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## A STUDY ON IMPACT OF DIGITAL MARKETING TOWARDS COMMON MAN AND BRANDED COMPANIES

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### **Abstract:**

### **Introduction:**

*Digital marketing is one of the important elements in a business. Choosing the most optimizing and suitable marketing strategy is not simple but with B2B enterprise.*

### **Aims:**

- 1) *to explain the effects of digital marketing forms on the customers attitudes.*
- 2) *To identify the top theme of advertising media and customers satisfaction.*
- 3) *To access the effectiveness of digital marketing for taking a decision.*

### **Methods:**

*This study is totally based on the secondary basis; data collected from secondary source like- Books, Newspapers, magazines, journals, articles, etc.*

### **Results:**

*This study also describe that the brand awareness only moderates the relationship between customer's impact towards digital marketing and customer purchase intention.*

### **Conclusion:**

*the right directions for the business strategy help to adapt and develops the business despite any difficult situations.*

**Keywords:** Digital Marketing, business, strategy, customer's satisfaction, common man, improvements.

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### **Introduction :**

In the recent scenario brands and business have changes because of the digitalization. The strategies are become more and more popular and especially when it is becoming a global trend. The digital marketing encompassing most of the activities, organizations and the processes stimulated by the technologies to communicate and create the value of customers. the digital marketing is the subbranch of the traditional marketing. There are some media's of the advertising who supports the digital marketing such as- web, e-mail, wireless media combined with the digital marketing. Digital marketing can not think of effective online



advertising channels such as face books advertising, Google ads, e-mail marketing and the essentials of digital marketing is the marketing on a digital platform. (Hien, 2022)

The use of internet and social media of advertising changed the consumers buying behaviour and the different ways of marketing. Digital marketing offers many opportunities to organize the costs, improved brand awareness and increased sales. There are so many marketing tools such as: digital marketing, mobile marketing, B2B marketing and electronic word of mouth advertising. This research contributes to the persons. The expert's perspective encompasses general accounts as well as the perspectives on more specific issues each of the individual perspectives discuss the many challenges and many opportunities. Each perspective represents the individual knowledge on a specific topics that represent current situations. The repeated but equally important constants of the aspects such as negative as well as positive word of mouth marketing. A number of strategic marketing aspects have been examined the results of range of the contributors. The impact of a greater use of technology some times that is not good for the teenagers or the collegiate students but some time that is most important of digitalization and the technology. (Dwivedi, 2021)

Recent days. A large number of customers are spend their time on social and digital media use the Facebook, you tube, web, etc. for a variety of purpose ranging from the information search engine to the final purchase of products. Marketers are spending most of the part in the advertising budget. The top contributing countries in the digital marketing field. This study identifies the three dominant in marketing research;

- 1) Strategic Planning
- 2) Mobile Marketing
- 3) Demographic profile of customers

Markets basically focused on their marketing attention on this market. Consumers are spending more time on social media for a variety of purpose ranging from the final purchasing products. The final and main part of the study is to be includes the theoretical implications and practical measures along with the future research directions. The effectiveness and quality of online marketing campaign. (Faruk, Rahman, & Hasan, 2021)

### **Objectives of the study :**

- 1) To explain the effects of digital marketing forms on the customers attitudes.
- 2) To identify the top theme of advertising media and customers satisfaction.
- 3) To access the effectiveness of digital marketing for taking a decision.

The marketing of unhealthy commodities though the traditional medium of advertising is known to impact of consumers products attitudes and behaviour of the consumers. The impact of digital marketing among young people who have strong online measures. The relationship between digital marketing and the attitudes of the youth person towards the healthy sign of the marketing. The effect of digital marketing of unhealthy food or beverages, or some like that products on youth people. The digital marketing expert's effects on the young people. The face to face marketing that is known as traditional marketing methods and peer to peer marketing is a digital marketing. The digital marketing of unhealthy commodities is associated



with the young people and the use of beliefs of products. The effects of digital marketing. The effects of digital marketing varied between products and different services. (Buchanan, Kelly, Yeatman, & Kariippanon)

Digital marketing is essential aspects of the marketing plan. Digital marketing helps to attract the business and target the new customers. A digital marketing strategy usually having multiple channels, like website, social media of advertising, e-mail and online base on marketing is known as a digital marketing. Digital marketing can helps the businesses to increase the visibility, availability, brand awareness and reach to the many audience than the traditional medium of advertising. (Bell, Miller, & Velasquez)

Electronic business develops the facilities in the business. The period of digital marketing is used was especially in the marketing instruments. In the modern techniques is known as the digital marketing. (Melovic, Jocovic, Dabic, Vulic, & Dudic, 2020)

Digital marketing is important for every sector especially for the business relates to the information technology. There are so many advertising Medias and every medium of advertising is specialized in that particular sector. Word of mouth marketing is the traditional ways of advertising media and there are many advertising medias are available for the promotions. But the digital marketing is new techniques to expand the business activities. (A.Lavanya & Radhikamani, 2021)

Marketing is important for the every were because of the promotion of goods and services. Marketing of goods and services is totally based on the activity of the particular marketing tools. Digital marketing is the cost effective marketing media and that medium of advertising is important for the business because of fast feedback which will be the happened. Digital marketing is not only the source of promotions of advertising but also the expand and enlarge their business in a particular parameters. Digital marketing is the tools of business. Digital Marketing is also known advertising media that they will promotes their goods as well as their services in the business as they offline or the online business. (M, 2023)

### **Findings of the study:**

The digital marketing can be cost effective than the traditional ways of marketing methods. Digital marketing can be helpful for the business. Digital marketing impactful of a business, a good digital marketing strategy can be helpful for the business to increase their online visibility by sharing the tools of modern ways of marketing.

### **Conclusion of the study:**

The related issues of the advertising media are rapidly increasing. The focus on digital marketing is the marketing that type of marketing everyone wants to do and accepted this type of marketing. This was concluding to explore the current understanding of the main aspects related to the digital and the impact of the digital marketing on common man. Word of mouth marketing, TV Advertising, newspaper advertising etc. the traditional methods of advertising and digital marketing relevantly that type of advertising includes in the modern types of advertising media. Digital marketing is cost effective methods of advertising but now a days that type of advertising is important for the business.



### **Acknowledgement :**

the author would like to thanks to college who has been provided learning and supports who can write this paper, as well as the faculty members that has been helped to the process of improvement in the writing this paper.

### **Conflict of Interest: NIL**

### **Source of Funding: NIL**

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