

# Digital Marketing Impact on E-Commerce Business

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**Abstract - Digital marketing strategy, digital media, digital marketing channels, digital marketing platforms, and the most crucially, digital marketing's enormous impact on the e-commerce sector. Increase in digital marketing, the difference between traditional and digital marketing, the impact of social media, the way businesses allocate their marketing budgets, the popularity of instant messaging platforms, the sway exerted by marketing channels, the globalization of e-commerce, and the role of digital marketing in e-governance. The true impact of digital marketing on customers' e-commerce spending must be evaluated. The best digital marketing communication strategies need to be evaluated. Thus, it is necessary to examine the impact of digital marketing on purchases and determine the optimal use of digital marketing in various contexts. The study aims to shed new light on the topic in order to identify the most impressive digital marketing techniques for online retailers.**

**Keywords - Digital Marketing, Impact, E-Commerce, Business, globalization.**

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## INTRODUCTION

Digital marketers use the Internet and other cutting-edge electronic platforms to advertise their products. Everything of a company's online marketing and sales operations fall under the umbrella of digital marketing. It advertises to prospective customers using both established and emerging venues, such as the internet. Companies may improve customer loyalty, grow their customer base, and raise their brand's visibility and notoriety by using digital marketing. The phrase "digital marketing" refers to a wide range of strategies for connecting with customers by utilizing cutting-edge technologies and procedures. E-marketing, internet marketing, online marketing, and online shopping are further terms for digital marketing. Using the internet might be advantageous for financial transactions as well as marketing initiatives. In India, the proportion of individuals who have access to the Internet is rising quickly (1). Every day, a large number of individuals connect to the internet via computers, laptops, smartphones, and tablets. Currently, it appears like every company wants to make money by utilizing cutting-edge internet technologies. The internet is by far the most practical and sought-after new channel for connecting with customers.

E-marketing is advantageous for customers since it is more affordable, available, fascinating, and labor- and time-saving. If they want the entire shopping experience, customers intending to spend a lot of money on a single item frequently need to physically visit a store. With the introduction of e-commerce in the 1970s, marketing in the digital sphere has become

a more popular trend (2). Due to the necessity for businesses and governments to utilize cutting-edge computer technology to enhance communications with customers, internal operations, and information sharing, electronic commerce has grown in popularity. The advent of electronic cash transfers between banks through secure private networks in the 1970s drastically changed the financial markets. Payments and the transmission of remittance/payment data are made easier by electronic money transfer.

## Digital Marketing

The term "digital" tends to cause some misunderstanding. The word "digital" is used to describe the larger set of business principles and practices made possible by the internet. This leads to discussions about specific technical items and/or a lack of expertise about such products, whereas "digital" should be understood as a broader word for the beliefs and practices of businesses that take use of the opportunities provided by the Internet. Social media, mobile, the Cloud, analytics, and big data are often made possible by technological advancements, but the "digital" nature of IT procurement is about more than simply advancements in technology. The most effective models for running a digital business are those that prioritize speed, flexibility, and collaboration. These are so different from the norm that they are called "disruptive." (3)

## E-commerce

Simply put, electronic commerce also known as "e-commerce" or "online commerce" refers to the purchasing and selling of products and services through the internet. E-business and e-commerce are used synonymously. E-transaction is also used to describe the process of making a purchase through an online store. E-commerce, or electronic commerce, refers to the purchasing and selling of products and services conducted entirely or in part via the use of electronic equipment and the Internet.

### History of Digital Marketing

Communication in the modern world has been transformed by digital technology, and these changes were widely adopted, unlike in the analogue era. But in the previous 100 years, technological progress has accelerated, making the transition from written letters to analogue and then digital communication much simpler. The rate at which technology is progressing currently is phenomenal. Getting along these days would be a lot tougher without modern conveniences. Technology has permeated every part of the globe and is undergoing rapid expansion in both development and use. The fields of communication and transportation have been quick to adopt and use new technologies. Ultimately, this helps people all throughout the globe. It wasn't until 1995 that Union Communication Minister Sukhram and West Bengal Chief Minister Jyoti Basu exchanged the country's first official mobile phone call. Due to the high cost of calls, no one saw this revolution coming. The introduction of mobile phones in India lasted five years. In those days, people were prior to the year 2000, international calls, including those to the United States, cost 20–25 times as much as they do now. (4)

### History and overview of E-commerce

Many dot-com enterprises launched in the 1990s failed to grow to industry-altering proportions. The number of dot coms reached a critical mass in the 2000s. When comparing 2006 to 2005, non-travel online retail expenditure increased by 1020%, from 200 crores to 10,200 crores. Many things have contributed to the rise of e-commerce, but the most significant is the exponential development in the online population, which has averaged 8.2% annual growth over the previous few years and is now growing by a factor of 10 every year. Also, English is the language of choice for the majority of internet users throughout the globe. However, a Google poll found that around 63% of "people conduct product" search frequently end up making offline buy at a real shop. The distinction between e-commerce and e-business, and how each operates, is a point of contention. A few, like Rayport and Jaworski, define e-commerce as "organizational operations supported by a market exchange system that are conducted in part via the use of electronic means". E-commerce is only one part of the larger category of electronic-based activities that are included in what some call "e-business," which covers all electronic-based operations both internally and

externally.

### Online/Internet Marketing

In this context, "digital marketing" includes the subset known as "online marketing" or "internet marketing." One of the most distinguishing features of online marketing is the need for constant network connectivity.

### E-Marketing

"Digital marketing is quite similar to what we call "e-marketing. The vast majority of those working in the field concur. E-marketing, on the other hand, is sometimes misunderstood to have a wider scope than internet marketing because of its association with digital media like computers, websites, sound files, and so on. It also considers the management of electronic consumer's data and the use of an e-CRM system to keep track of relationships with consumers.

### E-Commerce Domains:

**Business to Business Marketing (B2B):** People who engage in business-to-business, or B2B, marketing, sell their wares and services online to other companies. Businesses rely heavily on the internet to spread word about their wares, take orders, and provide after-sale support to their consumers. A wholesaler buys up companies to resell to end users.

**Business to Consumer Marketing (B2C):** Business-to-consumer marketers are those who sell directly to consumers, often over the World Wide Web. When a company engages in business to consumer marketing, it sells directly to end users by way of the Internet. The retail sector is relevant to this kind of business. Fluid and easy communication between consumers and merchants. Selling goods and services online has become more widespread in recent years. There is a wide range of products available for purchase on the Internet from a wide range of companies.

**Consumer-to-Business Marketing (C2B):** In this consumers-to-business model, the client estimates how much they will pay for the service. Loans for automobiles and individual loans are two common types of credit extended by financial institutions. Consumers may shop for products and research companies all from their computers. In the context of business-to-business marketing, this is the antithesis of the usual practice of trading goods.

### Digital Marketing and E-commerce

The exchange of products and services through the Internet is known as "e-commerce." The World Wide Web, Mobile Phones, Landlines, ATMs, Fax Machines, and More! Marketing done only online is

known as "digital marketing." Promotional strategies and techniques for usage across multiple digital platforms are discussed. The impassiveness of digital marketing in attracting new consumers grows as the number of internet users continues to rise. Internet marketing is essential in the modern day since it is the most inclusive kind of advertising.

One of the most crucial aspects of online success is consistent implementation of marketing tactics, which is a need for every company engaged in e-commerce. As a result, given the importance of marketing to driving revenue, e-commerce and digital marketing will continue to grow hand in hand. The organization cannot assume that launching a website would automatically attract consumers. Instead, they need an easy method to find companionship. It's likely that there are thousands of businesses just like yours out there. To succeed, businesses must establish recognizable brands in the minds of consumers.

### **E-commerce Advertising**

Under the umbrella of ecommerce marketing, e-commerce advertising is one of several tactics that, when used together, may boost conversions and build a name for a business online. As a result, it has a greater chance of impassively communicating with its intended audience. As was previously stated, the primary goals of our e-commerce marketing efforts are to raise brand recognition and support for our offering. In contrast, e-commerce marketing encompasses any and all methods by which we might raise awareness of our wares online. Display advertising, banner ads, and rich media ads are examples of the types of advertisements that may appear in an online or e-commerce setting. The most important thing to keep in mind when developing an e-commerce marketing strategy is the efficacy of e-commerce advertising in drawing attention to our products. Let's go back to our analysis of e-commerce marketing.

### **LITERATURE REVIEW**

**Ranganatha (2020)** the research "evaluated the influence on online business and consumer behavior in Bangalore City after the outbreak of coronavirus. Numerous people have lost their lives due to the coronavirus, which is one of the most lethal viruses currently known and which affects about half of the world's population. This indicates a worldwide slowdown in economic development. It has caused widespread disruption across many industries, including the e-commerce sector. The majority of major shops have temporarily closed their locations. Additionally, medium and small stores are struggling due to reduced foot traffic. Not only that, but numerous internet businesses have now been removed. Many online retailers rely on China as a source for at least half of their product items. (5)

**Chouhan & Gandhi (2020)** since the fast-moving consumer goods industry is so vital to the Indian economy, researchers looked at the impacts of covid-

19. In FY 2020, the fast-moving consumer goods industry anticipates a deficit. Essentials and hygiene items including soaps, sanitizers, and health protection goods have witnessed a surge in demand, causing a purchasing frenzy in the market. Distribution issues in the supply chain and a shortage of available workers during shutdown pose the greatest threat to FMCG businesses. During the shutdown, shoppers also exhibit unusual behavior. In order to establish a foothold in the emerging local internet market, businesses are adopting a new approach based on the formation of strategic alliances. (6)

**Viertola (2018)** noted in his study that quality, authenticity, and transparency are highly valued by young consumers with regards to YouTube influencer marketing. These are the characteristics people expect to see in YouTubers' videos, and they do not change when it comes to ad-supported content. As a result of YouTube's widespread usage among young people, it has been hailed as a great and productive strategy for targeting this demographic. (7)

**Dave Chaffy (2018)** Statistical analysis indicates that mobile device internet use is growing at a rate of 52%, faster than desktop usage growth of 43%. UAE, South Korea, and the UK have the lowest rates of expansion. High population density, rising numbers of mobile network users, and low costs of data storage and transfer all contribute to rapid expansion of social media. (8)

**Kitchen, PJ (2017)** According to his blog article, one of the most pressing issues confronting modern marketing and brand managers is connecting with customers in the digital era. This paper seeks to help readers appreciate the value of Integrated Marketing Communication. (9)

### **RESEARCH METHODOLOGY**

The research design used in this study is descriptive. Both primary and secondary data are used into the study. The first-hand information was gathered using an organized questionnaire. These subscales include the reasons why people purchase online, how they view digital marketing, how effective digital marketing tools are, and how satisfied they are with e-commerce. In addition to these subscales, the questionnaire also included a number of closed-ended questions to collect the necessary data. In the final section, the responders' demographic data was also acquired. Analyzing shopping frequency, e-consumer preferences, and connections with purchase behaviors were best handled by descriptive study designs.

#### **Sample size**

Individual client who has watched digital advertisements, completed a purchase via an e-commerce platform, or both. The researcher

surveyed more than 450 people in an effort to better the quality and accuracy of his results.

The poll was conducted among internet users who use any type of electronic device, including computers, laptops, smart phones, gaming consoles, portable media players, and tablets, in the city of Jaipur in the Indian state of Rajasthan.

**Data Collection**

The study focused on Jaipur, one of Rajasthan's industrial centres with the highest growth. Primary and secondary data are crucial for analysis, outcomes, and the study's conclusion. Both primary and secondary data were acquired for the study. To communicate with e-commerce customers and collect primary data, researchers used the internet. Standardized questionnaires were used in this study to elicit responses from internet users who had previously made purchases online. It was taken into account how online buyers responded and behaved as well as how digital marketing channels affected online purchases.

**Procedure**

The most crucial component of every research project, regardless of discipline, is data. Regardless of how a research study is conducted, all methods are data-driven. A researcher may analyze and draw conclusions about a result based on data analysis and findings.

**Primary data:** Main data collected using a "personal routine" and a standardized questionnaire. In addition to these subscales, the questionnaire also included a number of closed-ended questions to help gather the necessary data. The researcher used their own schedule to obtain the material. The research's primary data collection was an essential step and required careful planning. The researcher developed a systematic method and a questionnaire in accordance with the study's objectives and hypotheses.

**Secondary data:** The secondary data was gathered after a thorough assessment of the literature, which included books, research papers, government publications, annual reports, newspapers, magazines, the internet, and websites, among other sources.

**Proposed Analyses**

Depending on the requirement for a scientific analysis of the data, the researcher used a variety of methodologies. In order to collect primary data for the study, a "personal schedule" questionnaire was used. The researcher used scale in the survey to provide respondents clarity and simplicity. Rating scales, Linkert scaling, and preference processes were used to collect responses to the questionnaire. To check the Normality of data: Check the Skewness, Kurtosis, and Histogram using a parametric test.

**RESULTS**

A questionnaire with specific questions is used to gather all of the data. An explanation of the analysis is provided in this chapter. To begin, we sanitize the data so that we can get useful insights. The goals of the study are met by the application of statistical tests once the data has been cleansed. Most of the statistical functions require data must be normally distributed. To determine whether the data is normally distributed or not the various test are conducted in statistics. Statistical as well as graphical methods are used for the evaluation of the normality of the data. For this purpose Shapiro-Wilk, Skewness, and Kurtosis test and Histogram for normality of parametric variables were analyzed.

**Normality Of The Data Using The Shapiro-Wilk Test**

To examine if the data meet the assumption of normality Shapiro-Wilk test was used. This is a most powerful test to check the ratio of two variances of normal distribution of data. The results are shown in table no. 1.

**Table 1: Shapiro-Wilk Test**

	Shapiro-Wilk		
	Statistic	df	Significance
[Hate going to shops]	0.865	437	.000
[Availability of extensive information]	0.897	437	.000
[Product reviews]	0.895	437	.000
[Certain products are available only online]	0.871	437	.000
[Convenience / Service]	0.901	437	.000
[Enables price comparison]	0.858	437	.000
[Saves time]	0.762	437	.000
[Sales / Offers]	0.815	437	.000
How often have you clicked digital ads on day to day basis?	0.856	437	.000
[Digital ads make me purchase the product]	0.915	437	.000
[Digital ads remind me of buying certain things when I am at work]	0.881	437	.000
[Digital ads are more appealing]	0.893	437	.000
[Digital ads often offer comprehensive information]	0.893	437	.000
[Digital Advertisements are often relevant to me]	0.901	437	.000
Search Engine	0.867	437	.000
Mobile Advertising	0.886	437	.000
E-mail	0.878	437	.000
Social Media	0.883	437	.000
Direct e-commerce website/ Application	0.873	437	.000
Digital Display	0.868	437	.000
How often do you access the internet to research products, information and prices?	0.741	437	.000
What are the main reasons for using the Internet?	0.788	437	.000
How often do you buy products online?	0.91	437	.000

Table 1 shows that the significance value (p) is less than .05 (p<.05). Therefore we assume that the data is normally distributed. Hence parametric test can

be conducted for analysis of the data according to the Shapiro-Wilk test result.

**Normality of the Data Using Skewness and Kurtosis**

If the skewness value is close to zero in the skewness test then it is assumed that data is normally distributed. Skewness tells us the amount and direction of departure from horizontal. If the skewness is 0 then it assumes that the data is purely symmetrical and not normal.

The Kurtosis test explains to us the height and sharpness of the central peak relative to the bell curve standard. Both Skewness and Kurtosis tests are used for the study to check the normality of the data.

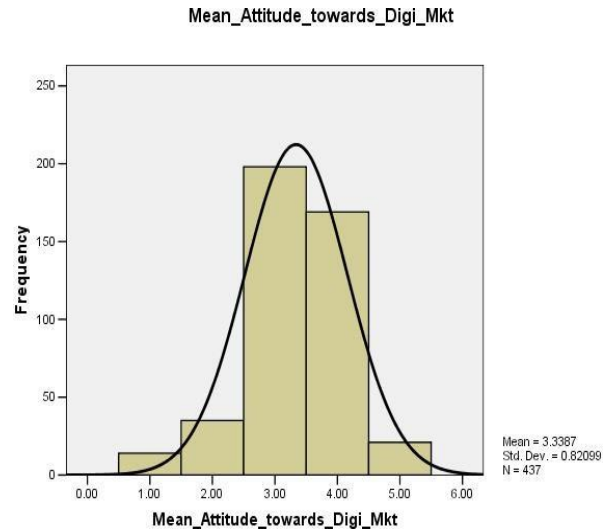
**Table 2: Skewness and Kurtosis test**

	N Valid	Missing	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
How often do you access the internet to research products, information, and prices?	437	0	0.971	0.117	-0.25	0.233
What are the main reasons for using the Internet?	437	0	0.758	0.117	0.16	0.233
How often do you buy products online?	437	0	0.256	0.117	-0.74	0.233
Hate going to shops	437	0	0.125	0.117	-0.176	0.233
Availability of extensive information	437	0	-0.183	0.117	-0.751	0.233
Product reviews	437	0	-0.44	0.117	-0.369	0.233
Certain products are available only online	437	0	-0.68	0.117	-0.378	0.233
Convenience / Service	437	0	-0.308	0.117	-0.442	0.233
Enables price comparison	437	0	-0.717	0.117	-0.405	0.233
Saves time	437	0	-1.04	0.117	-0.128	0.233
Sales / Offers	437	0	-0.734	0.117	-0.406	0.233
Most frequent online purchases_1	437	0	3.156	0.117	11.942	0.233
How often have you clicked digital ads on day to day basis?	437	0	0.528	0.117	-0.728	0.233
Digital ads make me purchase the product	437	0	-0.091	0.117	-0.557	0.233
Digital ad remind me of buying certain things when I am at work	437	0	-0.589	0.117	-0.145	0.233
Digital ads are more appealing	437	0	-0.434	0.117	-0.196	0.233
Digital ads often offer comprehensive information	437	0	-0.3	0.117	-0.53	0.233
Digital Advertisements are often relevant to me	437	0	-0.342	0.117	-0.384	0.233
Search Engine	437	0	-0.708	0.117	-0.184	0.233
Mobile Advertising	437	0	-0.409	0.117	-0.672	0.233
E-mail	437	0	0.377	0.117	-0.502	0.233
Social Media	437	0	-0.439	0.117	-0.559	0.233
Direct e-commerce website/ Application	437	0	-0.552	0.117	-0.327	0.233
Digital Display	437	0	-0.746	0.117	0.277	0.233
How much satisfied are you with the products/ services you bought through digital channels	437	0	-0.469	0.117	-0.091	0.233

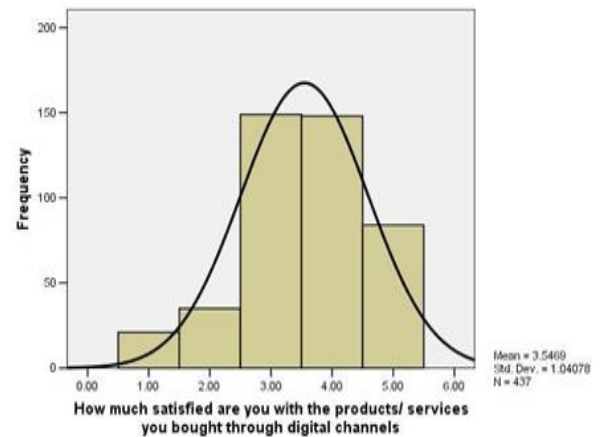
From above table no. 2 it is observed that skewness values and kurtosis values for all the variables are less than 1. This signifies that the data is normally distributed. Based on this assumption parametric test can be used to analyze statistical results.

**Normality of the Data Using Histogram**

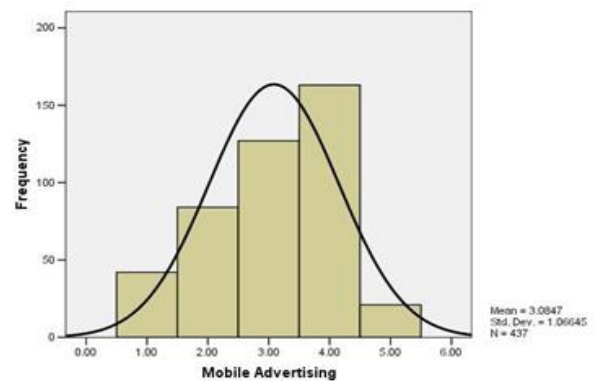
The histogram is a graphical representation of the data to check the normality and non-normality of the data in the research study. The researcher conducted Histogram for all the items of data analysis. The histogram in bell shape represents that the data is normally distributed. Following are the Histograms that represent the normality of the data.

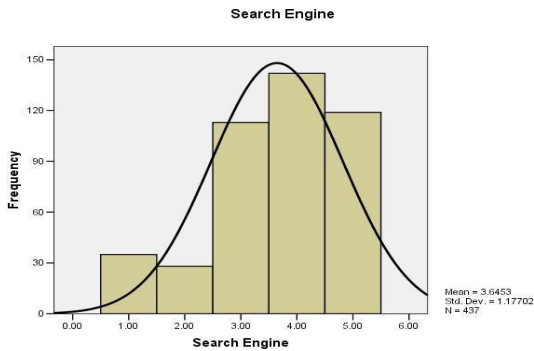


**How much satisfied are you with the products/ services you bought through digital channels**



**Mobile Advertising**





Histograms with a normality curve also show the data is normally distributed. Most of the frequency counts are available in the middle and the rest of the counts lie off out in the tails. It indicates that most of the distribution of data occurs naturally. Hence parametric test can be conducted for further statistical analysis of the data.

## CONCLUSION

the rise of the internet and the exponential expansion in the number of internet users all over the globe, including India, the marketing landscape is changing swiftly. According to customer tastes, Emerging channels, data proliferation, and more, it is now crucial for marketers to take advantage of the best digital marketing strategies as they develop. In India, digital marketing has replaced traditional methods as the gold standard, opening up exciting new opportunities for corporate expansion. The term "digital marketing" refers to the practice of advertising goods and services using digital channels. In contrast to conventional marketing, digital marketing uses platforms and methodologies that provide businesses a more precise picture of the results of their marketing initiatives in real time. E-commerce businesses require more investigation into the impacts of digital marketing. This research will provide light on the state of digital advertising as a whole. The impact of global competition on age-old methods of advertising is explored in length.

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