

A Study of Digital Marketing Tools with Special Reference to Physical Fitness Clubs in Pune City

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Abstract – Digital marketing tools like social media marketing, Search Engine Optimization, Google Adwords, Google Analytics and Email Marketing etc has many advantages over traditional marketing. Companies has their own digital marketing department or they outsource the digital marketing activities from digital marketing agencies. The objective of this research paper is to study the awareness, usage and effectiveness of digital marketing tools amongst physical fitness clubs in Pune city. The researcher has collected the data from 25 respondents using survey method with the help of well-structured questionnaire. The researcher identified that descriptive research design and Non probability convenience sampling method is suitable for the research study. The findings of this study will be useful to many physical fitness clubs to sustain in the competitive world.

Keywords – Digital Marketing, Awareness, Usage, Effectiveness, etc.

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INTRODUCTION

Digital Marketing is nothing but using digital channels to reach customers. Social media marketing helps you to increase your brand awareness and also, it's important for companies to reach consumers, and when done correctly, tells those consumers. SEO means search engine optimization, it is the process of optimizing website to get organic traffic from the SERP (search engine results page). In other words, SEO meaning involves making certain changes to website design and content that make user site more attractive to a search engine. Google AdWords is Google's online advertising platform. Google AdWords is a product that users use to promote business or company, help to sale product and service, give awareness, and increase traffic to website. Google Analytics provides various services which are useful for increasing online existence and performance of the companies. This service is accessible to everyone who has Google account. Email Marketing is used by organizations to build awareness and brand loyalty of the products & services. Email Marketing is used to promote business through emails where we can connect with thousands of customers with a single click.

LITERATURE REVIEW

K. Venugopal, Saumendra Das, D. Vishnu Murthy (2012), in their research paper entitled "Email Marketing: A paradigm shift to marketing" they observed that Email marketing are often a really effective media to reach to audience around the world. Email marketing is very useful in sending personalized messages with long content.

Ms. Abhishika Joshi & Dr. Arvind Kalia (2017), in their research paper entitled "Conceptual Analysis of Effectiveness of Facebook Advertisements in India and Abroad", they suggest that the use of Facebook like, comment and share button applications positively influence consumers purchase decision. Organizations need to create and make their facebook page active by regularly posting some content on it.

Nisha J. & S. M. Ferdous Azam (2017), in their research paper entitled "The Impact of Social Media Marketing on Brand Equity", they observe that managing Facebook marketing is something which need to be done cautiously. Social communication is the most important motive behind using facebook. It helps to companies to maintain and enhance their brand image in the corporate world.

Prashant Ankalkoti (2017), in his research paper entitled “Survey on Search Engine Optimization Tools & Techniques”, he observed that program is basically useful device in present era of web. Google is the most popular search engine in this world of internet. SEO helps organizations to improve their web performance by making their website visible to net surfers.

RESEARCH METHODOLOGY

Objectives of the study

- To study the awareness of digital marketing tools amongst the physical fitness clubs in Pune city.
- To study the usage of digital marketing tools amongst the physical fitness clubs in Pune city.
- To study the effectiveness of digital marketing tools for the physical fitness clubs in Pune city.

Scope of the study

The researcher has selected only five digital marketing tools in the present study as below;

- Social Media Marketing
- Search engine Optimization
- Google Adwords
- Google Analytics
- Email Marketing

Sampling

Researcher has collected the data from 25 respondents (physical fitness clubs in Pune city) with the help of non-probability convenience sampling method.

Methods of Data collection

Researcher has collected the primary data with the help of well-structured questionnaire, having interaction with the physical fitness clubs in Pune city. Internet, books, magazines, and articles etc. are the various sources from where researcher has collected the secondary data.

Reliability and Validity

The researcher has carried out reliability test using SPSS. The Cronbach's Alpha identified is 0.760, and it is more than 0.700, that's why the Questionnaire is measured to be reliable. The researcher has used

face validity and content validity and confirmed that this research tool is valid for the study.

RESEARCH DESIGN

Data

Type of Research Design	Descriptive Research Design
Sampling Technique	Non-Probability Convenience Sampling
Sampling Area	Pune City
Sample Size	25
Primary Data	Well-structured questionnaire
Secondary Data	Research papers, Articles, Books, Journals etc.
Data Analysis tools	IBM SPSS-20 and Ms Excel-2010

Analysis

Awareness of Digital Marketing Tools in physical fitness clubs' owners

	Very low awareness	Low awareness	Average	High awareness	Very High awareness
Social Media Marketing	0	0	0	10	20
Search Engine Optimization	0	5	5	10	5
Google Adwords	0	0	10	10	5
Google Analytics	0	0	15	10	0
Email Marketing	0	0	0	15	10

Usage of Digital Marketing Tools in physical fitness clubs

	Very low usage	Low usage	Average	High usage	Very High usage
Social Media Marketing	0	0	0	15	10
Search Engine Optimization	5	5	0	10	5
Google Adwords	0	0	10	10	5
Google Analytics	0	0	15	10	0
Email Marketing	5	0	0	15	10

Effectiveness of Digital Marketing Tools for the Physical fitness Clubs

	Very low effective	Low effective	Average	High effective	Very high effective
Social Media Marketing	0	0	0	10	20
Search Engine Optimization	0	0	10	10	5
Google Adwords	0	0	10	10	5
Google Analytics	0	10	5	10	0
Email Marketing	0	0	10	5	10

	Awareness	Usage	Effectiveness
Social Media Marketing	1	1	1
Search Engine Optimization	2	2	2
Google Adwords	4	4	4
Google Analytics	5	3	3
Email Marketing	3	5	5

FINDINGS

- Awareness about all digital marketing tools is high amongst physical fitness clubs. The awareness is higher about social media marketing tools followed by search engine optimization, email marketing, google adwords and google analytics.

- Most of the physical fitness clubs are using various digital marketing tools. The usage is higher about social media marketing tools followed by search engine optimization, google analytics, google adwords and email marketing.
- As per the physical fitness clubs digital marketing tools are effective to improve the organizational performance. Social media marketing tools are highly effective followed by google analytics, search engine optimization, google adwords and email marketing.

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