

## Utilizing Digital Marketing Methods TO Dissect Consumers' Preferences

Pankaj Kumar Sinha<sup>1</sup>, Dr Manmeet Bali Nag<sup>2</sup>,  
Dr. Bindu Agarwal<sup>3</sup>

<sup>1</sup>PhD Scholar, Manav Rachna University.

<sup>2</sup>Associate Professor, Manav Rachna University.

<sup>3</sup> Visiting Professor

### Abstract

The purpose of this paper is to present a summary of the most important findings and inferences drawn from the research investigation. Information on businesses, products, or services can be efficiently disseminated through the use of channels that are associated with digital marketing. These digital marketing strategies have been shown to be highly successful in the process of attracting prospective customers. Email addresses, Facebook, Twitter, and YouTube are just few of the instances of the many different types of mediums that are included in today's modern digital platforms. Organizations have the ability to handle and resolve client concerns and issues by making use of a variety of communication channels, which also allows them to advance their promotional activities and achieve their marketing goals at the same time. However, it is important to note that not all digital marketing platforms are ideal for accomplishing all of a company's goals. Some works are better suited for a particular audience, while others are produced in accordance with the individual capabilities of the author. It is vital to first decide which digital marketing channel will be most effective in order to achieve a particular goal, as this is the first step in the process. Before finalizing a purchase, customers have the choice to conduct business through any one of the aforementioned channels, or through all of them simultaneously. The purpose of this study report is to identify which kind of

online communication—digital or analog—is the most effective for the transaction of online goods and services.

Keywords: Social Media, Digital Marketing, Website, Smartphone.

## **1. Introduction**

Within the field of digital marketing, the exploitation of various social media platforms has developed into an increasingly common practice. These platforms give companies the ability to promote their goods or services to a large audience, which is beneficial for the growth of their enterprises. The creation of websites that are intended for use on mobile devices, such as smartphones, has additionally contributed to the increased efficiency of digital marketing techniques. This opening section's primary objective is to set the stage for the ensuing conversation by providing a general overview as well as some background for the topic at hand.

In an environment that is extremely competitive, digital marketing involves a wide range of operations. These activities include the design of firm plans that harness developing technology to increase expenditures and drive global industry growth. According to Kumar et al. (2010), the increasing prevalence of digital marketing, advertising on social networks, and marketing done through internet browsers is due to the progression of technology. The promotion and monetization of advertisers' products and services is accomplished through the use of digital marketing tactics. The increase in the distribution of goods and services imposes a requirement for the implementation of digital marketing strategies. According to Kingsnorth (2022), there has been a discernible change in the ways in which consumers make their purchases, with digital marketing exhibiting higher performance when compared to conventional techniques of marketing. This study aims to evaluate the influence and relevance of digital marketing, which is the main objective of this research. In their work, Li et al. (2018) provide a thorough introduction to digital marketing and an overview of its many facets. Before going into the several forms of digital marketing, the authors

begin by providing a complete introduction to the topic. In addition to this, they discuss the key distinctions between digital and conventional forms of advertising, as well as the numerous benefits of using internet advertising in today's culture. In addition, the writers examine the drawbacks of advertising on the internet while simultaneously highlighting the crucial role that it plays in the modern society.

The term "digital marketing" refers to an all-encompassing notion that includes all types of advertising that are carried out on the internet. Video marketing, email marketing, content marketing, social media marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, display advertising, and mobile marketing are some of the marketing tactics that may be identified (Brar, 2018; Gandhi et al., 2021). The real-time nature of digital marketing makes it easier to regularly review one's marketing strategy, content, and campaigns. This is an important capability. By taking use of this strategy, one will be able to evaluate the effectiveness of the various components and establish whether or not they were successful. After that, make any necessary adjustments as soon as possible in order to get back into alignment. Siddiqui (2020) carried out a research project.

The phrase "digital marketing" is the descriptor that is most acceptable to use when talking about the many different kinds of advertising that are undertaken on the internet. Video marketing, email marketing, content marketing, social media marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, display advertising, and mobile marketing are just some of the marketing tactics that can be used (Brar, 2018; Upadhyay, 2020). As a result of the real-time nature of digital marketing, it is possible to do constant monitoring of one's marketing strategy, content, and campaigns. Upon carrying out certain acts, both the efficiency and inefficiency of those actions will become readily apparent. To put it this way. After then, make the necessary adjustments as soon as possible in order to regain your attention and go forward effectively. The findings of Siddiqui (2020) are as follows:

Digital marketing tactics can be put into action using a variety of channels that are at the user's disposal. In order to advertise and sell their goods or services, marketers are able to make use of the many different digital marketing platforms that are currently available. Return on investment (ROI) maximization is cited as the major objective of advertising in studies conducted by Singh et al. (2016) and Todor (2016). The following list provides a rundown of the most prominent digital marketing channels currently available.

**Table 1: Digital Marketing Channels**

| S.NO | Digital Marketing Channels |
|------|----------------------------|
| 1    | Social media marketing     |
| 2    | Facebook                   |
| 3    | LinkedIn                   |
| 4    | Twitter                    |
| 5    | Pinterest                  |
| 6    | Email marketing            |
| 7    | Blogging                   |
| 8    | Smartphones and tablets    |
| 9    | Websites                   |

In today's world, marketing via social media platforms has quickly become one of the most popular types of digital marketing, and its significance and pertinence are being increasingly acknowledged. The expansion of the digital channel that is taking place right now is both big and rapid. The term "trafficking" refers to the process of luring users to a particular webpage by drawing attention to it across a variety of social media platforms. This action is performed with the intention of increasing the volume of visitors to that page. According to Wu et al. (2015), the phrase "social media marketing" refers to the activity of adapting content to meet the distinctive environment of each social media platform in order to enhance user engagement and promote content sharing. The overarching goal of this technique is to increase the amount of content that is shared. The use of the internet has seen a huge increase as a consequence of this development, going from 16.6 percent to 62 percent

since 1995, with social media marketing emerging as the most advantageous benefactor of this development. It is common knowledge that Facebook is the most successful social networking site currently available. Facebook also has a substantial level of popularity among its members. Make use of Facebook as a platform as a tool to boost the visibility and marketability of your products and services in order to attract more customers. Monitoring and analyzing both free and paid content on Facebook is possible with the help of a tool called Page Insights. Facebook collects data regarding users who visit its pages in order to improve its understanding of the target population and determine the most effective methods.

Professionals are able to establish their own profiles on LinkedIn and showcase them to other users of the platform. LinkedIn is an online community that brings together professionals and businesses in order to facilitate connections between the two groups. People generally have the impression that LinkedIn, which is a popular social networking platform, is a specialist resource that is largely utilized for the purpose of job searching and building professional connections. However, it is important to note that social media may function as a very effective tool for developing new business possibilities and creating cooperation based on referrals.

Twitter's major goals include increasing business visibility and revenue, building a larger base of followers, and effectively converting potential prospects into customers. Twitter is employed by a big number of users, including individuals who are interested in making purchases. The employment of hashtags might make it easier to target a particular audience for one's communications. The platform makes it easier for customers to communicate in both directions with one another. The fact that this is a public engagement means that your organization's reputation and position will be considerably improved if you demonstrate both your competence and your excellence in performance.

Pinterest is a digital platform that enables its users to easily share and archive visual images with one another; as a result, it serves as a social networking website with an

emphasis on the visual medium. There are several reasons why businesses should use Pinterest. One of these reasons is to showcase their products. This will make it easier to reach out to a wider segment of your target demographic. A single pin has the capability of producing an additional ten pins, and this pattern can continue on indefinitely if it is allowed to do so.

Email marketing is the practice of sending promotional emails to potential customers as part of a business's overall marketing strategy. One method of describing this strategy is that it takes a clear approach to online marketing. According to Brar (2021), the goals of email marketing for businesses are to promote items, increase brand recognition, and drive visitors to the company's website. The use of email communication is an efficient method that may be utilized to motivate subscribers of your blog or participants in your loyalty program to renew their memberships. Email marketing is advantageous for a number of reasons, one of the most important of which is the fact that it is cost-effective. According to Todor (2016), the goal is not to increase the number of new consumers but rather to strengthen the loyalty of existing clients.

Blogging has developed into a commonly used method of internet marketing that companies employ, and as a result, it has gained a substantial amount of popularity. Professionals in the fields of marketing and search engine optimization (SEO) have recently suggested that in order for businesses to properly sell their wares, they should incorporate a blog into their corporate websites. People who are looking for information that is relevant to a particular keyword that is associated with a company's products are likely to come across Google's URL within their search results. This is done so that the company's products will have a greater chance of being seen. The engagement between a company and its consumers can be facilitated by a corporate blog. This allows the firm to gain insights into the purchasing patterns of its customers and provide detailed details regarding the products and services it provides.

Examples of portable gadgets used for marketing reasons include smartphones and tablets, such as the iPhone and the iPad. The advertising sector is dominated by well-known companies such as Google Apps, Apple Apps, and Samsung Apps. Bala and Verma (2018) state that Google is currently in the position of being the most profitable mobile marketer. The presentation might remain unchanged or it might feature a lot of natural elements. Mobile commercials have quickly risen to the forefront of the advertising industry on a global scale, emerging as a powerful new channel for business objectives. There are a lot of application developers out there, and most of them make significant earnings from their apps and participate in a lot of promotional efforts. It is absolutely necessary for a company's mobile applications to properly represent the products and services that the company has to offer in order for the company to be successful.

Websites are extremely important to the day-to-day running of businesses because they give clients a central location from which to access extensive information regarding a company's brand as well as the goods and services it has to offer. Users have expressed a desire for exceptional customer service due to the likelihood of encountering difficulties. The use of email for communication is still common, but other online platforms, such as live chat and article comments, have emerged as prominent modes of engagement in recent years. As a direct consequence of this, even inexperienced users are able to interact with clients via user-friendly websites. When they are kept informed in a timely manner, customers feel more satisfied. The development of a trustworthy relationship is aided by Netscape (2020).

## **2. Identifying the Most Preferred Digital Channels**

The current task at hand entails locating the digital channels that users choose to use the most so that we can make use of those. The research was carried out with the participation of a total of 545 people who were locals to the National Capital Region (NCR). According to the findings of the inquiry, which had a total of 545 participants who served as

the sample. When it came to the total number of respondents, 480 persons utilized at least one digital channel as a source of information while they were in the process of making an online purchase of a product. There were a total of 65 respondents who indicated that they did not make use of digital channels, preferring instead to utilize traditional media platforms such as television, radio, newspapers, and in-person visits to dealers' showrooms. The information that is provided in the following table refers to both traditional and digital forms of communication respectively.

**Table 2 presents a comparison between traditional communication channels with digital communication channels**

| Sr. No. | Communication Channels | No. of Respondents | Percentage (%) |
|---------|------------------------|--------------------|----------------|
| 1       | Digital Channels       | 480                | 88.08          |
| 2       | Traditional Channels   | 65                 | 11.92          |
|         |                        | Total– 545         | 100            |

The user did not wish to supply any additional information and hence rejected. The many methods of communication are going to be the focus of this conversation. The total number of people who responded. A numerical representation of a component or proportion of a whole that is expressed as a number out of the whole is referred to as a "percentage," and the term "percentage". When we talk about digital channels, we're referring to all of the different online platforms and communication channels that make it possible to send and receive information, data, and material. According to the research of Varadarajan and Jayachandran (1999), digital channels are becoming an increasingly important means of communication. This assumption was backed by the findings of the study, which showed that more than 88 percent of participants reported making use of at least one sort of digital communication platform. According to the findings of the poll, just 11.92% of those who participated showed faith in traditional channels of communication. It has been discovered, as stated by Ajzen (1991) and Taylor and Todd (1995), that consumers are more likely to accept and make use of a

certain technology if they possess fundamental attitudes regarding that technology that are comparable to one another. Roger (1983) found that people had a greater tendency to adopt technical improvements that possess the attributes of interoperability and ease of comprehension. This conclusion supports the hypothesis that people are more likely to embrace innovations in technology that meet their needs. According to the findings of Davis (1989), important elements in determining the adoption and use of a technical medium were the perceived usefulness of the medium as well as the ease with which it could be used. The research carried out by Ajzen (1991) provides the foundation for the conclusions that are presented here. opinions of consumers with respect to

The significance of key technical ideas in influencing the use of technology has been proven by the theoretical frameworks of the Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Decomposed-TPB. These models have been used to investigate the role that key technical ideas play in influencing the use of technology. Therefore, it is likely that the respondents will choose a certain technology if they already employ it in their daily lives. The application of technology can stand in for the expression of one's individual preferences and function as a substitute. It just so happened that the channel that was utilized the most was also the channel that was preferred the most.

Additional information regarding the utilization of digital communication channels is provided in Table 2, which may be seen below. According to the results of the research, a sizeable majority of respondents named "social media" as their go-to choice when it came to using technology for communication. According to the data that is shown in the table, it is important to note that only a small percentage of respondents made use of traditional as well as digital modes of communication. This is something that should be taken into consideration.

**Table 3 shows the modes of communication that are given the highest priority**

| <b>Communication Channel</b> | <b>No. of People Using</b> | <b>% Use</b> |
|------------------------------|----------------------------|--------------|
| Websites                     | 247                        | 51.46        |
| Social Media                 | 390                        | 81.25        |
| YouTube                      | 203                        | 42.29        |
| Twitter                      | 104                        | 21.67        |
| Smartphone                   | 388                        | 80.83        |
| LinkedIn                     | 253                        | 52.71        |
| E-mails                      | 31                         | 6.46         |
| Others digital channels      | 40                         | 8.33         |
| Traditional Channels         | 18                         | 3.75         |

Source: Developed by the Author

When referring to the means or medium by which information is sent from one person or entity to another, the phrase "communication channel" is the one that's meant to be used. According to the information shown in the table, it is possible to deduce that 81.25 percent of respondents chose social media as a digital platform, which is a higher percentage than the number of respondents who chose telephones (80.23 percent). Email was found to be the digital communication method that is utilized the least, with only 6.46 percent of respondents revealing their use of the medium. The population percentage methodology was used as the means of collecting data for the purpose of this investigation. This methodology produced two separate outcomes, namely utilization and non-use. As a direct consequence of this, a binary distribution was hypothesized. As a consequence of this, the hypothesis was examined using a "one sample binomial test at a significance level of 5% to determine whether it could be supported or rejected." The purpose of this investigation is to determine whether or not the customers have a preference for a particular kind of communication. Because it does not make any distributional assumptions, the one-sample binomial test is regarded as a non-parametric method of statistical analysis. The current research sought to determine the validity of the following hypothesis:

**Table 4: Communication Channels Test Statistic**

| Digital Channel         | Test                                                                                                                                                                                                                               | Significance | Decision                                                           |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|
| Websites                | A statistical test called the one-sample binomial test is utilized to examine whether or not an anticipated proportion of successes in a single sample significantly varies from the actual proportion of successes in the sample. | .041         | The conclusion reached is that the null hypothesis is not correct. |
| Social Media            |                                                                                                                                                                                                                                    | .044         | The conclusion reached is that the null hypothesis is not correct. |
| YouTube                 |                                                                                                                                                                                                                                    | .032         | The conclusion reached is that the null hypothesis is not correct. |
| Twitter                 |                                                                                                                                                                                                                                    | .021         | The conclusion reached is that the null hypothesis is not correct. |
| Smartphone              |                                                                                                                                                                                                                                    | .022         | The conclusion reached is that the null hypothesis is not correct. |
| LinkedIn                |                                                                                                                                                                                                                                    | .023         | The conclusion reached is that the null hypothesis is not correct. |
| E-mails                 |                                                                                                                                                                                                                                    | .004         | The conclusion reached is that the null hypothesis is not correct. |
| Others digital channels |                                                                                                                                                                                                                                    | .003         | The conclusion reached is that the null hypothesis is not correct. |
| Traditional Channels    |                                                                                                                                                                                                                                    | .003         | The conclusion reached is that the null hypothesis is not correct. |

Source: Developed by the Author

H<sub>0</sub>: The preferred form of communication for customers when purchasing a product is not discernible

H<sub>a</sub>: Customers often exhibit a predilection for a particular mode of communication when engaging in the process of purchasing a product

The assumption underlying the null hypothesis is that customers do not exhibit any observable preferences for a particular medium of communication at any point in the process of making a purchase of a good or service. During the process of making goods purchases, consumers have a

noticeable preference for a certain channel of communication. The results of the test are summarized in Table 4, which lists the numerous communication pathways.

The fact that all communication channels attained a significant value of less than .05, as shown in table, implies that there was a distinct preference for a particular digital channel of communication. The results of this poll showed that the most popular of these outlets is social networking, followed by smart phones and then YouTube. In conclusion, the findings of this investigation have supplied important new perspectives on the matter at hand. On the other hand, there are some aspects of the topic that require additional research in order to acquire a complete comprehension of the numerous complexity and ramifications associated with it. Moving onward and upward

### **3. Conclusion and future scope**

The major purpose of this essay was to identify the predominate digital communication route that is utilized on a regular basis. According to the results of the survey, it was found that the respondents showed a preference for utilizing digital channels as a means of communication, as opposed to relying on conventional forms of media. This finding was based on the observations that were made. Social media platforms and telephones are the most prevalent kinds of digital communication platforms used by individuals, with websites coming in third place as the most often used form of digital communication platform. Even though there is already a body of literature that has established the informative, engaging, relevant, compatible, and user-friendly nature of digital communication channels, sufficient research was done to determine the specific rationale(s) behind the adoption of a particular digital communication channel. This was done despite the fact that the nature of digital communication channels has been established.

### **4. References**

- Ajzen, I. (1991). The Theory of planned behavior. *Journal of Organizational Behavior and Human Decision Processes*, 50(2), 179- 211.

- Bala, M., & Verma, D. (2018). A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, 8(10), 321- 339.
- Brar, T. P. S. (2021). Digital Marketing Performance: Understanding the Challenges and Measuring the Outcomes. In Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing (pp. 51-63). IGI Global.
- Brar, T. P. S. (2018). Business Intelligence in Banking: A Study of BI Technology Implementation and Challenges. CGC International Journal of Contemporary Technology and Research, 1(1).
- Brar, T. P. S., & Basra, R. (2018). Business Intelligence Technology: A Study Of Bi Implementation And Challenges. Advances in Wireless Communication and Mathematics, 21.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson uk.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319-340.
- Gandhi, P., Sharma, R. K., Brar, T. P. S., & Bhatia, P. (2021). Significance of Data Mining in the Domain of Intrusion Detection. In Data Driven Decision Making using Analytics (pp. 45-60). CRC Press.
- Kaur, S., & Pal Singh Brar, T. (2021, April). Social Media Analytics: A Review of Social Media Tools and Techniques. In Online National Conference on Wireless communication, computing and informatics (pp. 91-93).
- Kingsnorth, S. (2022). Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers. Management Science, 61(9), 2025-2040.
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. Journal of service research, 13(3), 297-310.
- Li, C., Guo, S., Cao, L., & Li, J. (2018). Digital enablement and its role in internal branding: A case study of HUANYI travel agency. Industrial Marketing Management, 72, 152-160.
- Netscape (2020). "Role of Website in Digital Marketing for Every Business?" Available  
:https://www.netscapeindia.com/role-of- website-in-  
digital-marketing-for-every- business, (Accessed December 24, 2021).

- R. D. Todor, "Blending traditional and digital marketing," Bulletin of the Transilvania University of Braşov, Series 5, Economic Sciences, vol. 9, no. 1, pp. 51-56, 2016.
- Rogers, E. M. (1983). Diffusion of innovations. Avenue of Americas, NY: The Free Press, Simon and Schuster.
- S. N. Singh, P. Kumar, and A. K. Dubey, "Digital marketing: necessity & key strategies to succeed in current," International Electrotechnical Commission: Geneva, Switzerland, pp. 14–19, 2016.  
[Abstract]. Available: [https://www.iec.edu.in/wp-content/uploads/2016/01/3\\_-Dr.S-N- Singh-et-al.\\_DIGITAL-MARKETING- p.14-19.pdf](https://www.iec.edu.in/wp-content/uploads/2016/01/3_-Dr.S-N- Singh-et-al._DIGITAL-MARKETING- p.14-19.pdf). (Accessed September 12, 2021).
- Siddiqui, O (2020). "MOST EFFECTIVE DIGITAL MARKETING CHANNELS FOR YOUR BUSINESS" Available: <https://cmasolutions.com/blog/5-most-effective-digital-marketing-channels-for-your-business/> (Accessed March 30, 2022).
- Taylor, S., and Todd, P. (1995). Decomposition and crossover effects in the theory of planned behaviour: A study of consumer adoption intentions. International Journal of Research in Marketing, 12(2) 137- 155.
- Todor, R. D. (2016). Blending traditional and digital marketing. Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V, 9(1), 51.
- Upadhyay, H. K., Singh, P., & Singh, N. (2020). Digital promotional strategies for multi-brand retail fashion stores in India. Journal of Statistics and Management Systems, 23(2), 215-230.
- Varadarajan, P. R., & Jayachandran, S. (1999). Marketing strategy: an assessment of the state of the field and outlook. Journal of the academy of marketing science, 27(2), 120-143.
- Wu, J., Shi, M., & Hu, M. (2015). Threshold effects in online group buying. Management Science, 61(9), 2025-204