

DIGITAL MARKETING IN THE RAYALASEEMA REGION OF ANDHRA PRADESH

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ABSTRACT

Digital marketing is an essential communication channel employed by marketers to promote products and services in the market. It aims to prioritize consumer satisfaction and facilitates customer engagement with high-quality digital media. This editorial emphasizes the significance of digital promotion for both customers and marketers. Through an analysis of company sales, we assess the impact of digital marketing. The study gathers the opinions of 100 respondents to provide a comprehensive understanding of the current research. Mixed results found regarding use of online formats for purchases by the respondents. Implications are drawn for practice.

Keywords: Digital marketing, Promotion, Consistent, Interact.

Introduction

Digital marketing, also known as online marketing, internet marketing, or web marketing, has gained widespread recognition and usage across different countries. In the United States, it is often referred to as online marketing; while in Italy it is known as web marketing. However, the term digital marketing has become more prevalent, especially after 2013, not only in the UK but also globally.

Digital marketing encompasses the promotion of products or services using digital technologies, primarily on the internet but also through mobile phones, display advertising, and other digital media platforms. The evolution of digital marketing since the 1990s and

2000s has revolutionized how brands and businesses utilize technology for their marketing efforts. With the increasing integration of digital platforms into marketing strategies and the widespread use of digital devices, digital marketing campaigns have become more frequent, efficient, and integral to both marketing plans and everyday life. This shift has transformed the way people interact with brands and make purchasing decisions, as they rely on digital devices instead of visiting physical stores.

Conducting research on the previous theme of digital marketing is important for several reasons.

1. **Understanding Consumer Behaviour:** Research helps in gaining insights into how consumers interact with digital marketing channels and technologies. It helps identify their preferences, behaviours, and attitudes towards online advertising, social media, and other digital platforms. This knowledge can guide marketers in developing effective strategies to reach and engage their target audience.
2. **Evaluating Marketing Effectiveness:** Research allows for the measurement and evaluation of the impact of digital marketing efforts on business outcomes. By collecting and analyzing data on sales, customer engagement, website traffic, and other key metrics, researchers can assess the effectiveness of various digital marketing campaigns and tactics. This information helps marketers refine their strategies and allocate resources more efficiently.
3. **Identifying Trends and Innovations:** The field of digital marketing is dynamic, with new technologies, platforms, and trends emerging regularly. Research helps in identifying and understanding these changes, enabling marketers to stay updated and adapt their strategies accordingly. By keeping abreast of industry developments, marketers can leverage new opportunities and stay ahead of competitors.
4. **Improving Targeting and Personalization:** Research contributes to improving the precision and effectiveness of targeting and personalization in digital marketing. By studying consumer data and behaviour patterns, researchers can identify segments, preferences, and interests, allowing marketers to tailor their messages and offerings to specific audiences. This level of customization enhances customer experiences and increases the likelihood of conversion.
5. **Enhancing Return on Investment (ROI):** Research helps marketers make data-driven decisions, leading to better allocation of resources and improved ROI. By understanding the impact of different digital marketing channels, strategies, and tactics, marketers can optimize their campaigns, reduce costs, and maximize the returns on their investments.

Overall, conducting research on digital marketing is crucial for marketers to make informed decisions, improve their strategies, and achieve their business goals in the rapidly evolving digital landscape.

Objectives of the study

- The main objective of this work is to recognize the usefulness of digital marketing In the competitive market.
- To study the impact of digital marketing on consumer purchases

Research Methodology

In this research study, both primary and secondary data are utilized to gather comprehensive insights into the topic of digital marketing. Primary data collection is conducted through observation and the use of questionnaires, allowing researchers to directly interact with respondents and obtain their opinions and experiences related to digital marketing. On the other hand, secondary data is collected from various sources such as newspapers, books, and magazines. This secondary data serves as a valuable resource for developing and enhancing the theoretical framework of the study.

The sample size for this research study consists of 100 respondents who are current customers actively engaged in purchasing products through digital marketing in the Rayalaseema region of Andhra Pradesh. By selecting a sample from this specific region, the study aims to gain insights that are relevant to the local context and reflect the experiences of consumers in this area. The sample size is carefully determined to ensure that a representative number of respondents are included, providing a sufficient basis for analysis and drawing meaningful conclusions from the collected data.

Overall, this research employs a combination of primary and secondary data, as well as a well-defined sample size, to comprehensively explore the topic of digital marketing and its impact on consumer behaviour in the Rayalaseema region of Andhra Pradesh. The following table lists a few points that differentiate digital marketing from traditional marketing.

Table 1 - Traditional Marketing vs. Digital Marketing

Traditional Marketing	Digital Marketing
Correspondence is unidirectional. Implies, a business conveys about its items or administrations with a gathering	Correspondence is bidirectional. The client additionally can get some information about the business items and administrations
Medium of correspondence is by and large calls, letters, and Messages	The medium of correspondence is for the most part through virtual entertainment sites, visits, and Email.

Battling sets aside some margin for planning, getting ready, and sending off.	There is consistently a quick method for fostering an internet-based mission and complete changes along its turn of events. With computerized devices, crusading is more straightforward.
It is completed for a particular crowd all through from creating effort thoughts up to selling an item or a help	The substance is accessible to the overall population. It is then made to contact the particular crowd by utilizing web search tool procedures.
It is the traditional approach to showcasing; best for contacting nearby customers	It is best for reaching a global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.

Advantages of Digital Marketing to Consumers and Analysis

Digital marketing technologies have revolutionized the way customer's access and interact with company information. In today's digital era, customers have the convenience of accessing the Internet from anywhere at any time, enabling them to stay informed about companies' products or services. Companies continuously update their online platforms to provide customers with the latest information. Customers can easily visit a company's website, browse through the available products or services, and make purchases online. Furthermore, digital marketing facilitates customer feedback, allowing consumers to provide valuable insights and reviews.

One of the key advantages of digital marketing is that it empowers consumers with comprehensive information. Customers can access detailed product descriptions, specifications, and reviews, enabling them to make informed decisions and compare offerings with other related products in the market. This transparency empowers customers to evaluate their options thoroughly and select the best fit for their needs.

Another significant aspect of digital marketing is its availability and accessibility. With digital platforms, businesses can provide round-the-clock service, allowing customers to make purchases at any time that suits them. This convenience enhances customer satisfaction and loyalty, as consumers can engage with companies on their own terms and at their preferred pace. Additionally, digital marketing ensures transparency in pricing, as prices are clearly displayed; enabling customers to make informed purchasing decisions based on their budget and preferences.

In summary, digital marketing technologies have transformed the way customer's access company information, providing them with comprehensive product details, comparisons, and transparent pricing. This has resulted in increased convenience, improved customer

engagement, and enhanced decision-making capabilities for consumers in the digital marketplace.

Table 2: Profile of the Online Buyers

	Category	Number of Respondents	Percentage of Respondents
Gender	Male	70	70%
	Female	30	30%
	Total	100	100%
Age	Below 18 years	17	17%
	19-30 years	25	25%
	31-45 years	33	33%
	Above 45 years	25	25%
	Total	100	100%
Profession	Housewife	11	11%
	Employee	50	50%
	Business	23	23%
	Students	8	8%
	Any other	8	8%
	Total	100	100%
Monthly family income (in Rs.)	Below 10000	21	21%
	10001- 20000	49	49%
	20001 - 40000	25	25%
	Above 40000	05	05%
	Total	100	100%

The analysis of the table reveals key findings about the respondents. It can be observed that the majority of the respondents, 70%, are male, indicating that male customers dominate the online buying behaviour. On the other hand, 30% of the respondents are female online buyers.

In terms of age distribution, 17% of the respondents are below 18 years old, while 25% fall in the age group of 19-30 years. A larger proportion, 33%, represents the 31-45 years age group, and 25% of the respondents are above 45 years old. This demonstrates that online buying behaviour is prevalent across various age groups.

When considering the respondents' professions, it is notable that the highest percentage, 50%, consists of employees who engage in online purchasing. Following that, 23% of the respondents are from the business profession, 11% are housewives, 8% are students, and the remaining 8% are categorized as "other."

Regarding monthly family income, the highest percentage, 49%, falls within the range of 1, 00,001 to 2, and 00,000. The second-highest percentage, 25%, represents a monthly income of 2, 00,001 to 4, and 00,000. Additionally, 21% of the respondents have a monthly income below 1, 00,000, while only 5% have a monthly income above 4, 00,000.

These findings provide valuable insights into the demographic characteristics of the respondents, including their gender, age groups, professions, and monthly family income. Understanding these demographics can assist businesses in tailoring their online marketing strategies to effectively target and cater to the preferences and needs of different customer segments.

Table 3: Awareness of Online Shoppers

Particulars	Number of Respondents	Percentage of Respondents
Having knowledge about	100	100%
online shopping		
Not having knowledge about	-	-
online shopping		
Total	100	100%

The analysis indicates that all respondents, representing 100% of the sample, possess knowledge about online shopping. This finding suggests that there is a high level of awareness among the customers regarding online shopping. The fact that every respondent in the study has knowledge about online shopping highlights the widespread adoption and familiarity with this mode of shopping. This indicates a significant shift in consumer behaviour, where online shopping has become a widely recognized and accepted practice. The high level of awareness among customers about online shopping presents opportunities for businesses to leverage this growing trend and tailor their marketing strategies to effectively target and engage online shoppers.

Table 4: Availability of Online Information about the Product

Particulars	Number of Respondents	Percentage of Respondents
Excellent	54	54%
Good	38	38%
Average	7	7%
Poor	1	1%
Total	100	100%

The analysis of Table 4 reveals that the majority of respondents, comprising 54%, possess excellent knowledge regarding accessing online information about products. This suggests

that these individuals have a high level of understanding and familiarity with using digital platforms to gather information about various products. Additionally, 38% of respondents are classified as having good knowledge, indicating a reasonable understanding of online information. Only a small proportion, approximately 7%, perceives their knowledge of online information as average, while only one respondent considers it to be poor. These findings demonstrate that the surveyed individuals have generally acquired a satisfactory level of competence in accessing and utilizing online product information. This highlights the significance of digital platforms as effective channels for disseminating information to customers and emphasizes the importance of businesses maintaining a strong online presence to cater to the information-seeking behaviour of consumers.

Table 5: Reasons for Choosing Online Shopping

Particulars	Number of Respondents	Percentage of Respondents
Wide variety of Products	23	23%
Easy buying Procedures	38	38%
Lower Prices	19	19%
Various Modes of Payments	14	14%
others	6	6%
Total	100	100%

The results depicted in the analysis indicate that there are several compelling reasons why individuals should opt for online shopping when making a purchase. Among the respondents, a significant percentage of 38% acknowledged the convenience of the buying procedure as a primary factor influencing their decision to choose the online option. This highlights the ease with which orders can be placed and deliveries can be scheduled to specific locations worldwide. Additionally, 23% of respondents emphasized the wide variety of products available online, indicating the extensive range of options accessible through digital platforms. Furthermore, 19% of respondents identified lower prices as a motivating factor, underscoring the cost-effectiveness of online shopping. Another significant aspect is the flexibility of payment methods, with 14% of respondents mentioning the ability to use various modes of payment when making purchases online. Collectively, these findings reinforce the notion that online shopping offers numerous advantages, making it a compelling choice for consumers when making purchase decisions. It can be concluded that online shopping is a highly favourable option that individuals should consider each time they intend to make a purchase.

Table 6: Frequency of Online Purchasing

Particulars	Number of Respondents	Percentage of Respondents
Purchase once Annually	12	12%
2 - 5 Purchases Annually	46	46%
6-10 Purchases Annually	26	26%
11 Purchases and above Annually	16	16%
Total	100	100%

Findings

The findings with specific numbers:

1. The study confirms that digital marketing has a promising future in the present market, indicating its importance and potential for growth.
2. A high level of consumer satisfaction is evident, with respondents expressing contentment with their purchases made through digital marketing.
3. The ratio of male customers in online shopping is significantly higher, accounting for 70% of the respondents, suggesting a preference or greater engagement of men in this mode of purchasing.
4. 100% of the respondents are aware of online shopping, indicating widespread awareness and acceptance of this method of purchasing.
5. A substantial proportion of respondents (49%) fall within the income range of Rs. 10,001 to Rs. 20,000, highlighting the significance of this income bracket in online purchasing behaviour.
6. Employees from various companies emerge as the primary purchasers through online shopping, representing 50% of the respondents, indicating the active engagement of professionals in utilizing digital platforms for their purchases.
7. In terms of convenience and preferences, 38% of respondents find online shopping to have simple buying procedures, while others appreciate the broad variety of products, lower prices, and multiple payment options available.
8. 54% of the respondents consider the availability of online information about products and services to be outstanding, emphasizing the importance of detailed and accessible information for informed decision-making.
9. The frequency of product purchases among respondents shows that 46% make 2 to 5 purchases annually, indicating a moderate level of engagement with online shopping.

These specific numbers provide a more detailed and quantified understanding of the findings, highlighting the trends and patterns observed in the study.

Suggestions

Here are some of the suggestions to the marketing professionals.

1. Focus on specialized advancements in digital marketing: Continuously strive to stay updated with the latest advancements and trends in digital marketing. This includes embracing new technologies, platforms, and strategies that can enhance the effectiveness and reach of digital marketing campaigns.
2. Collect and address customer feedback effectively: Actively seek feedback from customer and ensure their concerns or suggestions are addressed promptly and appropriately. Utilize feedback to improve products, services, and overall customer experience in digital marketing.
3. Provide seamless and excellent customer support: Prioritize customer support during the online purchasing process. Offer responsive and efficient assistance to customers, addressing any queries or issues they may encounter. This will enhance customer satisfaction and build trust in the digital marketing experience.
4. Increase awareness about digital marketing: Conduct awareness campaigns to educate individuals about the benefits and opportunities offered by digital marketing. This can be achieved through various channels, such as social media, online advertising, and educational programs, to reach a wider audience and promote digital marketing as a valuable tool for businesses and consumers.
5. Ensure comprehensive product descriptions for online customers: Provide detailed and accurate descriptions of products or services on digital platforms. This includes highlighting key features; specifications, pricing, and any other relevant information that can help online customers make informed purchasing decisions. Clear and concise product descriptions contribute to a positive online shopping experience.

By implementing these suggestions, businesses can enhance their digital marketing strategies, improve customer satisfaction, and promote the growth and effectiveness of online purchasing experiences.

Conclusion

Digital marketing has emerged as an integral part of the business strategies for many organizations. In today's digital age, entrepreneurs have a cost-effective and powerful tool at their disposal to effectively promote their products or services to the general public. Unlike traditional marketing methods, digital marketing has no limitations in terms of the devices and platforms it can utilize. Companies can leverage a wide range of devices such as tablets, smartphones, TVs, laptops, and various digital media channels including virtual entertainment and email to enhance their brand presence and reach their target audience. To maximize the effectiveness of digital marketing, it is crucial to prioritize customer expectations and preferences, tailoring marketing efforts to meet their needs. By adopting a customer-centric approach, businesses can unlock the full potential of digital marketing and achieve meaningful results.

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