EFFECT OF DIGITAL MARKETING AMONG GENERATIONS IN THE DIGITAL ERA

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Abstract
Digital marketing has evolved into an important component of a contemporary entity, with the ability to connect a wider demographic group with a greater success and efficiency. Furthermore, it allows firms to personalise promotional efforts and acquire insights about client behaviour, which can help them remain competitive. In the present day, electronic advertising has altered the way firms promote themselves and engage with their target audiences. Businesses need to understand how information has been assimilated online for several decades, fueling the evolution of digital marketing and making marketing more sophisticated. It is crucial to understand the popularity and benefits of digital advertising for consumers, and the impact and effectiveness of such marketing. According to the overall results of the survey, the vast majority of respondents are satisfied with digital marketing services. The vast majority of customers regularly use digital platforms. Businesses can create digital marketing strategies that resonate with their target audience, taking into account the different characteristics and interests of each generation.This can lead to more brand exposure, more engagement, and ultimately, sales.
Keywords: Business, Consumers, Digital Marketing, Generations, Marketing and Target audience

Introduction

Digital marketing has revolutionized the way businesses advertise their products and services to their customers. In the past, companies looking to advertise their offerings chose traditional marketing methods such as newspaper ads and billboards. However, with the advent of digital marketing, businesses can now reach a wider audience more effectively and efficiently. The potential for businesses to reach and engage their audience through digital marketing is unprecedented. The use of social media platforms, search engine optimization, email marketing, and other digital marketing strategies has enabled companies to collect data on customer preferences and behavior, resulting in more targeted and personalized marketing campaigns. This improves the customer experience and ensures businesses can remain competitive in their industry. Digital marketing also allows small businesses to compete with larger competitors by providing cost-effective advertising channels. Digital marketing has become even more important for businesses to attract customers during the pandemic. Research has shown that implementing digital marketing strategies in SMBs can create a competitive advantage and increase sales.

It revolutionizes the way they communicate with their audience, allowing them to expand into new markets, offer new products and services, and connect with their audience. . Digital marketing has led to a new marketing strategy focused on increasing productivity and revenue by finding, targeting, serving and communicating with customers through advanced sales channels based on databases that enable them to convert customers to right time, on the right way and in the right way to achieve a

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personal way. Digital marketing has also brought features such as personalization, secure transactions, and easy communication between businesses and customers. While incorporating digital technology into SMB's marketing strategies isn't easy, it provides an effective way for businesses to connect with customers and achieve desired goals.

Types of Digital Marketing

There are various kinds of digital marketing tools used by different kinds of businesses according to their nature, and consumers. The following are some of the commonly used marketing in business
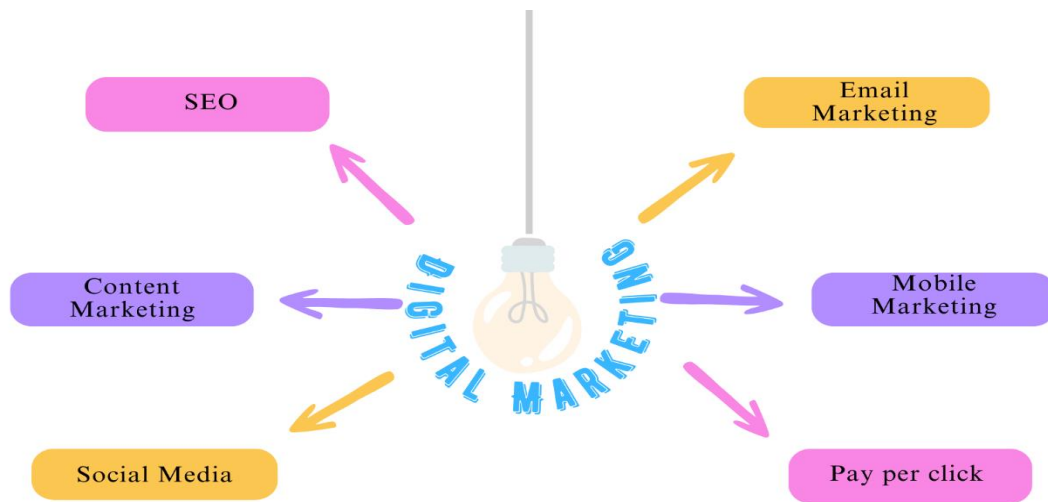
Need for digital marketing in modern-day competition

In today's highly competitive business environment, digital marketing is no longer a luxury but a necessity for businesses of all sizes. The ability to reach a wider audience, engage customers more effectively, and differentiate from the competition has made digital marketing a vital tool in achieving business goals. In addition, a solid digital marketing strategy allows companies to collect valuable data about their audiences and use it to optimize campaigns for maximum effectiveness. Because of these benefits, businesses need to invest in digital marketing to stay competitive and relevant. Overall, digital marketing has a significant impact on businesses and consumers.Therefore, digital marketing has become an indispensable tool to reach not only the younger generation, but also the older ones, who are increasingly active online. Therefore, it is important to determine the knowledge and benefits of digital marketing among people. In addition, the impact of digital marketing and its quality must be studied.

Objective of the study

→ To identify the familiarity and usefulness of digital marketing
→ To measure the impact and quality of digital marketing

Research Methodology

The study makes use of data from both primary and secondary sources. Because the study has been designed as an approach to digital marketing, the original information is acquired using an online survey administered via an internet-based technique of sampling via social media. 146 questionnaires were sent, and 100 were utilised for the investigation after the invalid ones had been removed. Secondary sources included a range of research papers, books, and websites.

Analysis

Table No. 1
Table showing the Demographic Profile of the Customers

S. No.	Gender	Number	Percentage
Gender	**Female**	**65**	**65**
	Male	35	35
Age group	Below 20 Years	5	5
	21-30 Years	**54**	**54**
	31-40 Years	21	21
	41-50 Years	13	13
	Above 51 Years	7	7
Educational Qualification	School Level	5	5
	Diploma	1	1
	Under Graduate	33	33
	Post Graduate	**54**	**54**
	Research Scholar	4	4
	Professional	3	3
Occupation	**Private Employee**	**48**	**48**
	Government Employee	17	17
	Student	14	14
	Home Maker	21	21
Monthly Income	Below RS.20000	14	14
	Rs.20,001-Rs.30,000	29	29
	Rs.30,001-Rs.40,000	**34**	**34**
	Rs.40,001-Rs.50,000	11	11
	above 50,001	12	12
Area of Residence	Rural	26	26
	Urban	**45**	**45**
	Semi-urban	29	29

Source: Primary Data

It is understood from the above table that from 100 customers take as study respondents the following are the high points of such categories, 65% of the Customers are Female, 54% of the Customers are in the age group of 21-30 years, 54% of the Customers are Post Graduates, 48 % of them are Private Employees, 34 % of the customer's monthly income ranges between Rs.30,001-Rs.40,000, and 45% of the Customers reside in Urban areas.

Table No. 2
Table showing customers awareness and preference towards online purchasing

S. No.	Factor	Aware and prefer	Aware but do not prefer	Unaware	Total Score	Final Rank
a.	Social media marketing	64	31	5	2.59	**1**
b.	Email marketing	39	38	23	2.16	**4**
c.	Content marketing	28	39	33	1.95	**5**
d.	Mobile Marketing	58	33	9	2.49	**3**
e.	Over internet	59	34	7	2.52	**2**

It is understood that most of the customers have given first rank to Social media marketing followed by Internet marketing, Mobile marketing, Email marketing, Content marketing

It is concluded that most of customers are aware and prefer Social media marketing and internet marketing

Table No. 3

Table showing the Products that are preferred by the customers in Online Purchase

S. No	Factors	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	Total (%)	Rank
a.	Fitness And Wellness	9.62	8.32	6.84	6.12	0	4.94	0	2.22	38.06	**VII**
b.	Personal Care Products	9.62	16	6.84	0	5.85	0	10.73	0	49.04	**IV**
c.	Household Supplies	8.88	7.68	7.41	6.63	0	14.06	0	0.78	45.44	**V**
d.	Apparel	8.88	0	7.41	19.38	16.65	0	0	0	52.32	**II**
e.	Electronics	8.88	8.32	7.41	12.75	16.65	0	0	0	54.01	**I**
f.	Food	9.62	7.68	14.25	0	0	19	0	0	50.55	**III**
g.	Books	9.62	7.68	6.84	0	5.85	0	14.5	0	44.49	**VI**
h.	Medicine	8.88	7.68	0	6.12	0	0	3.77	3	29.45	**VIII**

It is understood that most of the customers have given first rank to Electronics followed by Apparel, Food, Personal Care products, Household supplies, Books, Fitness and wellness, and Medicine to be purchased online.

It is concluded that most customers have preferred electronic productsand Apparel to be purchased through online.

Table No. 4

Table showing the factors that influenced customers to purchase online

S. No.	Factors	Number	Percentage
a.	Self	54	54
b.	Parents	7	7
c.	Siblings	4	4
d.	Children	4	4
e.	Friends	28	28
f.	Others	3	3
	Total	**100**	**100**

It is understood from the above table that, 54% of the Customers are self-influenced for online purchase, 28% of them are influenced by friends, 7% of them are influenced by parents, 4% of them are influence by children and siblingsand 3% of them are influenced by others

Majority (54%) of the Customers are self-influenced.

Table No. 5

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Table showing the percentage ofonline purchase prior to covid'19

S. No.	Percentage – Prior to Covid'19	Number	Percentage
a.	0 % – 20 %	52	52
b.	20 % – 50 %	36	36
c.	50 % – 70 %	11	11
d.	70 % -100 %	1	1
	Total	100	100

It is understood from the above table that, 52% of the Customers use 0%-20% of online purchasing prior to covid'19, 36% of the Customers use 20%-50% of online purchasing prior to covid'19,11% of the Customers use 50% -70% of online purchasing prior to covid'19, 1% of the Customers use 70%-100% of online purchasing prior to covid'19.

Majority (52%) of the Customers use 0%-20% percent of online purchasing prior to covid'19.

Table No. 6
Table showing at what percentage the customers use online purchasing during covid'19

S. No.	Percentage– During Covid19	Number	Percentage
a.	0 % – 20 %	27	27
b.	20 % – 50 %	38	38
c.	50 % – 70 %	28	28
d.	70 % -100 %	7	7
	Total	100	100

It is understood from the above table that, 38% of the Customers use 20%-50% of online purchasing during the peak of covid'19,27% of the Customers use 0-20% ofonline purchasing during the peak covid'19,28% of the Customers use 50%-70% of online purchasing during the peak of covid'19, 1% of the Customers use 70% -100% of online purchasing prior to covid'19.

Most(38%) of the Customers use 20%-50% of online purchasing during the peak of covid'19

Table No. 7
Table showing the frequency of online purchase done by the customers

S. No.	Frequency	Number	Percentage
a.	Daily	3	3
b.	Weekly once	17	17
c.	Fortnightly	3	3
d.	Monthly once	17	17
e.	Whenever needed	60	60
	Total	100	100

It is understood from the above table that, 60% of the Customers use online purchasing whenever needed, 17% of the customers use online purchasing Monthly once and weekly once, 3% of the customers use Fortnightly and daily.

Majority (60%) of the Customers use online purchasing whenever needed.

Table No. 8
Table showing whether online shopping satisfy the wants and needs during the covid'19 pandemic situation

S. No.	Satisfaction during pandemic	Number	Percentage
a.	Strongly Agree	16	16
b.	Agree	48	48
c.	Neutral	34	34
d.	Disagree	2	2

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	Strongly Disagree	0	0
	Total	**100**	**100**

Source: Primary Data

It is understood from the above table that, 48% of the Customers agree that online shopping satisfy the wants and needs during the covid'19 pandemic situation, 34% of the customers are Neutral that online shopping satisfy the wants and needs during the covid'19 pandemic situation,16%of the customers Strongly agree that online shopping satisfy the wants and needs during the covid'19 pandemic situation,2% of the customers disagree that online shopping satisfy the wants and needs during the covid'19 pandemic situation

Most (48%) of the Customers agree that online shopping satisfy their wants and needs during the covid'19 pandemic situation.

Table No. 9
Table showing the overall online shopping experience of the Customers

S. No.	Overall Experience	Number	Percentage
a.	Excellent	15	15
b.	Good	76	76
c.	Fair	9	9
	Total	**100**	**100**

It is understood from the above table that, 76% of the customers have a good experience on online shopping,15% of the customers have Excellent experience, 9%of the customers have Fair experience.

Majority (76%) of the Customers have good experience.

Table No. 10
Table showing customer satisfaction with the factors relating to online marketing

S. No.	Factor	SS	S	I	D	SD	Total	Score	Final Rank
a.	Service	32	54	11	2	1	100	4.14	1
b.	Price	13	63	19	5	0	100	3.84	6
c.	Delivery	19	49	30	2	0	100	3.85	5
d.	Safety	15	56	24	5	0	100	3.81	7
e.	Payment options	23	47	26	1	3	100	3.86	4
f.	Return Facility	16	49	25	9	1	100	3.7	10
g.	Variety of products	24	44	27	5	0	100	3.87	3
h.	Variety of brands	22	53	21	2	2	100	3.91	2
i.	Product quality	15	44	37	4	0	100	3.6	11
j.	Offers and discount	13	50	30	4	3	100	3.66	9
k.	Availability of products	16	47	32	5	0	100	3.74	8

It is understood that most of the customers have given first rank to Service regarding their satisfaction followed by variety of brands, variety of products, payment option, delivery, price, Safety, Availability of products, Offers and discount, Return facility ,Product quality

It is concluded that most of the customers are Satisfied with service and variety of brands.
Table No.11
Table showing the Customers level of agreeability for online shopping

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S. No	Factor	SA	A	N	D	SD	Score	Rank
a.	The option free shipping in online shopping increases the no of sales	20	46	29	5	0	3.81	3
b.	Using internet to buy a product would help me to buy more efficiently	20	42	33	4	1	3.76	4
c.	The internet is the best place to buy an item that are hard to find	29	48	21	2	0	4.04	1
d.	Shopping online saves time	25	54	20	1	0	4.03	2
e.	It is important to me to have maximum product in shopping online	21	39	27	12	1	3.67	5

It is understood that most of the customers have given first rank to the internet is the best place to buy an item that are hard to find followed by Shopping online saves time, the option free shipping in online shopping increases the no of sales, Using internet to buy a product would help me to buy more efficiently, It is important to me to have maximum product when shopping online.

It is concluded that most of the customers agrees that internet is the best place to buy an item that are hard to find and shopping online saves time.

Table No. 12
Table showing the challenge faced by the customers in online shopping

S. No.	Factors	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	TOTAL (%)	RANK
1	Slow Checkout Time	18.5	7.68	0	12.24	10.8	0	0	0.9	50.12	II
2	Lack Of Product Availability	0	24.32	0	12.75	0	4.56	3.77	0.72	46.12	IV
3	Slow Webpage Response Time	9.62	7.68	21.66	0	0	9.5	3.48	0	51.94	I
4	Lack Of On-Time Delivery	0	8.32	7.41	12.75	5.85	4.56	0	1.44	40.33	VII
5	Product Return and Refund	18.5	0	0	12.75	11.25	0	7.25	0	49.75	III
7	Shopping Cart Abandonment	0	0	21.09	0	11.25	9.5	0	0.78	42.62	V
7	Risk In Payment	0	16	6.84	0	5.4	0	11.02	0.78	40.04	VIII
8	Poor Quality Products	27.38	0	0	0	0	9.88	3.48	1.5	42.24	VI

It is understood that most of the customers have given first rank to slow webpage responsetime as the challenge in online shopping followed by slow checkout time, Product return and refund, Lack Of product availability, Shopping cart abandonment, Poor quality products, Lack of on-time delivery, Risk in payment.

It is concluded that most of the customers have faced the biggest problem in slow webpage response time and slow checkout time.

Table No. 13
Table showing the Customer's attitude towards online shopping

S. No.	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Score	Rank
a.	I don't like giving my credit card details online	49	29	19	1	2	4.22	**1**
b.	I prefer to see the things I buy before I buy them	22	58	18	1	1	3.99	**2**
c.	The Internet is not the place to make attractive bargains	25	43	27	4	1	3.87	**3**
d.	Shopping online is complicated	14	37	35	12	2	3.49	**4**

It is understood that most of the customers have given first rank to the factor that I don't like giving my credit card details online followed by I prefer to see the things I buy before I buy them, Internet is not the place to make attractive bargains, Shopping online is complicated.

It is concluded that most of the customers agree on the factor that I don't like giving my credit card details online and I prefer to see the things I buy before I buy them

Table No. 14
Table showing whether online transactions protect the right of safety of the customers

S. No.	Satisfaction	Number	Percentage
a.	Strongly Agree	8	8
b.	Agree	30	30
c.	Neutral	54	54
d.	Disagree	8	8
e.	Strongly Disagree	0	0
	Total	**100**	**100**

It is understood from the above table that, 54% of the Customers are neutral that online transactions protect the rights of safety, 30% of the customers agree that online transactions protect the rights of safety, 8% of the customers Strongly agree that online transactions protect the rights of safety, 8% of the customers Disagrees that online transactions protect the rights of safety, 0% of the customers Strongly agree that online transactions protect the rights of safety.

Majority (54%) of the Customers are neutral that online transactions protect the rights of safety

Discussion and Conclusion

To use digital marketing effectively, businesses should first identify their target audience and understand their preferences when it comes to consumption of online content. This includes understanding the platforms they use, the type of content they engage with, and their preferred communication methods. Once this is done, businesses can use various digital marketing strategies such as search engine optimization, social media marketing, email marketing, and content marketing to connect with their target audience and provide them with relevant and engaging content.

According to the findings of the overall study, the majority of respondents are pleased with the digital marketing services. The majority of clients routinely use digital channels. Through digital media, businesses can significantly increase their revenues. Marketers may readily reach their clients through digital media at any time and from any location. Consumers buy any goods in any situation depending on their needs. Customers who shop online frequently have trust difficulties, such as the fear of losing money and expecting a product of poor quality. To address customers' money and trust issues, a number of restrictions have been put in place to meet their needs, which aids in the creation of customer trust in internet marketing. Customers feel more free and secure shopping and participating in the purchasing process as these policies have to be improved.Digital marketing is an essential

component of modern-day marketing, and its effectiveness spans across generations. As the world becomes increasingly digital, businesses need to adjust their marketing strategies to connect with customers where they are spending most of their time, online. By understanding each generation's unique characteristics and preferences, businesses can create digital marketing campaigns that resonate with their target audience. This can lead to increased brand awareness, engagement, and ultimately sales.

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