helps in future for social media marketing and mobile marketing managers.

**Hartemo (2016)** have identified when, how and why email marketing is used by marketers to empower consumers. The author did systematic literature review of academic journal articles published from 1998 to 2014 of which 54 was regarding consumer empowerment and 41 was regarding email marketing [1-12]. The author found email marketing strategies which are currently followed by the marketers should be updated in order to get maximum result using this channel.

**Shaltoni (2017)** identified the level of adoption of internet marketing in developing industrial markets using different internet-based technologies like social media platforms, transactional and static websites. For this study the author used exploratory research design and online presence was investigated in terms of social media involvement of 570 industries. The author found from study that half of the organizations used static website as one-way communication model for internet marketing. In the developing industrial markets decision- makers are interested in social media especially facebook.

**Foroudi, Gupta, Nazarian and Duda (2017)** has assessed the association between tangible/intangible assets, marketing capabilities and digital technology to

understand more about the factors related to the growth of Small and Medium sized Enterprise in United Kingdom. The authors collected data from employees by conducting six focus group discussion and from managers of different multinational organizations by conducting 21 in-depth interviews. The author's found digital technology has two key components like service convenience and information quality.

**Sage Journals 2019**, Advertising through digital channels-known as Digital Marketing-is recognized for its transformative impact on companies and for its immense effect on brand-consumer relationships, as it enable interactions with customers at any time and in any place. Based on these realities, this study analyzes several digital platforms and practices that have proven to be effective and assesses digital media dynamics to examine whether they can increase brand awareness on an international level. The findings reflect the noteworthy and rapid emergence of different digital marketing techniques serving different market segments.

**(El-Gohary)** Electronic Marketing can be viewed as a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the internet and the other electronic means. By reviewing the relevant literature it is noticed that definitions of electronic marketing vary according to each author's point of view, background and specialization. This paper will look at how companies developing digital products could use social media to develop and execute a viral marketing campaign.

**(Fletcher)** From the perspective of the Internet, place and promotion figure very prominently and can be addressed directly through the technologies of the web. However, there are also web based services that are influenced by the product and price aspects. In a marketing conscious organization, each marketing activity is measured by consideration of its return on investment and customers life time value. In the increasingly sophisticated web 2.0 environment , marketing activity can also be quantified as the number of followers on Twitter, friends on a Facebook group page, and on a corporate blog.

Kumar, S. D., & Kumar, V. H. (2018) highlighted the mediation of Attitude toward Advertisements in The Relationship between Advertisements and Purchase Intention. This study was carried out in Chennai City

Senthilmurugan, P., Mohan, N., & Kumar, S. D. (2020) correlates the relationship and Influence of Economic & Financial Factors of real estate purchase in Chennai city.

Marketing supports the reaching of organizational goals by focusing on the identification and satisfaction of customer needs, thus it can also contribute considerably in achieving the objectives of non-profit organisations such as libraries. The purpose of this paper is to provide an overview of the literature on the incorporation of marketing notions and the implementation of marketing techniques in library management. It reviews definitions, present different opposing views, marketing

issues, social media and web 2.0 and opinions on the adoption of marketing in a non-profit organization environment and examines different successful examples of marketing implementation, concentrating on the gains resulting from such a move

### **RESEARCH NEEDS**

Marketing through social media is one of the most versatile and cost-effective strategies that small businesses can use to reach their target audience and boost sales over time, this is a powerful way for businesses of all sizes to reach prospects and customers. Marketing through social media can help to increase brand recognition and inbound traffic. Marketing on social media leads to higher conversion rates and it helps to improve search engine rankings. This study is a contribution to develop new knowledge in the discipline of social media and we try to find out the impact of the networking sites on the personal and professional lives of people using them.

### **RESEARCH OBJECTIVES**

- To know the perception level of digital marketing
- To know the awareness level of digital marketing
- To study the potential business benefits behind that
- To study the perception on flexibility of digital marketing
- To study the copyright infringement and legal issues
- To find out how the respondents manage their web/mobile marketing activities currently

### **RESEARCH METHODOLOGY**

The research design is Descriptive in nature. The research design is a blueprint for fulfilling the objectives and answering the questions. Selecting the research design is complicated due to availability of large variety of methods, techniques, procedures, protocol and sampling plans. So to understand and describe the current market phenomena for awareness and growth of digital marketing among the consumers, Descriptive research design has been applied in quantitative research.

### **STATISTICAL TOOLS**

#### **PERCENTAGE ANALYSIS**

Descriptive analysis shows the entire population in terms of percentage. It reveals the number of belongings in a particular category or the number of people preferring a particular thing etc., in terms of percentage. It is also known as "Percentage Analysis".

## **CHI SQUARE**

The Chi-Square Test of Independence determines whether there is an association between categorical variables (i.e., whether the variables are independent or related). It is a nonparametric test. This test is also known as: Chi-Square Test of Association. This test utilizes a contingency table to analyse the data. A contingency table (also known as a cross-tabulation, crosstab, or two-way table) is an arrangement in which data is classified according to two categorical variables. The categories for one variable appear in the rows, and the categories for the other variable appear in columns. Each variable must have two or more categories. Each cell reflects the total count of cases for a specific pair of categories.

## **ANALYSIS OF VARIANCE**

ANOVA (analysis of variance)- one way compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different One-way ANOVA is a parametric test.

## **SCOPE AND LIMITATION**

Many progressive business owners today are dabbling in social media marketing. In the Internet Marketing and promotion of the online businesses Social Networks like Facebook, Twitter, Instagram and LinkedIn are always considered as a good source of traffic and getting direct customers. This study helps to know about the effectiveness and understanding the process of the social media and also helps the organization to identify the area of problem and suggest ways to improve the social media in the company.

- The responses are collected from consumers who are doing digital marketing in Chennai.
- It is difficult to collect the data from the entire consumers over Tamil Nadu.

## **ANALYSIS AND INTERPRETATION**

TABLE 1

	Value	DF	P value
Pearson Chi-Square	4.232	4	0.376
Likelihood Ratio	4.476	4	0.345
Linear-by-Linear Association	1.671	1	0.196
No of Valid Cases	70		

TABLE 1 CHI-SQUARE test between gender and hesitation of the respondents to provide information in the website.

The calculated P value 0.376 is greater than 0.05. Hence H0 is accepted and H1 is rejected. Therefore there is no association between gender and hesitation of the respondents to provide information in the website.

TABLE 2

	Value	DF	P value
Pearson Chi-Square	10.095	12	0.608
Likelihood Ratio	11.123	12	0.518
Linear-by-Linear Association	0.171	1	0.679
No of Valid Cases	70		

TABLE 2 CHI - SQUARE test between education qualification and objective of internet usage.

The calculated P value 0.608 is greater than 0.05. Hence H0 is accepted and H1 is rejected. There is no association between education qualification and objective of internet usage.

TABLE 3

	Sum of squares	DF	Mean square	F	P value
Between Groups	12.204	4	3.051	1.864	0.127
Within Groups	106.382	65	1.637		
Total	118.586	69			



TABLE 3 ANOVA test between education qualification and hesitation to provide information in the website.

The calculated P value is 0.127 is greater than 0.05. Hence H0 is rejected and H1 is accepted. Therefore there is a significance difference between educational qualification and hesitation to provide information in the website.

TABLE 4

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	4.322	4	1.081	1.344	.263
Within Groups	52.263	65	.804		
Total	56.586	69			

TABLE 4 ANOVA test between educational qualification and objective of internet usage

The calculated P value is 0.263 is greater than 0.05. Hence H0 is rejected and H1 is accepted. Therefore there is a significance difference between educational qualification and objective of internet usage.

### FINDINGS IN THE RESEARCH

- There is no association between gender and hesitation of the respondents to provide information in the website
- There is no association between education qualification and objective of internet usage
- There is a significance difference between educational qualification and hesitation to provide information in the website
- There is a significance difference between educational qualification and objective of internet usage.

### CONCLUSION

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

Brand want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

Importance of digital presence increasing importance of digital agencies, so they making money through digital advertising raising of digital marketing consciousness making money for digital agencies by which they are booming and making more money with small investments.

I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

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