

## DIGITAL MARKETING AND ITS CURRENT TRENDS: A CASE STUDY OF BUXAR (BIHAR)

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**Abstract**—In this modern era, digital marketing is very essential for the utilization of information. Digital marketing has a very wide scope as cell phone users are increase compared to previous years. Many online marketing companies are promoting their products in the digital arena and adopting marketing strategies to reach the target customers. For research, the data was collected related to digital marketing and its awareness among the customer in Buxar, one of the districts in Bihar, India. The data assessed for the utility of digital marketing platforms and tools in the covid-19 pandemic situation and its impact on the interior areas of Indian states. It is observed that most of the customers were aware of the digital marketing tools and information and they found it useful in the pandemic situation. The modern generation customers do not like to go shopping or shopping centers to purchase products. They are interested to purchase most of the products and order utilities on the web or through an App. Thus, the different organizations consistently attempt to remain associated with their purchasers or clients through the web or their Apps. For future success, digital marketing companies have to focus on customer engagement and develop a clear data strategy.

**Keywords**—Data Strategy, Digital Customers, Digital Marketing, Digital Tools, Shopping Centers.

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### INTRODUCTION

In today's era Digital marketing helps to connect with the people and help to promote brands, products of the companies via information sharing websites. In these days, the versatile clients are increment contrast with earlier year. It is difficult to uptick their deals. There is presence of many online marketing websites to help their clients with online products and services i.e., Amazon, flipkart, eBay, club factory etc. They help implementing different marketing strategies for their company. Internet users are increasing day by day in India. In today's world online medium is the most important which helps all marketing efforts intended for an electronic device or the internet.

### REVIEW OF LITERATURE

Mr. Verma in his paper 'A Critical Review of Digital Marketing' (2018) offers sees on some current and future patterns in promoting. The substance depends on ongoing writing and on what is going on in the business world. Mr. M. Sugiraj, 'Growth of Online Marketing in India' (2017) offers the massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. Mr. Nedumarain in his paper 'Digital Marketing trends in India' (2016) offers the current economic scenario is more inclined towards the use of Electronic Technology, Digital marketing includes a raft of internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. Mr. Rajiv Kaushiv, 'Digital Marketing in Indian Context,' (2016) Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Mr. Yasmin, Mrs. Tasneem in his paper 'Effectiveness of Digital Marketing in the Challenging Age' (2015) discussed that Marketers are faced with new challenges and opportunities within this digital age. Digital Marketing is the use of electronic media by the advertisers to advance the items or administrations into the market.

## **IDENTIFICATION OF RESEARCH GAPS**

The Gap observed in the various Research Report as some of the points are not mentioned in the Literature Review of the various Authors. In today's era, the digital marketing is extremely important for human use of data sharing. The reason for undertaking the study is to get apprehensive knowledge from customers towards the digital marketing. The mobile phone users are increasing day by day when compared to previous year.

## **RESEARCH METHODOLOGY**

### **Statement of the Research Problem**

Digital Marketing is the order of the day. More and more people are buying the things online inclusive of electronic items also. Nowadays people are more present on digital platforms and application rather than traditional. Hence, marketers have to segment the audience based on what is the medium of communication to the people? Whether to communicate online and offline?

### **Research Objectives**

The following are the research objectives to understand the commitment of Digital Marketing trends in today's era :

- To assess the distinctive advertising instruments the organizations should consolidate to convey about its image.
- To understand consumers awareness about various brands.
- To analyze how online marketing plays a significant role in companies marketing strategies?
- To find the loopholes in online marketing

### **Research Design**

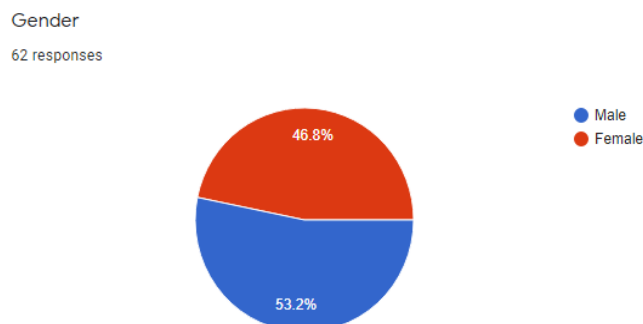
Here the objective population is from different places and the information is gathered from the respondents to finish the examination. Random Sampling has been utilized to gather the information from the different sample.

### **Sources of Data Collection**

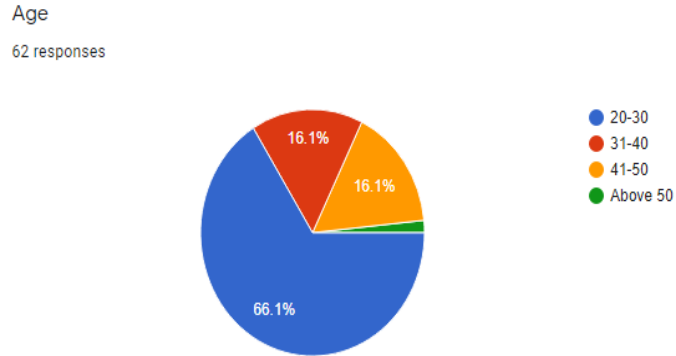
The data being a primary data, the data was collected through providing online questionnaires, an online questionnaire form was developed and circulated among the desired respondents for their response, 62 individuals marked their views in the online questionnaire. The questionnaire was prepared in a way to get maximum required information about the study without much strain to these respondents. These 100 respondents are from different age groups enabling the study to cover various age groups preferences. In this research, the secondary data have been collected from various modes such as Government Statistics, Market Research Reports, Company websites, Internet Websites, Reports prepared by research scholars, university economists, Books, magazines, and newspaper etc.

## **DATA ANALYSIS AND INTERPRETATION**

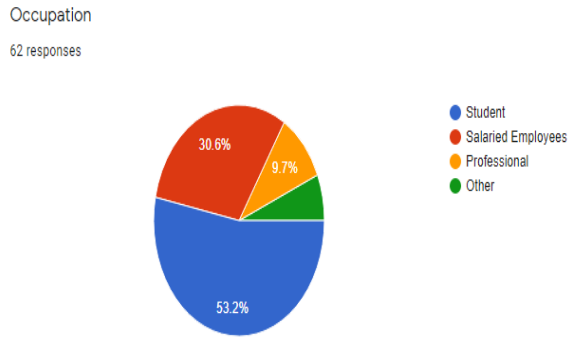
**Graph No-1.** Graph showing gender distribution in the sample



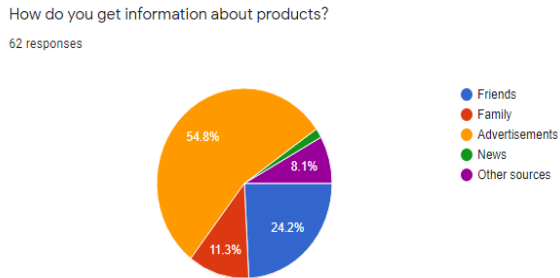
**Graph No-2.** Graph showing age distribution in the sample



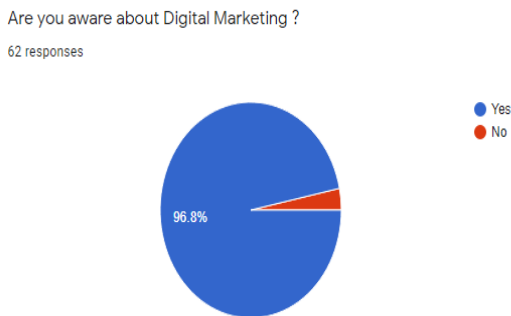
**Graph No-3.** Graph showing occupation distribution in the sample



**Graph No-4.** Graph showing product information distribution in the sample

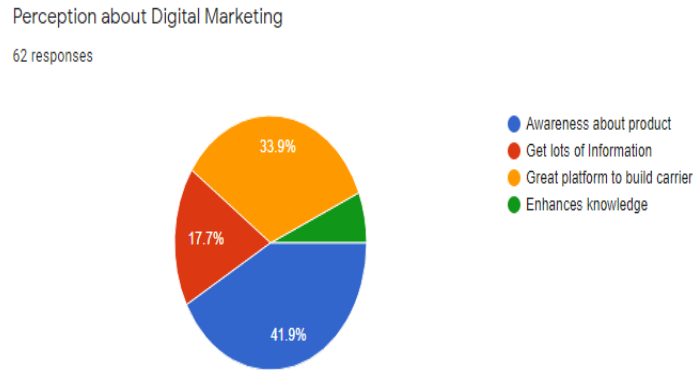


**Graph No-5.** Graph showing awareness about Digital Marketing distribution in the sample

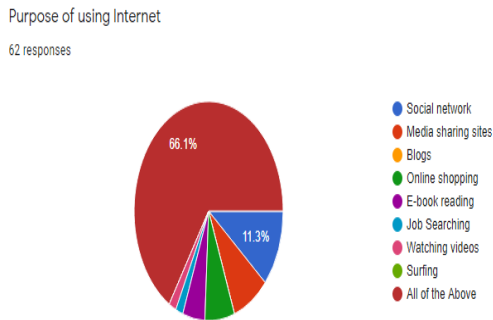


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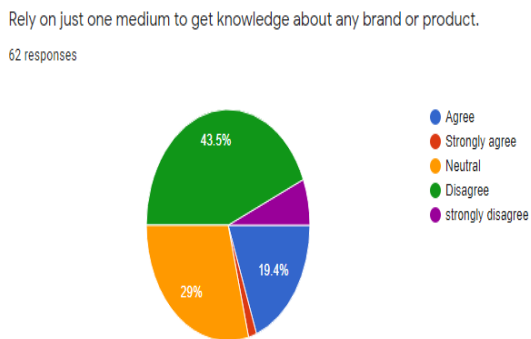
**Graph No-6.** Graph showing perception about Digital Marketing distribution in the sample



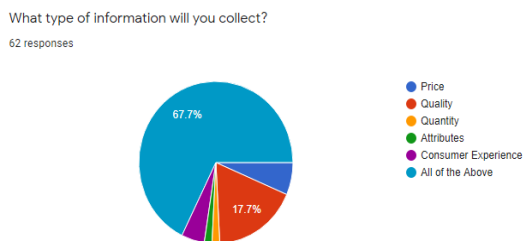
**Graph No-7.** Graph showing purpose of using internet distribution in the sample



**Graph No-8.** Graph showing medium to get knowledge about any brand or product distribution in the sample



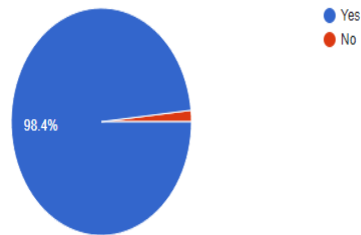
**Graph No-9.** Graph showing sources to collect type of information distribution in the sample



**Graph No-10.** Graph showing online purchasing distribution in the sample

Did you ever purchase online?

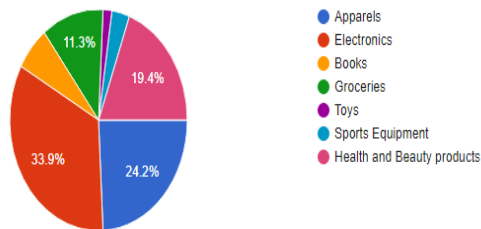
62 responses



**Graph No-11.** Graph showing type of product/service purchased online distribution in the sample

If Yes, What type of product/service you purchased online?

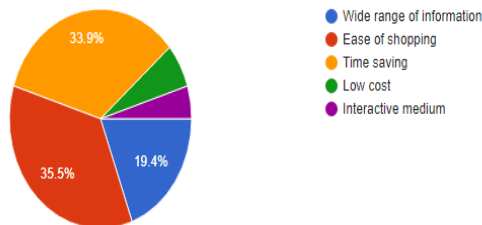
62 responses



**Graph No-12.** Graph showing does online marketing offer over traditional marketing distribution in the sample

What benefits does online marketing offer over traditional marketing?

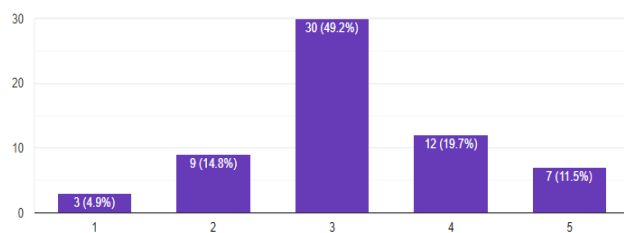
62 responses



**Graph No-13.** Graph showing rating virtual education classes and work from home online distribution in the sample

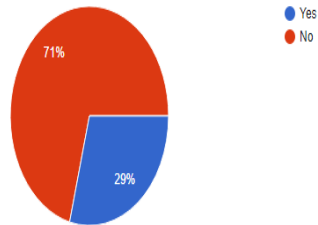
Rate virtual education classes and work from home online?

61 responses



**Graph No-14.** Graph showing making all the things run through virtual platforms online distribution in the sample

Do you want to make all the things run through virtual platforms?  
62 responses



### **OBSERVATIONS**

From all the different sources Family, friends, advertisement, news, other sources; 54.8% of the respondents said that Advertisement is the medium from where they are getting the information about the products: 24.2% get information from friends and rest 30% of the respondent said that they get information about the products from family, news and from other sources. Primary data shows more than 95% of the respondents are aware about digital marketing in today's era and 41.9% of the respondents say that they are aware about the products through the medium of digital marketing: 33.9% said that it is great platform to build carrier. And rest 25% said that they get lot of information and enhances knowledge with the digital marketing.

From all the attributes like price, quality, quantity, attributes, consumer experience and all of the above 67.7% of the respondents use all of the above attributes to get the knowledge about the product before purchasing anything.

Approximately 50% of the respondent's rate 3 to the virtual education classes and work from home online; 19.7% rate 4; 11.5% rate 5; and rest 20% rate below 3 to the virtual education classes and work from home online where, and 70% of the respondents don't want to run all the things through virtual platforms.

### **RECOMMENDATIONS**

Focus on customer engagement i.e., Companies must have a customer centric culture which involves the engagement of customers. Develop a clear data strategy so Companies should have a cleared a strategy for the future.

Companies have to evaluate their life cycle campaigns. They must have to be active to roll out responsive design and everything is going digital nowadays so they should not ignore the importance of mobile. Think about personalization beyond email.

### **LIMITATIONS OF THE STUDY**

Sample size is more than 50% as it has been circulated among 100 and responded by 62 individuals. Most of the people didn't respond to the questionnaire circulated among them. There are a lot of customers who are not skilled in using the Internet and focusing towards digital marketing can cause to lose these customers.

### **CONCLUSION**

The inference of digital marketing has an intriguing issue for conversation. Current modernity has changed a lot. Other than the growth of modern technology, the strategies adopted by the organizations has also changed. Our modern generation would not like to go to any shop to purchase anything they will be doing everything through the digital media. To defeat it, buyers and advertisers have to about the advantage and disadvantage of digital marketing. Digital marketing is a dream business project for digital marketers. Digital marketing is just the use of advanced digital technology to achieve advertising objectives. Thus, don't ignore the facility that digital marketing offers to you. Digital marketing may fulfill all desired dreams inside the restricted ability to center your life. Digital marketing is where anyone can make their profession without so much exertion. Just you ought to need to keep tolerance to get your ideal objectives.

## **SCOPE FOR FUTURE RESEARCH**

Some of the challenges have been noticed to overcome by future research studies in Digital Platform. The future research studies of Digital marketing may target other users of India in their research work to produce outcomes in more depth. With change in new technologies many new effective factors may emerge and become more significant than current covid-19 scenario. Future researchers may include those emerging variables in the research work that may have significant effect on buying decision of consumers from digital platforms. Companies must work upon the advertisement of products and services throughout the world as it can attract more consumers to itself and so that customer easily knows about the products and services of the company that can influence their buying decision.

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