



A study on the impact of digital marketing in daily life

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ABSTRACT.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital media. Digital marketing is the new method of marketing commodities using digital technology, mostly through internet. Digital marketing is built on the internet that can create and convert brand value from producer to the potential customer by various digital networks.

KEYWORDS: media, key performance indicators, mail, search engines, consumers

INTRODUCTION:
India occupies a significant position in the global education sector. One of the world's largest networks of institutions of higher learning is found in India. With almost 27% of India's population in the age group of 0-14 years, India's education sector provides numerous opportunities.

The education sector in India was estimated to be worth US\$ 117 billion in FY20 and is expected to reach US\$ 225 billion by FY25. The Indian edtech market size is expected to reach US\$ 30 billion by 2031, from US\$ 700-800 million in 2021.

The online education sector in India is growing rapidly, with growth of US\$ 2.28 billion expected during 2021-2025, at a CAGR of almost 20%. Higher education institutes in India are focusing on creating online programmes due to the increasing demand from consumers.

Amazon has launched its global computer science education initiative in India. The aim of this initiative is to offer one lakh students the opportunity to study computer science. Amazon India has also launched the second edition of Machine Learning (ML) Summer School, with the aim to provide

students the opportunity to learn important ML technologies from Amazon scientists, making them ready for careers in science.

To liberalise the sector, the Government has taken initiatives such as the National Accreditation Regulatory Authority Bill for Higher Educational and the Foreign Educational Institutions Bill.

The government schemes of Revitalising Infrastructure and System in Education (RISE) and Education Quality Upgradation and Inclusion Programme (EQUIP) are helping the government tackle the prominent challenges faced by the education sector.

REVIEW OF LITERATURE:

Since there was no curriculum, it was different in different schools. Pre-school education has become just a means of entering prestigious institutions without focusing on learning solutions. There has been a decrease in attendance in government schools, learning outcomes are very poor, learning to increase the number of the poor and also learning about the poverty gap (as the eighth regular student cannot read a sentence in English, and cannot do the basic addition), mainly due to the lack of a detention policy in RTE Act.

There has been a decrease in attendance in government schools, learning outcomes are very poor, learning to increase the number of the poor and also learning about the poverty gap, mainly due to the lack of a detention policy in RTE Act. There is no link between higher education and secondary education, and students are not prepared for higher education with regard to skills, because there are a large number of training institutes for entrance exams that

exploit students. Lack of awareness regarding reservation seats to economically weaker sections in private schools and improper implementation of it by many schools. Lack of computer knowledge among school children in government schools.

As on 31.03.2019 there are 1047 Degree Awarding Universities / Institutions (Source AISHE portal and UGC 2(f) list of Universities) including IIMs, 41935 Colleges (Affiliated /Constituent / PG - Off Campus Centres / Recognized Institutions) (Source AISHE portal 2018-19) and Students Enrolment of 373.99 Lakhs in Higher Education. After independence, there has been a remarkable growth in all these numbers. Now, it is a recorded fact that there is an increase of

52.35 times in the number of Degree awarding Universities/Institutes, 83.87 times increase in the number of colleges, and the students enrolment has gone up to over 178.09 times in the system of higher education as compared to the figures of Independence Year of India. Problem statement

The learning outcomes are very poor mainly because of lack of qualified teachers; there is no monitor tool on teacher knowledge once he/she became a teacher. Lack of IT and vocational courses in secondary level, Lack of connection between higher education and secondary education and it is not preparing students for higher education with respective to skills, because of it there is huge number of coaching institutes for entrance exams exploiting students.

Gross Enrolment Ratio (GER): Gross enrolment Ratio (GER) has increased from 21.5 in 2012-13 to 26.3 in 2018-19. The increase is more under SC Category which has increased from 16.0 in 2012-13 to 23 % in 2018-19. In case of ST Category, the GER has increased from 11.1% in 2012-13 to 17.2% in 2018-19. (Source AISHE Report 2018-19)

Accreditation: As per the data provided by the NAAC, as of June 2010, "not even 25% of the total higher education institutions in the country were accredited and among those accredited; only 30% of the universities and 45% of the colleges were found to be of quality to be ranked at 'A' level"

Faculties: The lack of teachers and the inability of the government educational system to attract and retain well-qualified teachers have been challenging the quality of education for many years. Large numbers of PhD / NET candidates are unemployed even if there are a lot of vacancies in higher education, and then these eligible candidates apply in other departments that represent the biggest shock to the higher education system.

Lack of quality education: In the top 100 universities list by 'Times Higher Education World Reputation Rankings', none of the Indian universities could be found in the list. In the 2017 rankings by the HRD ministry, only 2,995 institutions (6%) participated from around

51,000-strong higher educational institutions in India. In the overall rankings, of the 100 best institutions, 67 are from just eight states. Among the best 100 universities, 40 are in three states. Among the best 100 colleges, 77 are from just five states.

No Project Based Learning: Higher education lacks a learning-based project. Young graduates need to learn new skills, especially vocational skills that can provide them with a job. So we don't focus on project-based learning at all. The theory is just not enough, and we also need practical knowledge as well.

Gap between education provided and industry required education: The industry is having trouble finding a suitable employee because the education provided is not appropriate to work directly in the industry, so before that a company is required to spend large amount on providing training for employee

RESEARCH METHODOLOGY

What is Educational Research?

Educational research is a type of systematic investigation that applies empirical methods to solving challenges in education. It adopts rigorous and well-defined scientific processes in order to gather and analyze data for problem-solving and knowledge advancement. The primary purpose of educational research is to expand the existing body of knowledge by providing solutions to different problems in pedagogy while improving teaching and learning practices. Educational researchers also seek answers to questions bothering on learner motivation, development, and classroom management.

Characteristics of Education Research

While educational research can take numerous forms and approaches, several characteristics define its process and approach. Some of them are listed below:

- It sets out to solve a specific problem.
- Educational research adopts primary and secondary research methods in its data collection process. This means that in educational research, the investigator relies on first-hand sources of information and secondary data to arrive at a suitable conclusion.
- Educational research relies on empirical evidence. This results from its largely scientific approach.
- Educational research is objective and accurate because it measures verifiable information.
- In educational research, the researcher adopts specific methodologies, detailed procedures, and analysis to arrive at the most objective responses
- Educational research findings are useful in the development of principles and theories that provide better insights into pressing issues.
- This research approach combines structured, semi-structured, and unstructured questions to gather verifiable data from respondents.
- Many educational research findings are documented for peer review before their presentation.
- Educational research is interdisciplinary in nature because it draws from different fields and studies complex factual relations.

Types of Educational Research

Educational research can be broadly categorized into 3 which are descriptive research, correlational research, and experimental research. Each of these has distinct and overlapping features.

Descriptive Educational Research: In this type of educational research, the researcher merely seeks to collect data with regards to the status quo or present situation of things. The core of descriptive research lies in defining the state and characteristics of the research subject being understudied.

Correlational Educational Research: This is a type of educational research that seeks insights into the statistical relationship between two research variables. In correlational research, the researcher studies two variables intending to establish a connection between them.

Correlational research can be positive, negative, or non-existent. Positive correlation occurs when an increase in variable A leads to an increase in variable B, while negative correlation occurs when an increase in variable A results in a decrease in variable B. The primary purpose of educational research is to expand the existing body of knowledge by providing solutions to different problems in pedagogy while improving teaching and learning practice.

ANALYSIS

Our country largely lost its connect to the roots of education and self awareness during the British and Mughal raj. All of us have just vaguely heard of our golden heritage in education and the folklores of our Gurukul education system with India being at the center of learning and growth in the world, writes Puneet Goyal, Co-Founder & Director, dream Education, for Elets News Network (ENN). Post independence, for the first 30-40 years our structured school and higher education in India aligned itself to serve the industrial era work opportunities created the world over by the britishers. Professional Education and work opportunities were available to select few and that too in English medium, where as the larger part of the population learnt from life and indirect means instead of schools and colleges and grew on the business side. The fundamental brilliance of our generations found there way to growth via indirect means and therefore a network of coaching institutes came up everywhere, run by education entrepreneurs who brought out the best of talent in our country to the fore. The coaching and tutoring industry has served what the structured education could not, and most of us reading or writing here are outcomes of that. But every child has been living two lives in India, one at school and one, learning out of school to really grow and make a career. In the last 8 years, we are seeing democratization of learning and growth opportunities across all professional domains. The education system actively revamping and bringing equal importance to all elements of physical education, digital learning, life skills and self awareness and also connecting back to our roots of holistic human development.

In the present work, the study of digital marketing mainly comprises of a consumer perspective, company perspective and third party perspective. Three questionnaires were prepared for each entity. The questions were related to know the attitude towards the use of digital marketing by the company, reasons for the growth of growth marketing and the impact on the volume of turnover of the company.

This research concentrates on collecting and thereby analysing the collected data systems to solve problems that are selected by the researcher. In a way, this research has got wider meanings. For some people reading books or surfing the internet for information is research. As a matter of fact these activities are just some part of the entire job. Basic research structures are related to the sense of collecting authentic and original data and in the same way analysing these data thoroughly as well methodically to derive the result that lay underneath. Here, data does not necessarily mean any numerical. Words too are data. Data may be grouped into four main types based on methods for collection: observational, experimental, simulation, and derived. The type of research data you collect may affect the way you manage that data. For example, data that is hard or impossible to replace (e.g. the recording of an event at a specific time and place) requires extra backup procedures to reduce the risk of data loss. Or, if you will need to combine data points from different sources, you will need to follow best practices to prevent data corruption.

Scope of the study

The scope of digital marketing is fast growing and is likely to do so for a very long time. Businesses are looking for a more interactive way of communicating with potential clients. Due to the increase in digital marketing companies, the demand for digital marketers also increases.

Analysis and interpretation : Digital marketing analysis is crucial for developing an effective marketing strategy. Analysis is one of your most powerful tools for growing a business and can lay the foundations for future success. If you want your digital marketing campaign to succeed, it makes sense to back your efforts with data rather than guesswork.

In a typical digital marketing analysis, you might do the following: Evaluate company performance according to KPIs and other metrics Conduct research on your target audience Look into your competitors' marketing strategies

Assess the best approaches to boost the effectiveness of your marketing efforts To ascertain whether or not a digital marketing campaign has been successful, there are many metrics that require special attention. These metrics can inform your future marketing efforts and provide the kind of data that will help you grow and expand your business.

LIMITATIONS

There are several limitations of digital marketing that businesses should be aware of:

Limited audience reach: While digital marketing can reach a large number of people, it is not always possible to target specific demographics or geographic locations as effectively as traditional marketing methods.

Lack of personalization: Digital marketing often lacks the personal touch of traditional marketing methods, which can make it more difficult to build a strong relationship with customers.

Dependence on technology: Digital marketing relies heavily on technology, which means it can be disrupted by technological issues or changes in the market. **Competition:** The online environment is highly competitive, and it can be difficult for businesses to stand out and attract attention in a crowded market.

Privacy concerns: Digital marketing often involves collecting and using personal data, which can raise privacy concerns for consumers.

Ad blocking: Many internet users use ad-blocking software, which can limit the effectiveness of digital marketing efforts.

Limited creative control: Digital marketing platforms often have strict guidelines and limitations on the types of content that can be advertised, which can limit a business's creative control.

Reason for choosing Digital Marketing:

Marketing strategies have evolved. Businesses are increasingly relying on digital marketing rather than just relying on the traditional methods of marketing. The importance of digital marketing lies in the fact that it is inexpensive and offers a platform for the marketers to effectively reach out to the vast platform of potential customers all around the world.

Content marketing, email marketing, and social media marketing helps to raise brand recognition and enlighten clients about your product/service. While that's the goal of a traditional marketing campaign too, digital marketing allows brands to target a more specific or niche audience. Connecting with customers digitally helps build a wider audience that trusts your brand. It's particularly useful for small businesses, which can easily leverage digital marketing tactics without the help of a marketing department or agency.

FINDINGS OF THE STUDY

1.small businesses are left behind when it comes to Digital Marketing.

29% of small businesses owners have said that they won't be relying on digital marketing and consider it as a challenge.

This may be due to several factors like- Lack to knowledge, Limited access to technology and very less connections regarding digital marketing.

2.Social Media marketing holds strong for Startups and medium scale businesses.

3.Gaining and keeping customers is the top marketing goal for 2022.

CONCLUSION

More than 49% of the startup businesses are dependent upon the social media marketing strategies in 2022 and more than 30% are planning to increase their budget in social media marketing and advertising.

Driving sales is the leading goal for about one-third of the small business owners who participated in our survey.

While driving sales has been a top goal for business owners over the years, the method for driving sales is evolving.

The study started with the aim to analyse the different kinds related to marketing. Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has also revealed that in order to utilise the digital marketing in an effective way, the companies are required to design an effective platform. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of newspaper from the printed version to the online version has been exemplified the current trends of the digitalisation. The research and practice of digital marketing is improving with the advancement of technology.

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International Journal of Trend in Scientific Research and Development

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