

A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON NEW GENERATION

Mohammed Ghouse Asghar Hussain¹ and Dr. Sanjay Mishra²
Student¹ and I/C Principal (Guide)², Shree L.R. Tiwari Degree College, Thane, Maharashtra

ABSTRACT

This Research paper examine that 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 consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 30 respondent's opinion are collected to get the clear picture about the present study.

Keywords: Electronic Communication, Magnitude, Promotion

INTRODUCTION

Digital marketing is the component of Marketing that uses internet and online based digital technologies such as desktops computers, Mobile link and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing social media marketing social media optimization, e- marketing, display advertising, e-books, and optical disk and games have become commonplace. Digital marketing extends to non- Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. The extension to non- Internet channels differentiates digital marketing from online advertising.

OBJECTIVES

- To find out the impact on digital marketing on new generation.
- To find out various ways in which digital marketing will work in future.
- To find out awareness of people towards digital marketing.

DATA ANALYSIS AND INTERPRETATION: Q1

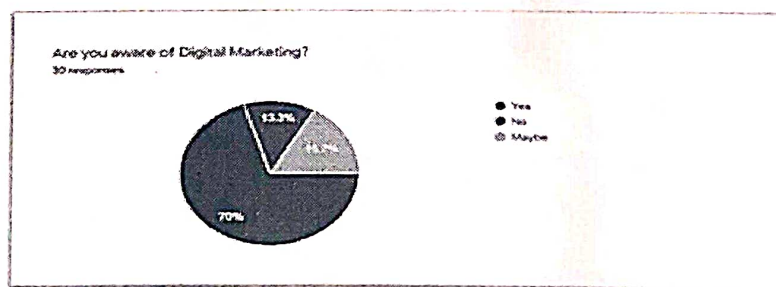


Fig.1.1 primary data

The above pie chart indicates that 70% people are aware of Digital Marketing. 13.3% people are not aware of Digital Marketing and 16.7% people may be aware of Digital Marketing.

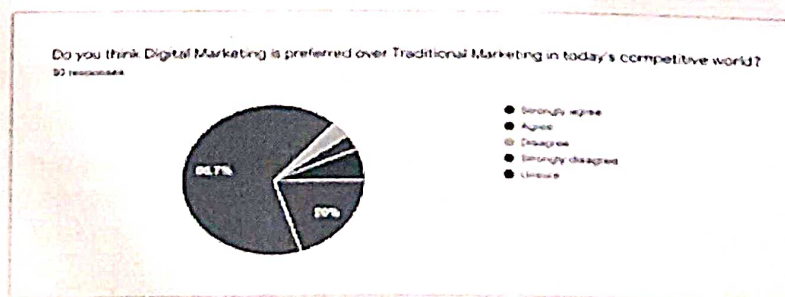


Fig.1.2 primary data

In the above pie chart indicates that 66.7% people agree that the digital marketing is preferred over traditional marketing in today's competitive world. And 20% people is strongly agreed with the question somewhere some people are unsure and disagree and some are strongly disagreed with the question.

Q3}

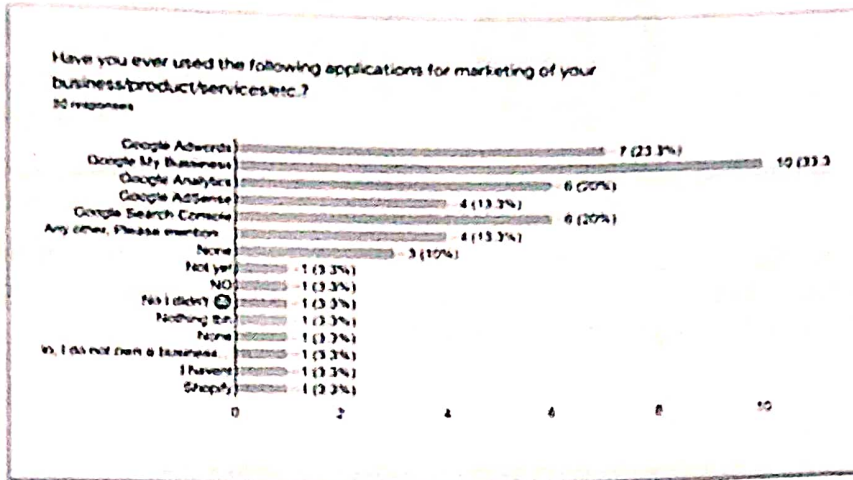


Fig.1.3 primary data

The above graph shows that many people used the following application which shows in above graph and some people are doesn't use the following applications.

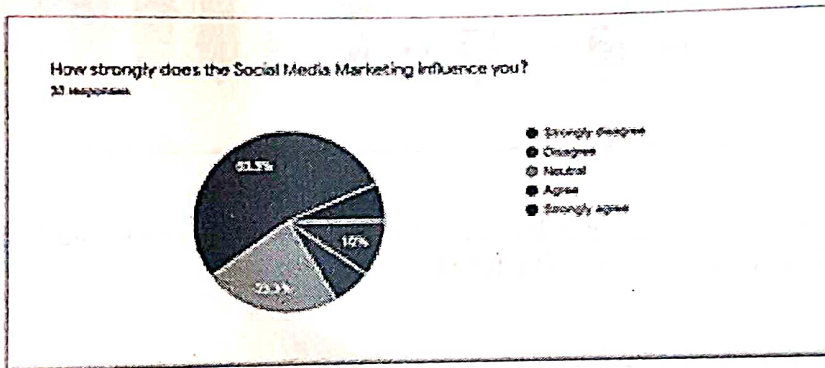


Fig.1.4 primary data

In the above pie chart indicates that most 53.3% people are agree with the statement that social marketing influence you. And 23.3% people slightly agree with the statement and some people are disagree or strongly disagree with the above statement.

Q5}

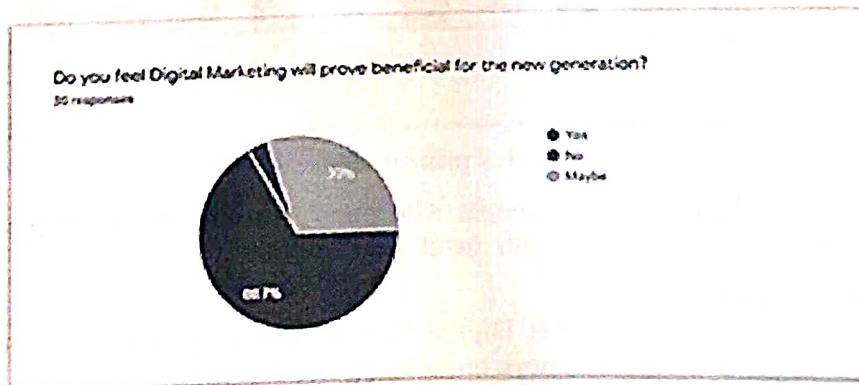


Fig.1.5 Primary Data

In the above pie chart indicates that 66.7% people said Yes for the statement that the Digital Marketing will prove beneficial for the new generation and 30% people said they may be felt for the statement. And 3.3% people said no for the above statement.

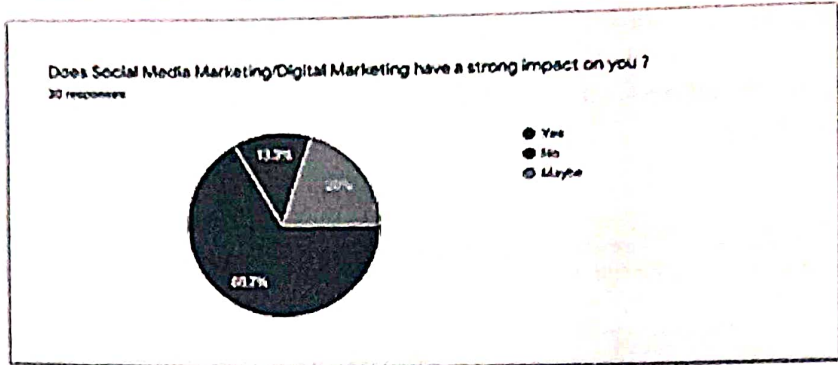
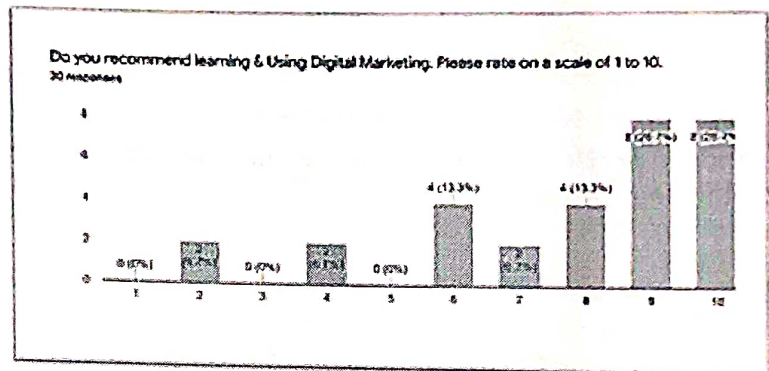


Fig.1.6 primary data

In the above statement pie chart indicates that 66.7% people said yes for the statement that does Social Media Marketing/Digital Marketing have a strong impact on them. And 13.3% people said No for above statement and 20% people said maybe regarding the above statement.

Q7}



Primary data 1:7

The above graph shows that 1 to 5% people doesn't recommend learning and Using Digital Marketing and 6 to 10% people recommend learning and Using Digital Marketing.

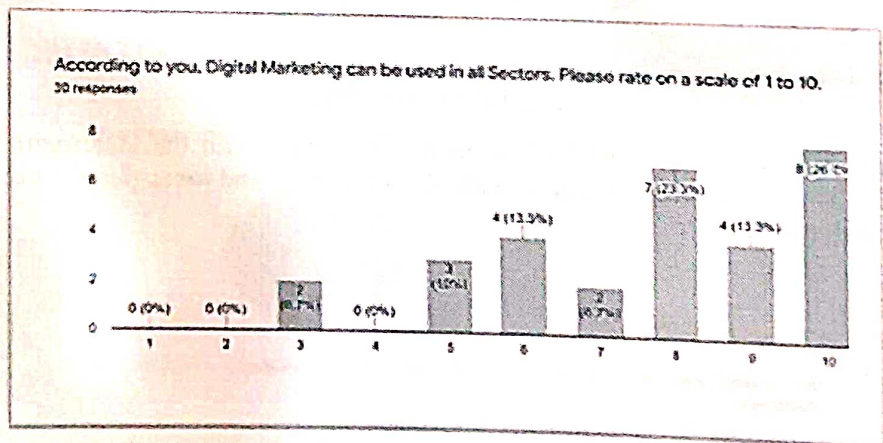


Fig1.8 primary data

The above graph shows that there are some people who rated 1-5 that means they are not agree with the statement and from 6-10 people they are agree with the above statement.

FINDING AND CONCLUSION

At, last the researcher conclude by saying that Digital Marketing is very important for specialists in digital marketing. Digital marketing is a perfect business opportunity for digital marketers. To be competitive on the digital market, you need to have a clear understanding of the advantages and disadvantages of digital marketing. The study also revealed that Digital marketing will help new generation in their career as well as in future and the advertise will available 24*7.

1. REFERENCES

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