

# Articles on Strategic Corporate Restructuring



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## **An Empirical Study on Effectiveness of Digital Marketing in India**

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### **ABSTRACT**

Digital marketing is the utilization of electronic media through the various channels by the marketers for the promotion of various products and services. In this digital marketing, marketers are facing new challenges and opportunities within this electronic era. The most important objectives of digital marketing are to allure the customers and permit them to judge the various brands through electronic media. This article emphasizes on the importance of digital marketing for both marketers and consumers to examine the effect of digital marketing on the consumer's purchase. We have randomly selected 100 samples from various firm's and executives to prove the effectiveness and impact on digital marketing.

**Keywords:** Digital Marketing, Promotion, Effectiveness

### **Introduction**

Digital marketing is also known as internet marketing, web marketing, and online marketing. Nowadays this digital marketing is rapidly growing its popularity among the customers. Digital marketing is used for the marketing of various product and services through various channels like the internet, mobile phones, display advertising etc. Through digital media, consumers can access any information at any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. But in course of time, people use digital services instead of going to physical shops.

### **Review of Literature**

According to Chaffey (2011), social media marketing involves "encouraging customer communications on the company's own website or through its social presence". Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing

According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from the seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century.

Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units.

Reinartz and Kumar (2003) found that the number of mailing efforts by the company is positively linked with company profitability over time. The primary advantages of social media marketing are reducing costs and enhancing the reach.