

DIGITAL MARKETING: A LITERATURE REVIEW

Ms. Shruti Sharma*

ABSTRACT

Research in simple terms refers to search for knowledge. It is a scientific and systematic search for information on a particular topic or issue. It is also known as the art of scientific investigation. Several social scientists have defined research in different ways. It is an academic activity and therefore the term should be used in a technical sense. Thus, research is an original addition to the available knowledge, which contributes to its further advancement. It is an attempt to pursue truth through the methods of study, observation, comparison and experiment.

KEYWORDS: *Scientific and Systematic Search for Information, Observation, Comparison, Experiment.*

Introduction

Literature Review

For the present research, following literature has been reviewed:

S. No	Author	Title	Objectives	Methodology	Observations	Gap
1	Bansal, L.S. (2017)⁴	Impact of Brand Image on Customers Buying Behaviour	<ul style="list-style-type: none"> To know the impact of brand image on customers buying behaviour. To find the relationship between brand image and customers buying decision. 	Simple Random Sampling	There is no positive impact on buying behaviour on the selected consumers.	No proper statistical tool is used.
2	Mallik, D.M. Arvind and Rao, Shanker Narayan (2017)¹³	Impact Of Digital Marketing On Youth Buying Behavior At Big Bazaar In Udupi	<ul style="list-style-type: none"> To Study the opinion on Present Digital Marketing effort initiated by Big Bazaar. 	Random sampling method	Big Bazaar is undoubtedly the number one retailer in India. It has built a very emotional and cordial relationship with its customers. It is also very	The study was done for short period, which might not hold true long run.

* Research Scholar, Faculty of Commerce and Management, IIS (Deemed to be University, Jaipur), Jaipur, Rajasthan, India.

			<ul style="list-style-type: none"> To understand the Impact of Digital Marketing for Promotional activities of the company. 		intending to build long term relationship with all its stakeholders which are very essential for a successful business venture.	
3	Deshwal, Parul (2016)⁵	Online Advertising And Its Impact On Consumer Behavior	<ul style="list-style-type: none"> To understand the core concept of Online Advertising. To Study the effect of Online Advertising on Consumer Behavior. 	Simple random Sampling.	The negative perception that users develop towards intrusive ads leads them to not return to that website	Negative perception develops among users.
4	Goyal, Aparna P. et al. (2016)⁸	Impact Of Increasing Trend Of Online Marketing On Consumer Buying Behaviour: FMCG Brands In Indian Scenario	<ul style="list-style-type: none"> To determine the factors responsible for shift of consumers from traditional marketing to online marketing. To determine the impact of online marketing on consumer behaviour. 	Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.	Hence after factor analysis, these are the four prominent factors which are as follows, Brand's Online Presence/ Appeal Information usage Reach Reliability.	No hypothesis has been tested.
5	Kalia, Gitanjali and Mishra, Ashutosh (2016)⁹	Effects of online Advertising on Consumers	<ul style="list-style-type: none"> To know the effects of online Advertising on Consumers 	survey method	Questionnaire was designed on the basis of parameters adopted by the home page of the websites on regular basis. For designing the questionnaire, Google forms was used. The options in the questionnaire are based on the data collected from content analysis to study the response of the citizens towards	Only few emphasis has been given laid on the layouts.
6	Mahalaxmi, K.R. and Ranjith, P. (2016)¹¹	A Study on Impact of Digital Marketing in Customer Purchase	<ul style="list-style-type: none"> To study the awareness of digital marketing in Trichy consumers. 	Simple random Sampling	This study reveals that people aware of digital channels in spite of their educational	Only Trichy is focused.

		Decision in Trichy	<ul style="list-style-type: none"> To study the effects of income on purchase. 		qualification and the customer prefer digital channels to buy any sort of products.	
7	Nabi, Kamal et al. (2016)¹⁶	Impact of Advertisement on Consumer Behavior of FMCG in Bhadrak Town: with a Focus on Consumption of Detergent Powder	<ul style="list-style-type: none"> To study how the sample surveyed got information to different brands of detergent. To study the taste, preference and age factor of consumer and changes in their buying behavior. 	Descriptive and analytical in nature.	The findings of the research study have been illustrated below. The tables have been formed with respect to the questions contained in questionnaire. During the research period it has been concluded that consumer buying behavior differed from one another depending upon the age group of the consumer.	The study is limited to Bhadrak district only. The sample is limited to 200 and it may not represent the behavior of all the consumers of the area under study.
8	Naseema (2016)¹⁷	Impact Of Tv Advertisement On Buying Behaviour Of FMCG Consumers In Malappuram District	<ul style="list-style-type: none"> To assess the impact of TV advertisement on the buying behaviour of FMCG consumers in Malappuram district. To understand the factors influencing purchase decision other than advertising 	Descriptive and analytical in nature.	The study revealed that majority of customers is satisfied with TV advertisement of FMCG products.	Based on specific factors.
9	Pallav, Rupesh (2016)¹⁹	Impact of Media Advertising on Consumer Buying Behaviour	<ul style="list-style-type: none"> To study the factor which influence the buying behaviour of consumer by media advertising. To study the impact of different advertisement tool on the buying behaviour of consumers. 	An exploratory research has been conducted with the both primary and secondary database.	A company should know about its target audience according to their age, gender, lifestyle, literacy etc. and also their tastes, likes and dislikes, preferences, expectations, needs and demands. Company should focus on a single benefit because in communicating several things in a single advertisement, the viewers will confused.	Study is limited. It only focus on single benefit.

10	Saranya, S AndSurya , G (2016) ²¹	The Preference Of Women Consumers With FMCG Products With Special Reference To PollachiTaluk	<ul style="list-style-type: none"> To find out the relationship among womens with FMCG. To assess the volume of buying behaviour 	Descriptive research ; simple percentage, chi square.	Quality and Training In Business Development, Quality Product Development And Marketing External Monitoring Of Quality is not possible.	Study is limited.
11	Saravanan, M And S, Sajitha (2016) ²²	Consumer Perception Towards Online Advertisement	<ul style="list-style-type: none"> To analyse consumer's attitude towards internet advertising and its effects on their purchase behavior pattern. To verify whether online advertisement provides more services than traditional advertisement. 	Research design – exploratory, convenience sampling,	Advertisement games are not much common among respondents. Sometimes, online advertisement because disturbance to the internet users. Most of the respondents agree that price of product in online advertisement is economical. Respondents feel that online advertisement is an effective medium for purchasing a product. Online advertisement saves the time of an individual in selecting the required product.	Survey is limited to small sample size
12	Afzal, Sadia and Khan, JavedRab bani (2015) ¹	Impact of Online and Conventional Advertisement on Consumer Buying Behaviour of Branded Garments	<ul style="list-style-type: none"> To study impact of online and offline advertising. To study online buying behaviour 	Convenience Sampling, F test	SEM was conducted to examine the impact of online and conventional advertisement on consumer buying behaviour of branded garments.	Based on traditional advertising only.
13	Aqsa, Muhammad And KartiniDwi (2015) ²	Impact Of Online Advertising On Consumer Attitudes And Interests Buy Online (Survey On Students Of Internet Users In Makassar)	<ul style="list-style-type: none"> To know the effect of online advertising on consumer buying behavior and online. To control the behavior and subjective norms influence the attitudes and interests of consumers buy online. 	Purposive sampling	Online advertising shows that the average value of the resulting pass through the middle value is processing it shows that the majority of Internet users have a high valuation for online advertising.	Based on the attitudes and interests of consumers purchasing online only

14	Ehsan, Misbah and Samreen odhi (2015)⁶	Brand Packaging and Consumer Buying Behavior: A Case of FMCG Products,	<ul style="list-style-type: none"> To determine how of packaging influence on the consumer buying behavior. To find out whether packaging elements effect on the consumer buying behavior. 	Random sampling method	Package size, that is one of the utmost accessible and easy-to-process product cues to which customer are exposed, can have a significant impact on consumer buying pattern. Increase in size can increase the sales volume by increasing the number of consumer who purchases a product.	This study focuses on the secondary variables only.
15	Gabriel K., Jenyo and Kolapo M., Soyoye (2015)⁷	Online Marketing And Consumer Purchase Behaviour: A Study Of Nigerian Firms	<ul style="list-style-type: none"> To what extent the functionality of the infrastructure of the internet impact consumer purchases behaviour in Nigeria. To what extent the internet security issues impact consumer purchase decisions in Nigerian firms 	Simple Random sampling	It is noted from the above that the three null hypotheses are rejected. This explicitly indicates that there is a significant relationship between online marketing and consumer purchase decision in Nigerian firms.	The absence of full Participation of selected companies involved is one of the gap.
16	Martini, Erni and Widaning sih, Sri(2014)¹⁴	Effect of Online Advertising towards Online Attitude of Adolescents in Indonesia	<ul style="list-style-type: none"> Study based on adolescent and to know the effects of advertising. And other objective is to later on know children up to adult to determine the more comprehensive impact of online advertising of several age categories 	quantitative research method	Regression test conducted shows that online advertising affects online attitude of adolescents amounted to 34.4% while the rest is affected by other factors that are not studied in this research	This study is limited to adolescent in Bandung Indonesia, this cannot be used as generalization for other region that further study is requires representing the attitude of all adolescent in every city.
17	Si, Suman and Kapoor, Mansi (2014)²³	Advertising Effectiveness On Consumer Decision Making & Decision Making :	<ul style="list-style-type: none"> To understand and measure the impact of advertising in the insurance market. 	Random sampling method.	Brand building advertising is synonymous with product advertising and is commonly seen in	Based on literature review.

		Study Of Insurance Industry,	<ul style="list-style-type: none"> To measure the effectiveness of advertisement/promotional activities for a particular product class and corporate advertising. 		traditional mass media, including TV, radio, magazine, and newspaper which is depicted from the analysis.	
18	Ur Rehman , Fazal Et Al. (2014)²⁶	How Advertising Affects The Buying Behavior Of Consumers In Rural Areas: A Case Of Pakistan,	<ul style="list-style-type: none"> To identify all segments of a target market. To study the need to address other factors as well to effectively influence customers mind. 	Survey analysis	Advertising has positive and statistically significant effect on consumers buying behavior. While, Factors of rural area have negative and statistically significant effects on consumers buying behavior.	Rural areas have negative effect on buying behavior and the ratio of unemployment is high and the buying power may low in those areas and the education level cause misleading in advertisement
19	Bakshi, Gaurav and Gupta, Surender Kumar (2013)³	Online Advertising And Its Impact On Consumer Buying Behavior	<ul style="list-style-type: none"> To study impact of online and offline advertising. To study online buying behaviour 	Simple Random sampling	Organization must know who its target audience is, in terms of their age, gender, income level, etc.	Based on literature review
20	Kok Li-Ming, Adeline et al.-2013)¹⁰	The Predictors of Attitude towards Online Advertising	<ul style="list-style-type: none"> To study the predictors of consumers' attitude toward online advertising. To get more and accurate results. 	Simple Random sampling	In total, females outnumbered males by approximately 3:1. There were a total of 146 females and 61 males. The result shows that 52.7% of respondents spent more than 3 hours per day on internet and the highest percentage (53.6%) for monthly disposable allowance falls under less than Ringgit Malaysia 500 band	No proper statistical tool is used.
21	Srivastava, Shalini (2013)²⁵	Factors Affecting Buying Behavior Of Consumers In Unauthorized Colonies For FMCG Product	<ul style="list-style-type: none"> To study the factors affecting buying behavior of consumers in unauthorized colonies for FMCG Products. 	Quantitative analysis	Study is based on FMCG sector only.	Based on a particular city

22	Vinerean, Simona et al.(2013)²⁷	The Effects of Social Media Marketing on Online Consumer Behavior	<ul style="list-style-type: none"> • Determining different types of respondents, based on their online activities. • Determining different segments of respondents 	Survey method	The respondents do not, therefore, reflect customer attitudes and behaviors related to social media users in other countries. Therefore, this is another area in which the research could be improved and extended, perhaps using these demographic variables as mediation variables	Unsystematic sampling procedures and low response rates.
23	Srivastava, Priyanka (2012)²⁴	A Study On Impact Of Online Advertising On Consumer Behavior (With Special Reference To E-Mails)	<ul style="list-style-type: none"> • To analyze consumer's attitude towards Internet advertising & its effect on their purchase behavior pattern. • To analyze consumer's perception of online ads & the degree to which it contributes to Internet advertising. 	Quantitative research	Respondents below 18 years of age were not included in the present study, as it was assumed that respondents of the age 18 years & above can answer questions relating to Internet advertising.	The study has confined to urban areas only.

Conclusion

On the basis of the above literature it is found that there is a gap of the variables of the study. As no research has been conducted for Rajasthan area and no study was conducted on Ayurvedic companies. On the basis of above literature following research gap is identified that no study related to digital customer satisfaction is found during the study. There is no study on factors such as stress, customer satisfaction; and secondary factors of buying behaviour. Also there is no study was conducted on Ayurvedic companies.

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