SYNOPSIS

DIGITAL MARKETING

ABSTRACT

the results of the application of an integrated econometric time-series model for advertising effectiveness is presented. The model form gives rise to three possible advertising effects: brand loyalty, current effects (both simple and compound) and carryover effects. The inherent nature of these effects is related to the degree of involvement and the affective or cognitive aspects of the purchase decision. Consequently, the positioning of the product on the Foote, Cone & Belding grid may be used to hypothesize the nature of effects. The results of the application of this model to new car purchases in the South African market by media type lead to the propositions that: (1) the creative devices and content of an advertisement determine whether it will be effective but not the magnitude of the effect; (2) the magnitude of the effectiveness of an advertisement is dictated by the extent to which the medium in which it is placed is used.

<u>INTRODUCTION</u>

Advertising is an art not a science. Effectiveness of which cannot be measured with a mathematical or empirical formula some advertisers argue that advertising efforts go to waste, but every advertiser is keenly interested in measuring or in evaluation of advertising effectiveness. Testing for the effectiveness of Digital Marketing will lead Digital Marketing testing must be done either before or after the Digital Marketing has done in the media. It is of two types, protesting which are done before the Digital Marketing has been launched and one is referred to as cost testing which is done before the Digital Marketing has been launched and one is referred to as cost testing which is done after launching the advertising campaign. The basic purpose of advertising effectiveness is to avoid costly mistakes, to predict the relative

Strength of alternative strength of alternative advertising strategies and to increase their efficiency. In measurement of Digital Marketing effectiveness feedback is always useful even if it costs some extra expenditure to the advertiser.

The objectives of all business are to makes profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating efforts at mass appeal. As personal stimulation of demand for a product service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon video television or stage that is not paid for by the sponsor.

On the other hand, advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It always intentional openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of nonpersonal communication about an organization and or its products idea service etc. that is transmitted to a target audience through a mass medium. In common parlance the term publicity and advertising are used synonymously.

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STATEMENT OF THE PROBLEM:

Is Digital Marketing effective in influencing the potential Buyers?

Internet is one of the important mediums that own all kinds of features, which implies a great potential and powerful advertising medium in the future.
In addition, Internet has a better impact than traditional media in the features like Format Variety, Affinity, and Preservability. Furthermore, Internet is the only medium so far which owns the feature of interactivity. That creates lots of new communication opportunities and possibilities that were unable to be achieved in the past because of the limitation of media technologies. In spite of these whether the Digital Marketing is effective in influencing the Potential Buyers in modern era.

<u>NEED OF THE STUDY</u>

Need to doing the study on advertising effectiveness is whether the Advertising campaign was successful or not, the awareness level of products, the advertising campaign increased the

customer base or not and which media carry the Digital Marketing successfully.

OBJECTIVE OF THE STUDY:

- To ascertain the importance of Digital Marketing as a promotional tool.
- To assess the effectiveness of Digital Marketing on purchasing behavior.
- To ascertain which type of Digital Marketing is preferred by consumers.

SCOPE OF THE STUDY

1. The study will attempt to find out the advantages level of products.
2. The study can help to find out whether the Digital Marketing is reached the target audience.
3. The advertiser can identify the gap of improvement themselves.
4. The study can find out whether the Digital Marketing was educating the customer in right way or not.

.LIMITATIONS OF THE STUDY:

1. The sample size is limited to 100 Internet users hence the result of the study cannot be taken as universal.

2. Findings of the survey are based on the assumption that the respondents have given correct information.

3. Since the respondents had to fill the questionnaire while busy with their hectic schedule, many people were reluctant to answer.

4. The study was conducted only in Hyderabad and therefore, several other potential samples outside the city were neglected

REASEACH METHODOLOGY

Methodology

For the purpose of literature survey, a sample survey was adopted through the Structured Questionnaire, and information was gathered by those who had conducted study, The information was also searched in libraries in various reports, journals and internet sites were also scanned for the authenticities of the subject matter.

DEFINITION OF RESEARCH DESIGN:

"It is a basic plan, which guides the data collection and analysis phases of the project. It is a frame work, which specifies the type of information to be collected, the resources of data collection procedure."

- **Thomas Kinnear**

A research design is a market plan or model for conduction a formal investigation. It is a specification of methods and procedures for acquiring the information needed for solving of any problem.

Research design is the strategy for a study and the plan by which the strategy is to be carried out. It specifies the methods and procedures for the collection, measurement and analysis of data. Unfortunately, there is no simple classification of research designs that covers the variation found in practice.

Sampling Method

The sampling procedure used was convenience and judgment sampling, as in questionnaire were administered at places like the residents, cyber center, Office and colleges in Hyderabad.

Tools for data collection

Interaction with Respondents was in the form of face-to-face interviews and with the help of questionnaire. The questionnaire consisted of a set of questions, asked to the respondent for his/her response, the questionnaire

was structured and non-disguised. It was done in a prearranged order and the object of the research was revealed to the respondent. The questionnaire consisted of combination of open ended and close-ended question.

Primary Data

The primary data was generated through extensive use of a structured questionnaire, which had both the open end and close-ended questions. They were conducted in Hyderabad and the data collected was used for the purpose of analysis and interpretation.

Secondary Data

The second data was collected from the following sources:
☐ Books

☐ Magazines

☐ Website

☐ Journals

(Details are given in the Literature Review at the Report)

Sample Size

A total of hundred respondents were interviewed during the survey, The input from these respondents which was collected in Hyderabad formed the primary data for the study.

DATA PROCESSING

Collected data was Analyzed and tabulated with the help of MS Excel and then they have been presented in the tables and Graphs in this report. These are the basis for drawing the appropriate conclusion for this project.

HYPOTHESIS

It is usually considered as the principal instrument in the research, it may be defined as a proposition or a set of propositions set forth as an explanation for the occurrence of some specified group of phenomenon either asserted merely as a provisional conjecture to guide some investigation or accepted as highly probable in the light of established facts.

Testing of hypothesis

Techniques of hypothesis testing are used if we have an idea about the value of the parameter in question. The modern theory of probability plays a vital role in decision making and the branch of statistics with helps in arriving at the criteria for such decision is known as testing of hypothesis.

Chi-square Test

Chi-square test statistically determines significance in the analysis of frequency distribution. The logic involved in the chi-square test is that of comparing the observed frequencies and the expected frequencies. It is called a non-parametric test because it is based wholly on sample observations and does not require any value corresponding to a population parameter it is defined as Chi-square test

Null Hypothesis: H0

It asserts that there is a significant influence of features of Digital Marketing on the effectiveness of Digital Marketing.

Alternative Hypothesis: H1

There is no significant influence of features of Digital Marketing on the Effectiveness of Digital Marketing.

Significance Level:

The critical probability in choosing between the null and alternative hypothesis. The exact level of significance is largely determined by how much risk one variable is willing to take and its effect on the other variable.

Degree of Freedom:

It refers to the number of observations that can be varied without changing the constraints or assumptions associated with a numerical system.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

REFERENCE:

Books

- Encyclopedia, The world book, volume 14
- Encyclopedia, Britannica, Napoleon Ozonolysis, volume 16
- Gupta, s.p., " Statistical methods", s.chand & sons, New Delhi
- Kothari, C.R, Research methodology, methods and Techniques
- Pillai & Bhagavathi R. S.N. 'Modern marketing' New Delhi, Ram Nager, S.Chand & company Ltd, 2001.