



**CAREER OPPORTUNITY IN DIGITAL MARKETING AND ITS IMPACT WITH
SPECIAL REFERENCE TO KALYAN**

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Abstract:

The purpose of this review paper is to study the impact of digital marketing on people and markets. How does it impact the people and market? Marketers used to promote their products through digital marketing to their prospective customers to see and learn. The main aim of marketers behind digital marketing is to make people or consumers regard products and offers. Almost all people preferred online marketing because it's easy to use and convenient for people. Because of easy operations people build their career. The paper begins with introductions to digital marketing, objectives, the difference between traditional and digital marketing, pros and cons of digital marketing.

In the modern era of marketing the concept of digital marketing is increasing day by day with the increasing technological development mainly because of the internet. We scrutinize the results of digital marketing based on a structured questionnaire, observation, and also used second data, etc. by taking 50 respondents

Key words: Digital Marketing, Internet, Promotions, Aware and Developed People Career

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Introduction of Digital Marketing:

Digital marketing refers to marketing through online, E-marketing, and internet-based marketing. By using these channels to market products and services to reach the customers. Today digital marketing is one of the most important tools in the industry for promoting, aware customers regarding products and services. Because of digital marketing it increases awareness to retailers and people regarding products and services. In this various types of marketing channels are involved such as mobile phones, social media, search engines, etc.

As Digital marketing increases day by day the customers get to know a variety of products all over the markets. The customers start believing in the online market and slowly and gradually they become brand loyal to the products and services that they are trusting to buy from particular websites increasing job opportunities.

Marketing through digital mediums customers gets satisfaction because customers purchased products and services more conveniently from markets. They can even ask queries about the products and also give comments, and suggestions related to those products and services which are provided digitally to them.

In today's era, digital marketing has more scope than traditional marketing because customers got satisfied with digitalization. They felt that it was much easier and safer than traditional marketing. Digitalization not only



benefited customers but also businesses. It explores and expands the business globally because there is as such no location fixed and it reduces the cost of business as well.

Literature Review:

Kaini (1998) Innovation of new technology i.e. vide internet, helps in opening the gate for marketers and do online marketing to achieve their business goals.

Dr. Uma Sharma & Prof. K.S. Thakur (2020)⁵

The paper “A Study on Digital Marketing and its Impact on Consumer marketing and its impact on Consumer Behaviour PHASEE, 18 (9) (2021) 80 Purchase” Talks about digital marketing and its scenario in India. The paper studies the awareness of consumers on digital marketing and what impact digital marketing has on consumer buying behaviour. Through the survey and research, the authors found that the income of consumers is crucial in their buying decisions. The business must identify the consumer behaviour and use it. The paper concludes that it is beneficial for a business if they use digital marketing the right way.

Rakesh Pandit and Anshu Chauhan (2020)⁶

Authors of the paper “Impact of Digital Marketing and Current Scenario in India” studied the effect of digital marketing in the rural population. The papers talks about the difficulties and challenges of digital marketing in the rural area and some advantages of it. The paper concludes that there are yet a lot to be discovered in digital marketing pertaining to the rural areas. Developing digital marketing for rural areas had a great impact in increasing the disposable income in rural India.

As we will see in the recent years, the popularity of social networking sites and digital promoting has enhanced all over the world. It increases the job opportunities of people. Many Users also are using totally different on-line formats to communicate, like Blogs, YouTube, Myspace, Instagram and Facebook to share information concerning the merchandise or service. Digital marketing helps to attach business to consumers, develop relationships, and foster those relationships during a timely manner. Digital promoting websites offers a chance to the organisations to attach and interface with potential and current customers, its increase the job opportunities

Objectives:

1. To know the perception of consumers on digital marketing
2. To study whether or not customers get addicted to online Marketing.
3. To know that consumers are aware of the products and services.
4. To study that marketers create distinguish images in minds of customers regarding products through digital Marketing
5. Marketers faced a tax burden due to digital marketing.

Scope:

As we know that digital marketing is growing, which brings more opportunities to people. To start a career in digital marketing one must have good soft and technical skills. As we used technology, we joined digital marketing in various sectors. It is more convenient for the people to grab opportunities.

Research Methodology:

Primary Data: - Research is done through observation and data collected through questionnaires. Secondary



data is collected through journals, books, and websites.

Sample Size:-The sample size is determined as 50 respondents' opinions from the customers and shops.

Tools of Online Marketing:

1. Search Engine Optimization(SEO):

SEO is about optimizing websites to achieve a high ranking on the search engines for certain selected key phrases. SEO involves making changes to the HTML code, content, and structure behind your website, making it more accessible for search engines and extensions, and easier to find by users. It's an extremely cost-effective way of generating new business for your site. Once your results page, you don't pay for any traffic that arrives at your site that ranks highly on search engines from that listening.

2. Search Engine Marketing (SEM)

Search engines drive a huge portion of all web traffic which is used by several users to find the information which they are looking for. An Internet marketing method that focuses on purchasing ads that appear on the results pages on a search engine such as Google, Yahoo, Bing, etc.

It's divided into 2 distinct categories

- a) Paid search (pay per click)
- b) Organic search(focus is search engine optimization (SEO))

3. Social media marketing

Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals. It involves social sharing of content, videos, and images for marketing purposes as well as paid social media advertising we have created this guide to provide you with the social media tips and training you need to better your business. It involves Facebook, Linked-In, Google+, Twitter, etc.

4. Email marketing

Email marketing is a form of direct marketing which utilizes electronic means to deliver commercial messages to an audience. It is one of the oldest and yet still one of the most powerful of all E-marketing tactics .It is extremely cost-effective and low cost per contact, highly targeted, etc.

5. Affiliate Marketing

Affiliate marketing is the process of making money online every time a customer purchases a product based on your recommendation. This is an online sales tactic that allows you – 'the affiliate' – to earn a commission and helps the product owner increase sales. At the same time, it makes it possible for affiliates to earn money on product sales without creating products of their own. Simply put, affiliate marketing involves referring to a product or service by sharing it on a blog, social media platforms, or website.

6. Content Marketing-Content marketing refers to informational, valuable content like blog posts, how-to videos, and other instructional materials. This type of marketing helps you connect with your audience and answer their questions. It can also help to generate leads and close sales.Content should be published regularly with the target audience in mind. Ideally, your brand would become a trusted voice within the industry by publishing quality, reliable content. You want your audience to come to you first for information on the latest



industry trends.

Traditional marketing- Traditional marketing is the market that is not used as online marketing. It's the oldest method of marketing which people use. Traditional marketing is a kind of marketing in which marketers identify their consumers and place ads where their customers can easily see, hear, and interact with them offline such as billboards, TV ads, radio ads, print advertisements, newspaper ads, printed media, etc.

Comparison of traditional marketing and digital marketing

TRADITIONAL MARKETING	DIGITAL MARKETING
Traditional marketing involves traditional channels, like billboards, TV ads, radio ads, print advertisements, newspaper ads, printed media, etc.	Digital marketing is using digital channels such as websites and social media as tools for marketing communication.
traditional marketing is costly	digital marketing is cheaper
Physically interacting with customers while selling products and services	No physical interaction with customers while selling products and services due to digital marketing.
Its reach to local customers.	Its reach to global customers.
It is difficult to measure effectiveness.	Digital Marketing is easy to Measure effectiveness with the help of analytics tools.
For promoting products, posters, TV, banners, and billboards are required.	For promoting products digital marketing is used on social media, SEO, website, videos, etc.
24*7 marketing is not possible	24*7 marketing is possible globally.
Traditional marketing is one way	digital marketing is two way

Pros and Cons of Digital Marketing:

Pros of Digital Marketing:

1. Increasing opportunities for small businesses:

Due to digital marketing, it's easy for a marketer to grow their business globally because it can select any marketing methods as per their budget and reach a large number of customers at a lower cost.

2. Lower cost: Marketing digitally charges a low cost as compared to traditional marketing because it reduces the maintenance and products cost.

3. Convenience: Marketers used the internet to sell their products. This eliminated the channels of distribution while selling and customers got products globally.

4. Personalization:

Through digital marketing, marketers fulfill the customer's needs and wants effectively and efficiently. Because if the customers are satisfied with products they will continuously purchase those products they become brand loyal customers.

5. Build good relationships with customers: Digital marketing will help to maintain good relationships between customers and marketers. Marketer helps to solve the query of Customers regarding products and services and this helps to retain the customers.



Cons of Digital Marketing:

1. Increased competition:

Digital marketing increased the competition among competitors. Several marketers used the digital market to aware customers of their products to purchase.

2. Lack of digital literacy:

In the slums or remote areas people are not aware of digitalization. One of the drawbacks for marketers is that audiences are not about that.

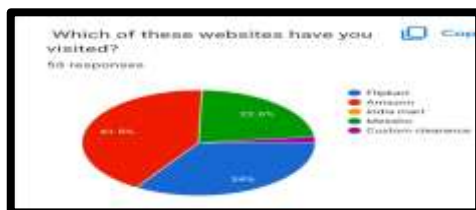
3. Problems of network issues: most people faced network issues while using the digital market. Because of this it will take time to open and the customer will not wait much and leave.

4. Problems with touch:

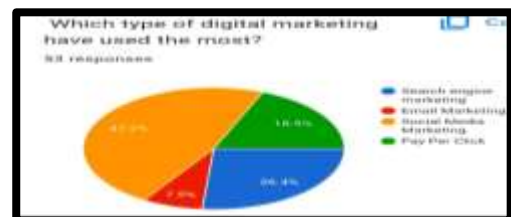
As we have digital markets we cannot touch products physically as we did in traditional marketing.

5. Online payment: most people still do not believe in online payment because they fear paying digitally.

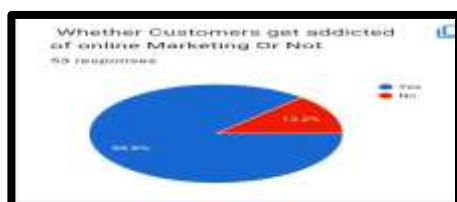
Analysis and Interpretation:



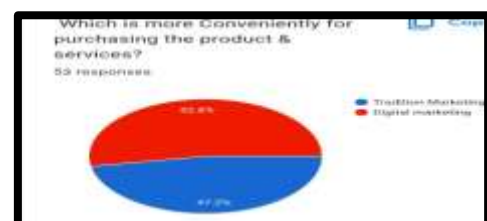
Interpretation: From the above diagram we can interpret that 41.50% of the respondents were using Amazon, 34 % of the respondents were using Flipkart, and 22.60% were using Meesho, whereas custom clearance and India mart were used very rarely by respondents.



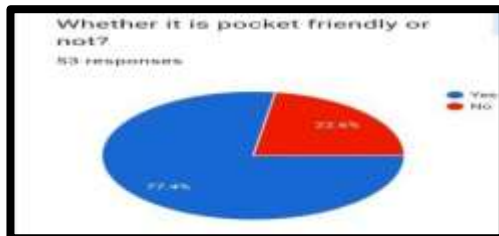
Interpretation: From the above diagram we can interpret that 47.20% of the respondent were using social media, and 26.4% of the respondents used search engines.9 %, and 7.5% used to pay per click, and email marketing respectively



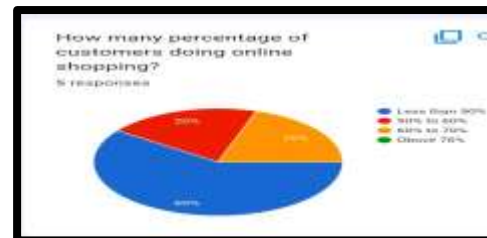
Interpretation: From the above diagram we can interpret that 86.80% of the respondents got addicted to digital marketing and 13.20% of the respondents not.



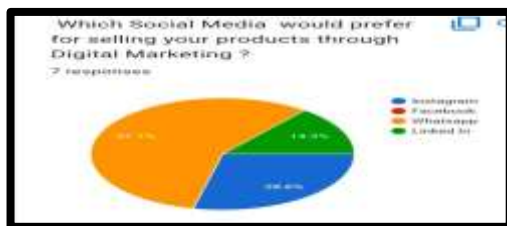
Interpretation: From the above diagram we can interpret that 52.80% of the respondents have purchased the products through digital marketing whereas 47.20% purchased through traditional marketing.



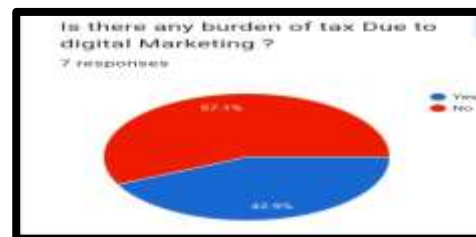
Interpretation: From the above diagram we can interpret that 77.40% of the respondents believed that digital marketing is cost-effective. Whereas 22.60 % of the respondents do not believe that it's pocket friendly.



Interpretation: From the above diagram we can interpret that 60% of customers do less than 50% online shopping, 20% of the customers do 50 to 60% online shopping, and 20% of the customers do 60 to 70% online shopping.



Interpretation: From the above diagram we can interpret that 57.10% of the respondents were using Whatsapp for selling their products, 28.60 % of the respondents were using Instagram, 14.30% were using linked in, and then Facebook was used by retailers to sell their products.



Interpretation: From the above diagram we can interpret that 57.10 of the respondent have not faced the burden of tax due to digital marketing whereas 42.9% of the respondents have faced it

Suggestions:

With technological advancement, the customers and retailers should benefit from digital marketing. Create awareness among the people about digital marketing because few people were not aware of digital marketing. They wouldn't know the effectiveness of digital marketing. Digital should give complete information about products that customers will purchase. And local retailers should use digital marketing to promote aware customers of their products. Checked that customers have any queries related to any products that provide benefits to customers. Provide good services to customers before purchasing and after purchasing the products.

Conclusion:

Individuals are investing more in online marketing because they believe that online platforms are more convenient for them to build opportunities but still, there are a lot of respondents who believe that traditional marketing is better than online marketing because they weren't aware of digital marketing. And they are illiterate too. Those who use digital marketing know it is cost-effective for them, it saves intermediaries costs, and we



directly purchase from them. Most retailers start using social media to promote their products and increase sales and job opportunities. Because people can use digital platforms any time anywhere in the world, retailers must change their strategy from time to time. It develops the careers of people.

Digital marketing has various tools to promote the products, so retailers can utilize various devices such as smartphones, email marketing, TV, etc. to attract customers and achieve their goals.

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