Impact VIA PROS and CONS of Digital Marketing

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ABSTRACT
The digital era has brought about a sea change in the methods and means of marketing of goods and services in the country as well as the whole world. Globalisation and liberalization have become the buzz words in this era. The increased and world-wide dispersion of the goods is possible beyond doubt. But the need for this type of economic growth is felt everywhere. Hence the study is most vital in this era of digitalization in anything and everything for growth and development of the country, standard of living and the increase in the National income in the country and the development of mankind as a whole. Hence an attempt is made by the researcher to delve into the pros and cons of the digital marketing of various dimensions.

Key Words: Impact, Pros, Cons, Digital Marketing

I. INTRODUCTION
Direct digital advertising is selling products by an email address, a web browser or a phone number or through broadcast or telecast. Traditional direct advertising was attained using a customer’s postal address. In the last decade, the world has shown a paradigm shift from similarity to digital. More persons have started consuming all types of data online and this has made digital marketing the best method to react and reach out to the targeted consumers. Therefore mass advertising, mobile marketing, email marketing, social media marketing, broadcasting and the like are the various methods through which digital marketing is successful.

II. REVIEW OF LITERATURE
Dr. P.K Kannan and Alice Li undertook a study on “Digital marketing a framework, review and research agenda” developed and described a framework of study in digital marketing highlighting the touch points in the digital marketing process and the evolving issues in and around the touch points.[1]
Werner Reinartz et al in their article “The Impact of Digital Transformation on the Retailing Value Chain” found out that with the increase of e-commerce, mobile purchasing, and high recently smart knowledge, new contestants threaten this long-standing reign. [2]

Shika Gupta and Atul Mishra in their article “Evolution of Online Marketing Tools, Methods and Plans With Related Tests: A Survey” made a detailed study on Marketing tools like organizing campaigns, banners, TV, radio are traditionally designed for making the product more appealing and creating a need in the customers mind.

Benefits of Digital Marketing
A number of merits are available for digital marketing and they can be listed as follows:
- Reach Out to Wider Range of Potential Customers
- Get Fast and More Stable Results
- Get Better Response Rate
- Provides Long Time Exposure
- Minimize Competition
- Advantage of a Personal Touch
- Better Consumer Trust
- Increased Brand Awareness

The other merits according to experts include, minimum cost, measurable results, openness, social currency and many more. The opinion of the people of Kanyakumari District was captured with the help of this study.

Statement of the Problem
When compared to traditional marketing it is found that there are a number of advantages which digital marketing is inherent with and hence the merits as experienced by the consumers is a vital study that is to be conducted and the present study tends to bring out the order of benefits in the opinion of consumers and problems also in order suggest ways and means to overcome them.

III. OBJECTIVES
1) To rank the benefits as per the opinion of the consumers
2) To identify the problems of digital marketing.
3) To tender suggestions to overcome the difficulties encountered by consumers

Area of Study
The area of study is the four Taluks of Kanyakumari District namely Agasteeswaram, Kalkulam, Thovalai and Vilavancode.

Period of Study
The period of study covers a period of two consecutive years from 2017 to 2018.

Tools of Analysis
The statistical tools of analysis such as percentage, Garrett’s Ranking and Rensis Factor Analysis are used in this study.

Sampling
A sample of 300 consumers who purchased through digital marketing was selected on a systematic basis. Stratified sampling was made by selecting 75 consumers from each Taluk of Kanyakumari District.

Merits as Opined by Consumers
A number of advantages are found to exist but depending on the opinion of the consumers of the four Taluks of Kanyakumari District equal number of samples from each Taluk. The various merits as felt by the consumers were taken into account and those were categorized and ordered on the basis of the Garret mean score given by the audience or the consumers.
Table 1 depicts a clear picture of the opinion of the 300 consumers of Kanya Kumari District. The first rank was given to **Fast and Stable results** with a score of 56.12 followed by **Easily Measurable and Personalization** with a mean score of 54.41. The fourth rank was bagged by **Social Currency**, and the next rank goes to **Long term Exposure** with a mean score of 51.13. The sixth rank is for **Reach out larger number of customers** with a Garret score of 49.83 followed by the seventh rank given to **Openness** with a mean score of 46.78. The eighth rank is bagged by **minimize Competition** with a mean score of 46.33. The ninth rank goes to **Minimum cost** with a Garret score of 44.96. The second last rank goes to **Good Response Rate** with a score of 43.32 and the last rank goes to **Better Consumer Touch** with a mean score of 42.68 as per Garret mean score calculated on the basis of the data collected.

### Table 1
**Merits of Digital Marketing ranked**

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Particulars</th>
<th>Garret Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Minimum Cost</td>
<td>44.96</td>
<td>IX</td>
</tr>
<tr>
<td>2.</td>
<td>Easily Measurable</td>
<td>54.41</td>
<td>II</td>
</tr>
<tr>
<td>3.</td>
<td>Reach out larger number of customers</td>
<td>49.83</td>
<td>VI</td>
</tr>
<tr>
<td>4.</td>
<td>Fast and stable results</td>
<td>56.12</td>
<td>I</td>
</tr>
<tr>
<td>5.</td>
<td>Good response rate</td>
<td>43.32</td>
<td>X</td>
</tr>
<tr>
<td>6.</td>
<td>Long term exposure</td>
<td>51.13</td>
<td>V</td>
</tr>
<tr>
<td>7.</td>
<td>Minimize competitions</td>
<td>46.33</td>
<td>VIII</td>
</tr>
<tr>
<td>8.</td>
<td>Better Consumer Touch</td>
<td>42.68</td>
<td>XI</td>
</tr>
<tr>
<td>9.</td>
<td>Openness</td>
<td>46.78</td>
<td>VII</td>
</tr>
<tr>
<td>10.</td>
<td>Personalization</td>
<td>54.41</td>
<td>II</td>
</tr>
<tr>
<td>11.</td>
<td>Social Currency</td>
<td>52.07</td>
<td>IV</td>
</tr>
</tbody>
</table>

Source: Primary Data

### Problems Encountered by Consumers of Digital Marketing

Though there are a number of advantages for digital marketing, there are a number of demerits which have a lasting effect on the public. A Factor Analysis is conducted and the factors are condensed into few numbers. The following is an effort to curtail the demerits.

The KMO test was conducted to test the adequacy of the sample with 7.5 and it was found that the sample was adequate to consider the Factor Analysis.
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Rotated factor Marix - Analyzing Advertisements  
Using Moral Skills

<table>
<thead>
<tr>
<th>Factors</th>
<th>Components</th>
<th>Communalities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Attack of competitive brand is not fair</td>
<td>1 .785</td>
<td>.684</td>
<td></td>
</tr>
<tr>
<td>Commercials exploit society</td>
<td>2 .796</td>
<td>.689</td>
<td></td>
</tr>
<tr>
<td>Unethical ways of material desire</td>
<td>3 .862</td>
<td>.795</td>
<td></td>
</tr>
<tr>
<td>Exaggeration about product features</td>
<td>4 .716</td>
<td>.565</td>
<td></td>
</tr>
<tr>
<td>Promote unsafe behaviour among children</td>
<td>.582</td>
<td>.604</td>
<td></td>
</tr>
<tr>
<td>Buying beyond capacity</td>
<td>.578</td>
<td>.765</td>
<td></td>
</tr>
<tr>
<td>Banned controversial products</td>
<td>.750</td>
<td>.612</td>
<td></td>
</tr>
<tr>
<td>Goods really not needed tempted</td>
<td>.553</td>
<td>.542</td>
<td></td>
</tr>
<tr>
<td>Lack of responsibility</td>
<td>.515</td>
<td>.709</td>
<td></td>
</tr>
<tr>
<td>Fear appeal on alcohol and tobacco</td>
<td>.848</td>
<td>.868</td>
<td></td>
</tr>
<tr>
<td>Barriers in Communication</td>
<td>.821</td>
<td>.720</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data

The table above shows that the factors ‘Promotes unsafe behaviour among children’, ‘Banned controversial products’ and ‘fear appeal on alcohol and tobacco’ can be clubbed together as “Detrimental Products promoted”. The second component can be named as “Compulsion” comprising of ‘unethical ways of material desire’, ‘exaggeration about product features’, ‘buying beyond capacity’ and ‘goods actually not needed tempted’. The third component is coined as ”Unfair Means” including ‘attack of competitive product is unfair’, ‘commercials exploit society’ and ‘lack of responsibility. The last component is “Communication Barriers” which include a number of factors such as power, systems or computers or data in mobiles and the like.

The above analysis shows that there are a number of disadvantages and hence suggestions to reconcile should be made available by way of the study.

IV. SUGGESTIONS

The researcher suggests that unfair advertisements and sales promotions through digital marketing should be penalized. Products detrimental to the health of the consumers should be banned successfully. The harmful products which tempt the consumers should be brought to the notice of cyber crime. Finally the barriers in communication can be minimized using free wifi facilities by the Government which are available in certain states to promote computer literacy and data usage.

V. CONCLUSIONS

Though there are ample number of merits through “Digital Marketing” there are quite a number of demerits too which can be minimized or controlled through the suggestions offered through this study by the researcher.

VI. REFERENCES

2. Monika et al The Impact of Digital Transformation on the Retailing Value Chain
6. https://www.nibusinessinfo.co.uk/content/benefits-digital-marketing/

