



Digital Marketing In E-Commerce And Market Performance

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ABSTRACT

Various analyses were conducted, and the research's findings represent the attitude of customers about the selection of online portals carried out by these social media sites. The vast majority of people who took the survey saw the internet as an important part of their daily life and a reliable resource for news and other information. Because it contains current information, people trust online sources and think it's safe to use the internet to get their facts straight. Social networking sites, such as Facebook, would occupy a significant amount of people's leisure time, with many more following closely after. The results of the study show clearly that people pay attention to ads for portals on various social media platforms, and that these ads encourage them to keep driving. According to the results, these social media platforms are always front and center when it comes to their ultimate purchasing choice. People are more inclined to utilize the information and make decisions when they receive affordable and helpful portals or offers, such as promotions and discounts on items. Additionally, the study found that when buyers have a good attitude about e-WOM and online advertising promoting brands, they are more likely to make a purchase. When deciding how to behave, customers will take into account the ease of the cancellation policy, the simplicity of the dispute resolution process, the variety and quality of the items, and their level of comfort with all the amenities offered by the portals.

Keywords: Digital Marketing , E-Commerce , Market Performance

INTRODUCTION

Digital Marketing in E-Commerce

Strategic digital marketing typically involves five steps: identifying the target audience and developing personas, analyzing the competitive landscape, selecting digital marketing channels, formulating and refining the digital marketing strategy, and devising a content and unique value proposition plan. Identifying the target audience and constructing personas necessitates an assessment of current demographics to determine the typical buyers of the provided products/services.

This must include a study of their purchasing behaviors and preferences, indicating their likes and dislikes. It is essential to evaluate the primary channels utilized by the major customer categories to do various activities through this study. The analysis must assess the essential client touchpoints that the organization must address to influence purchasing decisions (Gustavsen, 2023). The assessment of client preferences must be conducted with an analysis of the competitive environment to evaluate the digital marketing channels utilized by rivals, as well as the items offered and the types of customers they serve. This technique will allow the organization to evaluate how its digital marketing plan should be formulated to differentiate it from rivals' strategies.

With these insights, the business can evaluate a combination of digital marketing channels, including mobile, digital television, radio, and social media platforms such as Twitter (X), Facebook (Meta), and Instagram, as well as the application of artificial intelligence and machine learning to engage various customer segments. Itate the evaluation of the efficacy of each digital marketing platform.

The KPIs can evaluate the quantity of prospective customers drawn to view the advertisement videos, the number of potential customers who visit the store or business website to inquire about the product/service, and the percentage of customer traffic from each digital channel that results in a purchase of the product/service . This research allows marketing directors to evaluate the performance of each digital marketing channel, enabling them to choose which channels to prioritize and which to disregard. Following the selection of digital marketing channels, the subsequent phase is the development of content and a value proposition strategy that encapsulate the distinctive features of the product.

Content production should focus on highlighting the distinguishing qualities and traits of the product or service that will motivate consumers to make a purchase). Formulating and refining the digital marketing strategy involves the practical execution of the plan by evaluating and enhancing the frequency of online and digital promotional activities. It also involves evaluating and reviewing the success of each digital marketing channel, as well as identifying new digital marketing channels that should be added into the digital marketing mix. The business's strategy frequently yields excellent outcomes, which are readily evident in its enhanced market performance.

Digital Marketing and a Company's Market Performance

As the world grows more digital, digital marketing is more vital for enhancing the market performance of current organizations. The utilization of digital marketing allows businesses to access vast numbers of consumers using cost-effective and straightforward methods that may reach anyone in any area. This reduces the total expenditure on marketing and promotion to enhance the business's overall cost competitiveness. As the business's cost competitiveness enhances, the substantial decrease in marketing expenses concurrently reduces overall operating costs. This enhances the company's operating earnings, hence increasing returns on shareholder value.

Digital marketing enhances the business's market visibility across all sectors. Digital marketing utilizes artificial intelligence, machine learning, and robots to facilitate the streaming of various films and material related to a business's products and services. This enhances client knowledge regarding the product offered by the organization to stimulate improved sales, revenue, and profitability.

Digital marketing enhances the comprehension of client preferences and purchasing behaviors and patterns. Digital marketing facilitates the collection and analysis of essential data on client preferences through its marketing analytics. This enhances the business's capacity to precisely adjust its product features and qualities in a manner that efficiently addresses client wants and requests. Osmundson (2023) contends that, regrettably, digital marketing may not facilitate the attainment of targeted goals unless it is used with suitable strategies and a comprehensive digital marketing plan. While digital marketing strategies may prioritize long-term objectives, the approaches employed to facilitate these goals frequently concentrate on attaining short-term outcomes. In addition to emphasizing the attainment of short-

term quantifiable goals and objectives, digital marketing strategies are frequently focused towards campaigns and actions.

According to Novak and Aditham (2023), the use of suitable digital marketing strategies and methods may lead to a substantial decrease in marketing costs, enhanced brand recognition, robust consumer interaction, and increased returns on investment. Novak and Aditham (2023) contend that to attain favorable results, effective digital marketing practices include establishing clear objectives, identifying the target audience, allocating a sufficient budget, utilizing suitable digital marketing channels, and regularly assessing outcomes. Additionally, other social media issues can stem from the complexities of implementing a customer-centric approach, since consumer wants and desires are always changing and growing. This is further intensified by the difficulty of innovating to produce and disseminate films and material that might attract the required attention and revenue. This is due to the fact that all digital marketers are endeavoring to be as inventive as feasible. This suggests that any internet content or video may be overshadowed by more compelling promotional materials. Alongside the restrictions pertaining to data and information exchange, there exists a barrier in using the suitable marketing mix to guarantee the business's visibility across all digital marketing channels.

OBJECTIVES OF THE STUDY

1. To study on Growth of E-Commerce in India
2. To study on Digital marketing strategies and their impact on consumer purchase behavior

Digital marketing strategies and their impact on consumer purchase behavior

Numerous research indicates that social media influences customer behavior and purchasing intent, particularly for grocery shops. The impact of online social networks differs according to the phase of the purchasing decision-making process. Customer relationship management significantly influences purchase intention, whereas social media marketing enhances customer connections and brand equity. Apparel brands that demonstrate concern for consumers enhance consumer engagement and purchasing intent. Facebook advertising may profoundly influence brand image and value by enhancing connection, customisation, and feedback. Virtual environments and electronic word-of-mouth significantly influence customer purchase intentions, especially in emerging nations like Turkey.

Social media platforms, especially Facebook, are frequently utilized to get information on businesses, brands, products, and services (Enehasse & Sağlam, 2020). Digital marketing methods significantly influence customer behavior and purchasing decisions. The rapid expansion of digital marketing channels has influenced how customers connect with firms and make purchasing decisions. Kurdi et al. (2022) assert that online advertising is a potent instrument for shaping customer behavior. Targeted web advertisements effectively attracted customer attention. The capacity to customize advertisements according to customer data and preferences facilitates more captivating material. It can improve customer decision-making processes. Conversely, Rosário et al. (2021) said that email marketing is a very successful strategy for enhancing customer engagement and driving sales. Companies may disseminate targeted advertisements and cultivate leads by transmitting customized promotional messages. Effective email marketing methods, such as targeted offers and helpful content, influence consumers' purchase decisions.

Ali et al. (2021) stated that search engines offer consumers convenient access to product information and comparison tools. Companies that optimize their websites for search engines can enhance visibility and impact customer decisions. Additionally, favorable information and comprehensive product descriptions are accessible via search engines. It also fosters a good impression among consumers and facilitates educated purchase decisions.

Veleva et al. (2020) asserted that social media platforms have a crucial role in influencing customer perceptions and behaviors. In this context, social media interactions, such as reviews and suggestions, influence consumer observations and purchase decisions, serving as a medium to enhance brand recognition and communicate with consumers. Conversely, Dastane (2020) asserts that electronic word-of-mouth, such as online reviews and comments, plays a significant role in shaping consumer confidence in e-WOM, hence facilitating informed decision-making by providing insights into product quality and customer experiences. Consumers rely on electronic word-of-mouth (eWOM) to make educated selections, since it offers insights into product quality and customer experiences. The broad scope and rapid dissemination of eWOM enhance its efficacy in shaping customer decisions.

Digital marketing also presents considerable problems to customer behavior. Katsikeas et al. (2020) assert that programmatic platforms facilitate machine learning and artificial intelligence for real-time advertisement requests and placements. It presents difficulties for marketers used to conventional techniques. The complexity and rapidity of these platforms might be intimidating. It generates impediments to uptake and effective utilization. Conversely, Veleva et al. (2020) suggest that increased returns and streamlined procedures may facilitate overcoming this problem to maintain competitiveness.

According to Kingsnorth (2022), the fast evolution of digital marketing trends, such as the advent of new platforms and advertising formats, presents a substantial challenge. Marketers consistently adjust to emerging trends, such as dynamic search advertisements, to determine whether developments warrant investment. This quick transition might be pivotal to investments in platforms. It complicates long-term strategic planning.

Conversely, Dwityas et al. (2020) indicate that smaller enterprises encounter challenges when competing with national and international brands. This is feasible because of augmented marketing expenditures and resources. The issue lies in differentiating from these larger competitors and establishing a distinct brand identity. Effective content marketing and strategic positioning are crucial for smaller businesses to have an impression and engage their audience. Dastane (2020) stated that budget optimization is another difficulty that impacts customer behavior. Businesses must select the most efficient channels and monitor performance data. The challenge of assessing relevant indicators may result in resource misallocation and ineffective tactics. Dwivedi et al. (2021) contend that erratic consumer purchasing behavior continues to provide significant challenges. The intricacy of monitoring user interactions and assigning conversions to certain marketing initiatives mostly obfuscated the capacity to accurately influence customer choices.

Impact on consumer behavior

- **Personalization and targeted advertising:** Through data analytics, marketers may provide tailored messaging and targeted advertisements that align with particular customer categories, so affecting their preferences and enhancing the probability of purchase.



- **Social media and community building:** Interactive content on social media platforms promotes direct involvement, facilitates real-time feedback, and cultivates brand communities, potentially resulting in enhanced brand loyalty and emotional connection.
- **Content and information access:** Blogs, product evaluations, and various web material enable consumers to acquire extensive information from many viewpoints, resulting in better informed purchase decisions.
- **Search engine optimization (SEO):** An effective SEO strategy enhances a company's online visibility and facilitates the discovery of its goods by potential consumers during their active search for solutions.
- **Email marketing:** This technique facilitates direct and prompt engagement with consumers via tailored offers, discounts, and newsletters, which can stimulate impulse purchases and foster long-term loyalty.
- **Post-purchase engagement :** Digital marketing perpetuates consumer engagement post-purchase via order updates, performance reviews, and loyalty programs, hence augmenting client pleasure and fostering repeat business.

Significance of E-Commerce (or) Online Shopping

The Internet simplifies and innovates life. Individuals are doing commerce online, resulting in expedited and simplified trading. The Internet offers innovative methods for business promotion. A website is fundamental to internet business, serving to showcase services and products. The Internet consolidates all rivals and customers in a single location. It offers a novel avenue for the promotion and advertising of items and services in the market (Barry Silverstein, 2002, p. 3). Total global e-commerce sales in 2011 reached €690 billion (USD 961 billion), reflecting a 20% growth, with projections indicating a rise that would surpass the €1 trillion threshold by 2013. The Asia-Pacific area is outpacing mature markets such as the US, UK, Japan, and European countries in terms of growth. The Asia Pacific region had a 130% rise, particularly in China, in 2011. Online shopping is becoming an essential component of the economy, with growing global trust and confidence in online purchase. AadWeening, 2012 E-commerce is seeing advantages from several favorable developments, such as the ongoing expansion of internet, heightened consumer confidence in online buying, and the reduction of specific physical retail establishments. (Khan, Imran, 2011, p. 416). Online buyers consistently seek novel items, aesthetic appeal, and, most importantly, price alignment with their budget. The internet is the most efficient means to conserve time and finances by facilitating online purchases within one's budget, whether at home or elsewhere. Online buyers have no restrictions in their buying endeavors.

Motivations for Online Shopping and Internet Adaptation

Consumer reasons for participating in online buying encompass both utilitarian and hedonic aspects. Holbrook (1994) posits that certain Internet consumers are characterized as "problem solvers," but others want "fun, fantasy, arousal, sensory stimulation, and enjoyment." Problem solvers engage in online shopping just to obtain a certain product or service, categorizing the activity as "a task" or "work" (Babin et al., 1994). The primary objective of issue solvers is to get things efficiently and promptly to attain their aims with little frustration. Conversely, some customers may perceive internet buying as a source of happiness and pursue the amusement derived from the pleasurable aspects of the online purchasing experience.

They value the online shopping experience intrinsically, independent of any resultant outcomes, such as a purchase (Holbrook, 1994). This dual definition of customers' reasons for online purchasing aligns with the paradigm utilized in this study, wherein 'usefulness' and 'easy of use' represent the utilitarian dimensions of online shopping. The adoption of internet marketing provided by manufacturers or service providers is challenging. The adoption of online marketing is contingent upon the pace of consumer internet acceptance, rather than conventional channels, which primarily rely on client personal qualities, website attributes, and service features. The fundamental factors influencing online marketing adoption will mirror those affecting internet and e-commerce adoption, emphasizing customers' propensity to utilize the internet over traditional channels for purchasing products, seeking information, and accessing services.

Digital marketing strategies influence e-commerce customers' electronic happiness by improving individualized and engaging experiences. Techniques such as content marketing, social media, and email marketing elevate satisfaction, whereas excessive advertising frequency and data privacy issues can detrimentally impair it. Effective tactics foster frictionless, trustworthy, and beneficial interactions, enhancing clients' sense of worth and loyalty.

Beneficial effects on electronic satisfaction

- **Personalization:** Customized content, promotions, and advertisements engender a sense of value and comprehension among customers.
- **Content and social media marketing:** Superior, pertinent material and captivating social media engagement foster trust and satisfaction.
- **Email marketing:** Strategic email campaigns including pertinent information enhance satisfaction and retention.
- **Customer service:** Prompt replies to inquiries and grievances via digital platforms enhance satisfaction and retention.
- **SEO and visibility:** Effective SEO facilitates client access to desired information, enhancing their entire experience.
- **Seamless omnichannel experiences:** A cohesive and uniform experience across all digital interfaces enhances pleasure.

Adverse effects on electronic satisfaction

- **Excessive ads:** An excessive number of advertisements, particularly those that are irrelevant, might result in client annoyance.
- **Lack of transparency:** Organizations lacking transparency around data collecting and privacy can adversely impact trust and satisfaction.
- **Poorly designed ads:** Ineffectual or inadequately crafted commercials might result in a negative opinion of the brand.

Growth Of E-Commerce in India

The swift expansion of the internet is significantly influencing the worldwide marketing landscape. This has now emerged as a prevalent approach for businesses and customers in internet commerce: web marketing, sometimes referred to as online marketing or e-marketing, is categorized as the digital promotion of goods or services. Digital consumer data and electronic client relationship management systems (ECRM) are major components of Internet marketing, which is commonly categorized into many categories of internet marketing.



- **Display Ads** Utilization of banners on a third-party website to direct traffic to a company's website and enhance product awareness.
- **Social media marketing:** the method via which social networking platforms get traffic or visibility
- **SEM:** A form of marketing focused on enhancing web pages via payment methods, contextual advertising, and sponsored inclusion, or through search engine optimization strategies, to promote websites. search engine results pages
- **Email marketing:** the direct dissemination of a message by electronic mail to a collective audience
- **SEO:** the procedure employing "normal" or unpaid ("organic" or "algorithmic") search results, which enhances the visibility of a website or web page in search engines
- **Referral marketing:** a method for acquiring new consumers through recommendations, typically by word of mouth
- **Associates Marketing:** a marketing strategy wherein one or more linked entities receive compensation from a company's marketing efforts for each visitor or customer acquired

An enhancement and transparent dissemination of information as a method for converting prospects into customers and consumers into repeat purchasers encompasses content marketing. Digital retailers are managing the platform, distribution, and capacity to address challenges as they arise in three primary domains of client transaction interaction. The Internet offers consumers access to diverse information, enabling them to make better educated decisions. By minimizing shop floor space, labor, and manufacturing expenses, online merchants may effectively distribute low-volume goods to specialized clients. The network provides marketers and online retailers with novel opportunities for upselling and cross-selling by transforming their delivery methods. The surge in internet penetration in India is ascribed to the fast expansion of electronic commerce. The Internet, along with cellphones, has transformed how individuals address their daily need. Online trade in India started in the 1990s. Insufficient credit card penetration, inadequate network coverage, and inflexible broadband access were only minor difficulties. This revolution is driven by inventions that are predominantly exclusive to India. Public conduct was the primary focus. You were reluctant to engage in internet trading, whether for ticket reservations or grocery purchasing. E-commerce enterprises using social media to disseminate news, connect with their target demographics for feedback, and introduce their products. The internet has become the greatest global marketplace, transforming traditional methods of purchasing and selling items and services. The Indian e-commerce sector is projected to exceed 200 billion dollars by 2027, driven by heightened smartphone adoption, expanded internet access, and rising consumer affluence. Consumers in Tier 2 and Tier 3 cities are increasingly attracted to e-commerce, characterized by less brand visibility and elevated expectations. Three years post-launch of the e-market, the Government's aggregate purchase amounted to 24,183 crores (US\$ 3.46 billion) by the Central and State Governments for FY19, with a goal of 50,000 crores (US\$ 7.15 billion) for FY20. By 2023, India is projected to have 650-700 million smartphone users. In October 2019, a Memorandum of Understanding (MoU) was executed with the Union Bank of India to advance a noncash, paperless, and transparent payment system for various services.

CONCLUSION



An intellectual demand was placed on the replies, and there was a difference in the manner in which each decision was made by the numerous respondents, each of whom had a distinct set of credentials or experiences. When it comes to the personalization of items that are marketed on social media, it was discovered that the age of the participants has a significant influence over the relationship. Despite the fact that respondents come from a variety of age groups, it was discovered that the performance of the digital platform in terms of its ability to influence respondents was significant. This was due to the fact that it assisted each of the respondents in making a decision about the private university without requiring a great deal of time or a lot of second thought. • It was discovered that there is a significant relationship between the regression model and the customization attainment of the explanatory factors, perceived usability of web portals, which is common across all academic qualifications regardless of the various divisions made on qualification. This was discovered in the analysis that was presented earlier. The outcomes of the previous analysis, the customisation being the regression coefficient, and customization being the independent factor professional position were analyzed, and it was shown that there is a substantial correlation between the two. When it came to making rapid selections before picking any web portals, respondents thought that content from social media platforms was helpful. This was the case even when they had many alternatives for online web portals. • Social networking sites, such as Facebook, would occupy a significant amount of people's leisure time, with many more following closely after. The results of the study show clearly that people pay attention to ads for portals on various social media platforms, and that these ads encourage them to keep driving. According to the results, these social media platforms are always front and center when it comes to their ultimate purchasing choice. People are more inclined to utilize the information and make decisions when they receive affordable and helpful portals or offers, such as promotions and discounts on items. Additionally, the study found that when buyers have a good attitude about e-WOM and online advertising promoting brands, they are more likely to make a purchase. When deciding how to behave, customers will take into account the ease of the cancellation policy, the simplicity of the dispute resolution process, the variety and quality of the items, and their level of comfort with all the amenities offered by the portals. Further factors that influence people's opinions of web portals include their level of self-assurance, the availability of technologically oriented services, their level of expertise and exposure, and the informational features of the portals. Therefore, recent research showed that people who choose web portals via these social networking sites are really happy with their selection and even encourage their friends to do the same.

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