



A STUDY ON SIGNIFICANCE OF DIGITAL MARKETING IN PANDEMIC SITUATION IN TIRUPUR TOWN

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ABSTRACT

Digital Marketing have evolved as the ways in which consumers get information change. Radio advertising led to TV advertising, which then shifted to digital marketing with the rise of the internet, Besides these due to COVID-19 pandemic is driving the scope of digital marketing even further online. This study is about the significance of digital marketing in tirupur town. Digital marketing allows companies to reach a global audience online. As digital marketing initiatives continue to grow at a brisk pace, the number of jobs in the field is naturally increasing through digitally. This article will cover the various topics and digital marketing niches that will help you explore the various career opportunities in the field. In this study, we acknowledged that businesses can really benefit from Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology. The study significantly reveals the concept of digital marketing that is marketing through various digital platforms like mobile phone application and other similar forms. This study reveals that most of business people prefers to buy the products through online and they used to purchase from live facebook.

KEYWORDS : Digital Marketing, Internet, Marketing, Media, Trends.

1. INTRODUCTION:

Marketing is the practice of identifying and satisfying consumer needs. This is a particularly important task in the business context, as successful marketing efforts can drive inbound leads and attract a large consumers base. Even though marketing has deep roots in business history and culture, digital marketing is a relatively new practice. With the explosion of digital technology—including widespread and pervasive use of computers and smartphones—businesses began to experiment with new marketing tactics. Thus, digital marketing was born. Digital marketing is a broad term that encompasses many different channels for promoting business interests to prospective consumers. Depending on the business needs and goals, there are countless ways to conduct digital marketing.

What Are the Basics of Digital Marketing?

In a nutshell, digital marketing refers to any marketing methods conducted through electronic devices. This includes online marketing efforts conducted on the internet. In the process of conducting digital marketing, a business might leverage websites, search engines, blogs, social media, video, email and similar channels to reach consumers. Digital marketing is an ever-changing, dynamic process. Stated otherwise, consumers cannot interact with business through a billboard or print ad, whereas digital marketing provides an avenue for two-way communication between a business and its actual or prospective consumers.

These days, screen time is at an all-time high for many people. Digital marketing takes advantage of this reality, promoting business products and services across the internet. In this way, businesses ensure that their marketing efforts are more likely to reach consumers, by targeting them where they spend most of their time.

From startups to enterprise businesses, a multifaceted digital marketing approach can lead to significant commercial benefits. Successful digital marketing strategy generally involves a combination of various methods, including online advertising, search engine optimization and marketing, social media marketing and management and content creation, among others.

Careers in Digital Marketing

Digital marketers should follow the latest developments and incorporate them into their strategies. As more companies turn to online advertising to reach a wider audience, digital marketing jobs continue to grow. Other high-paying digital marketing roles include social media marketing specialists, PPC experts, digital marketing consultants, digital analytics experts, and search engine optimization (SEO) managers. Bloggers and YouTubers also have opportunities to write and video blogs professionally for digital marketing purposes. There are many digital marketing careers available, but one needs a solid understanding of all techniques in the scope of digital marketing to succeed in the forthcoming year, especially considering the new challenges the pandemic has created. Simply earn's free Digital Marketing Fundamentals program helps digital marketers master the basics of this fast-growing discipline through the help of social media, PPC, SEO, web analytics, email, and content and mobile marketing.

2. Literature review

This literature review focuses on **digital marketing and use of digital device**. While many new marketing techniques are being developed using the internet and digital devices as communication tools, Digital marketing is the use of technologies to help marketing activities in order to improve consumers' knowledge by matching their needs. (Chaffey, 2013).

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012).

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where consumers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013).

3. Objectives of the study:

1. To Study the significance and importance of Digital

- Marketing
- 2. To Study the Awareness of Digital Marketing
- 4. Research

METHODOLOGY:

To study the significance of digital marketing on various parameters. A Structured questionnaire used for collecting primary data. Primary data was collected from 150 respondents. Respondents are selected from Tirupur district. Secondary data was collected through books, journals, newspaper and magazines etc.,

5. Results and Interpretations:

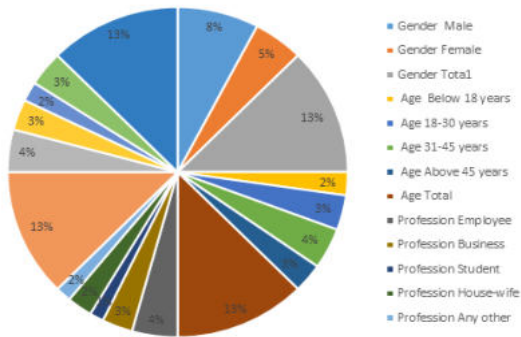
After collecting data from respondents with the help of structured questionnaire, following are the results interpreted. Responses from Online Buyers Several questions were asked to the respondents on their Age, Monthly Income, Occupation, etc. for understanding their profile and responses. The table below is the interpreted on the basis of the responses.

Table 1 : Responses From Online Buyers

Particulars	Category	No. of Respondents.	Percentage of Respondents.
Gender	Male	93	93%
	Female	57	57%
	Total	150	150%
Age	Below 18 years	27	27%
	18-30 years	41	41%
	31-45 years	48	48%
	Above 45 years	34	34%
	Total	150	150%
Profession	Employee	52	52%
	Business	35	35%
	Student	16	16%
	House-wife	29	29%
	Any other	18	18%
	Total	150	150%
Monthly Income	Below 10000	45	45%
	10000-25000	36	36%
	25000-50000	23	23%
	Above 50000	46	46%
	Total	150	150%

CHART 1:

RESPONSES FROM ONLINE BUYERS



Interpretation :

The above table shows that majority of people belongs to male category, the respondent belongs to the age group of 31-45 years, Majority of respondent are Business People and monthly income people are Above 50000.

Table : 2 Responses in Digital Marketing

Particulars	Category	No. of Respondents	Percentage of Respondents
How long you purchase through online	Once in a year	23	23%

	2-5 times in a year	57	57%
	6-10 times in a year	35	35%
	Above 10 Purchases	25	25%
	Total	150	150%
Reasons for Online Shopping	Easy to purchases	45	45%
	Wide collections	32	32%
	Different methods for payment	27	27%
	Lower Prices	31	31%
	Others	15	15%
	Total	150	150%
How did you Influence to buy more on Digital Channels.	Facebook	49	49%
	Whatsapp	31	31%
	Email	20	20%
	Advertising	21	21%
	Websites	19	19%
	Others	10	10%
	Total	150	150%

Chart 2: Responses in Digital Marketing



Interpretation :

The above table shows that majority of people purchase 2-5 times in a year, majority respondent prefer to buy through online for easy purchases and Majority of people influence to buy through digital marketing in facebook.

Table 3: Preference and Satisfaction of goods through digital marketing

Particulars	Category	No. of Respondents	Percentage of Respondents
What kind of Product you would prefer to buy through Digital Channel	Shopping goods	55	55%
	Convenience Goods	35	35%
	Speciality Goods	41	41%
	others	19	19%
	Total	150	150%
Satisfaction in Purchase through Digital Channel	Strongly Agree	65	65%
	Agree	40	40%
	Neutral	31	31%
	Disagree	9	9%
	Strongly Disagree	5	5%
	Total	150%	150%
Which options to buy through digital channel	Facebook	67	67%
	whatsapp	38	38%
	Email	27	27%

	Websites	10	10%
	Others	8	8%
	Total	150	150%

Chart 3: Preference and Satisfaction of goods through Digital Marketing



Interpretation :

The above table shows that majority of people purchase shopping goods, majority of people satisfied through digital marketing are strongly agree by the respondent and majority of respondent uses facebook to purchase the goods.

6. Suggestions:

- Collect and implement feedback given by the consumers in the right way.
- Digital marketing have a great future in this pandemic situation.
- Improve technical advancement for digital marketing.

7. CONCLUSIONS:

Everyone turned into Digital Medias and it is growing fast. Nowadays people are in connected with net all the times. So it is very easy to surf a people mind to make digital marketing. Digital payments have encouraged people to make digital shopping very much. So it plays a enormous growth in recent days. A company can do lot more through Digital Marketing if they understands and delivers what consumer needs. Most of the consumers are satisfied with the products purchased through Digital Channel.

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