

Analysing Financial Services Performance Using a Powerful Digital Marketing Platform

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ABSTRACT

The term "digital marketing" became popular in the 1990s. Digital marketing advanced as a powerful tool for building a deeper and more relevant relationship with customers in the 2000s and 2010s. The process of establishing and maintaining customer relationships through online activities in order to facilitate the exchange of ideas and products in order to achieve objectives is known as digital marketing. Digital marketing is frequently referred to as online marketing or internet marketing, but this is incorrect. The terms "online marketing" and "internet marketing" are often used interchangeably, but they are both incorrect. Because they are both based on the Internet, many people mistakenly believe that digital marketing and inbound marketing are the same thing, but it is under category of digital marketing.

Key Words; Digital Marketing, Financial Services, Web support, RBI.

INTRODUCTION:

In digital marketing, there is no single father, but some claim Guglielmo Marconi invented the radio in 1896. In 1971, Ray Tomlinson was the first person to send an email. Philip Kotler has made a lot of contributions to the industry, but only a few of them have lasted. Kotler argued that marketing was an important part of economics and that it influenced product and service demand. With the advent of the internet and the growth of the Web 1.0 platform in the 1990s, the term "digital marketing" was popularised. In 2006, when search engine traffic was estimated to have risen to about 6.4 billion in a single month, the digital marketing environment saw its first steep surge. The earliest social networking site to arrive, quickly followed by Facebook, was Myspace. Advertisers needed fresh approaches with new tools to promote their brands & capitalize on the social networking website says, Boulden. The use of the cookie has evolved, and today cookies are programmed to provide several ways for advertisers to collect literal user data, he says. Boulden: The rise of social networking sites such as Facebook and Myspace opened up new doors of opportunities for selling their goods and brands, many businesses realized. It marked the start of a new era for business.

Objectives:

- To understand the current pattern of digital marketing services in the domain of Financial Services.
- To find out customer satisfaction about the price offered and service utilized.

- To suggest an effective system of service with a reasonable price to the customer.

LITERATURE REVIEW

- 1) **Barrand-1978:** digital marketing is becoming more and more necessary to have good medical quality treatment has been growing as the interpersonal distance between the doctor and the patient.
- 2) Paul-1996: "Online marketing is the growing form of direct marketing," according to Philip Kotler, "Marketing". The consumer's perception of convenience, price, details on the product, and the internet has affected the service dramatically and modern marketing needs Enterprises to be devoted to market orientation Jaworski and Kohl, 1993.
- 3) **Rowley-2001:** Internet Advertisement: It is an advertising method that uses the Internet for advertising. Attract clients by providing messages on other pages or advertising banners Famous websites which lead to a company website for online users. The website for the business must be well-organized, well-designed, and easy-to-use to attract more targets the clients.
- 4) **Rotchford -2001:** said that customers can collect merchandise information and compare a product through suppliers at a low cost, every way across the Internet. They can also evaluate the offerings quickly and effectively and easily find a low price for a particular product.
- 5) **Kim and Lee -2002:** have indicated that e-store architecture affects the access of customers to e-stores. In the e-store, website design, product and service design, and information comparison, time to complete an online order form, simple product and service search, screen layout, screen complexity, page structure, methods of information retrieval, display of information, colour, and background use, user assistance and speed of user assistance notable variables attracting e-consumers are accessing the e-store.
- 6) **Biswas-2004:** The research literature indicates that prior knowledge of product knowledge is positively linked to their perceived ability to provide them with information and negatively related to prior product knowledge of those with lower product knowledge.
- 7) **DeLonge and Reef -2004:** found that customers are more likely to continue shopping online at the moment, as they have greater online shopping know-how. Young adults are also found to have a more optimistic outlook towards online shopping.

METHODOLOGY

This report is based on primary as well secondary data, however primary data collection was given more importance since it is overbearing factor in attitude studies. One of the most important users of research methodology is that helps in identifying the problem, collection, analysing the collection, analysing the required information data and providing an alternative solution to the problem, collecting, analysing the required information data and providing an alternative solution to the problem. It also helps in collecting the vital information that is required by the top management to assist them for the better decision making both day to day decision and critical ones.

Data Sources

Primary as well as secondary data collected for the purpose of present study. Primary data is the data collected for the first time. In this study primary data has been collected using Questionnaire. This Questionnaire was prepared on the basis of the objective of the study.

Secondary data has been collected through journals, magazines, internet websites, textbooks and literature survey. These are the data already collected by someone else for his purpose, is utilized by the investigator for his purpose.

Sampling :

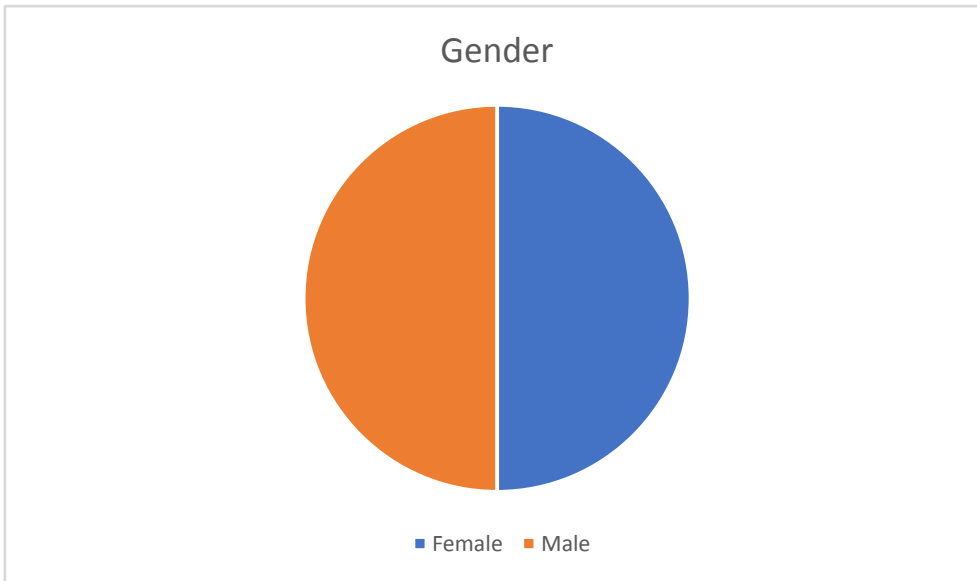
A sample size of 106 were collected using a structured questionnaire. The random sampling technique was adopted to select the respondents for the study purpose. Questionnaire method and google forms were used to collect the data. Data has been presented with the help of bar graph, pie charts, line graphs etc

RESULTS

Table No 1 Showing the gender of the respondents

Particulars	Respondents
Female	53
Male	53
Grand Total	106

Chart No 1 showing the gender of the respondents



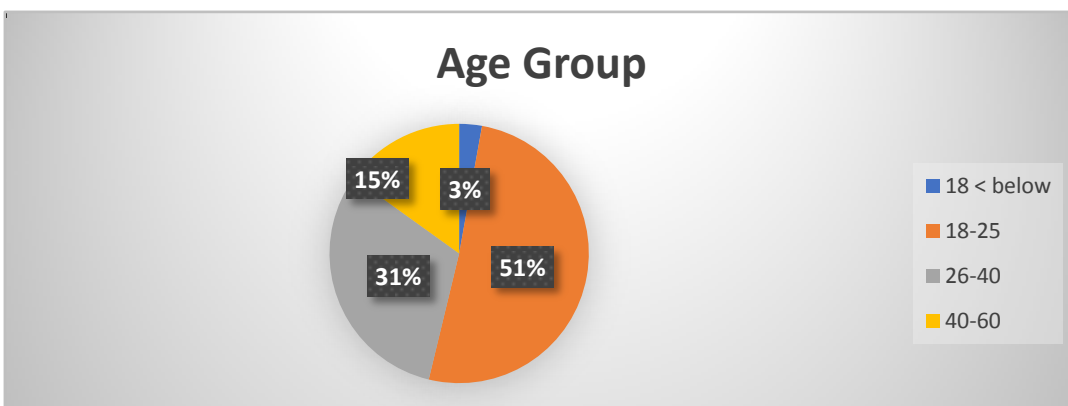
INTERPRETATION:

In the above table 4.1 we are able to see that the average gender of the respondents is 50%. In the chart 4.1 it is depicted that about 106 respondents are male and female were 53 is male and 53 is female. In this we concluded the both are in same responses.

Table No 2 Showing the age of the respondents

Particulars	Respondents
18 < below	3
18-25	54
26-40	33
40-60	16
Grand Total	106

Chart No 2 Showing the age of the respondents



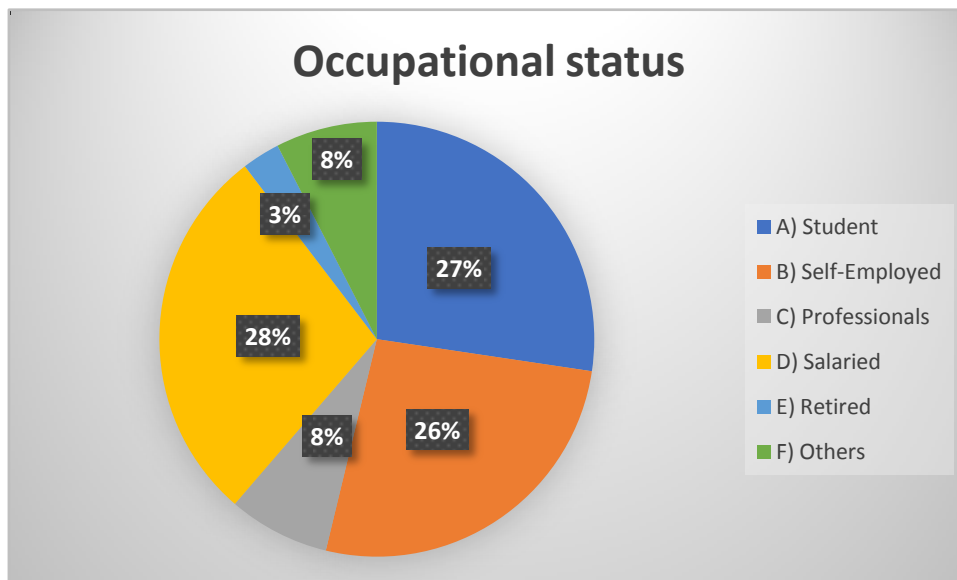
INTERPRETATION

In the above table 4.2 we are able to see that the average age of the respondents is 18-25 years. In the chart 4.2 it is depicted that about 3 respondents are below 18 years of age which counts up-to 3%, similarly about 54 of the respondents are from the age group of 18-25 years which shows 51% and 33 respondents were from the age group of 26-40 which is 31% and also 16 respondents are from the age group of 40-60 which is 15%. Most of the respondents are from the middle age, this can be due to the health consciousness among them. The people of this age group want to remain fit and become health conscious.

Table No 3 Showing Occupation of the respondents

Particulars	Respondents
A) Student	29
B) Self-Employed	28
C) Professionals	8
D) Salaried	30
E) Retired	3
F) Others	8
Grand Total	106

Chart No 3 Showing Occupation of the respondents



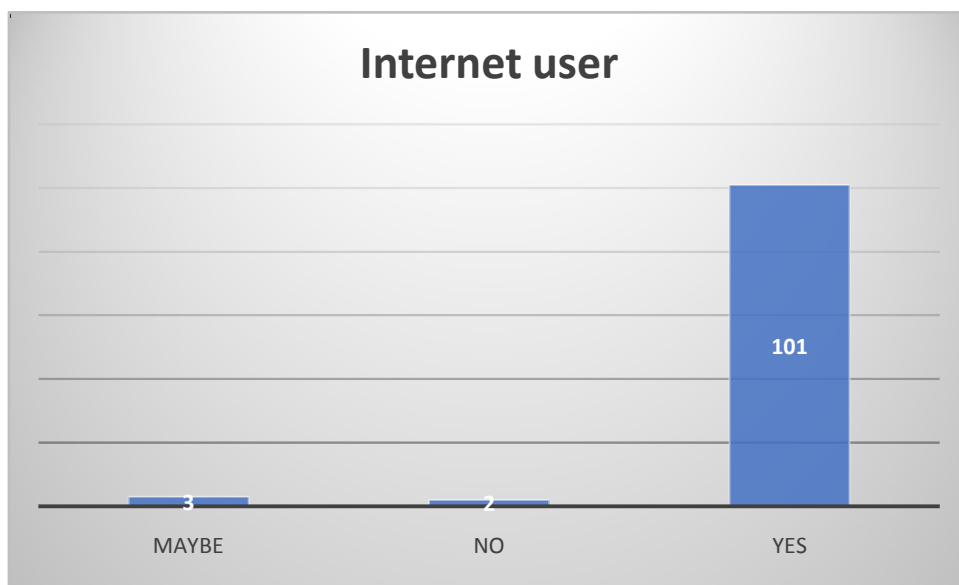
INTERPRETATION

In the above table 4.3 the occupation of the respondents is identified. It accounted for about 29 of the respondents were 27% of students, 28 of the respondents was self Employed in survey with 26%, 8 of the respondents have professionals with 8%, whereas 30 have been occupied at salaried with 28% showing yellow area, and also 3 were we got retired occupation percentage is 3% and how ever 7 others occupation job with 8%. In the chart 4.3 we can analyse that there is an increased number of employed or salaried occupation are more respondents in the study this could be due to the factor that educated and employed citizen.

Table No 4 Showing user of internet of the respondents

Particulars	Respondents
Maybe	3
No	2
Yes	101
Grand Total	106

Chart No 4 Showing user of internet of the respondents



INTERPRETATION

In the above diagram we got 106 respondents in that 101% is internet user they use internet regularly, and 2 % is the non-user of internet they were not going use an internet and also 3% is 50-50 user they use or not in this case they depend upon the moods they are maybe user of internet.

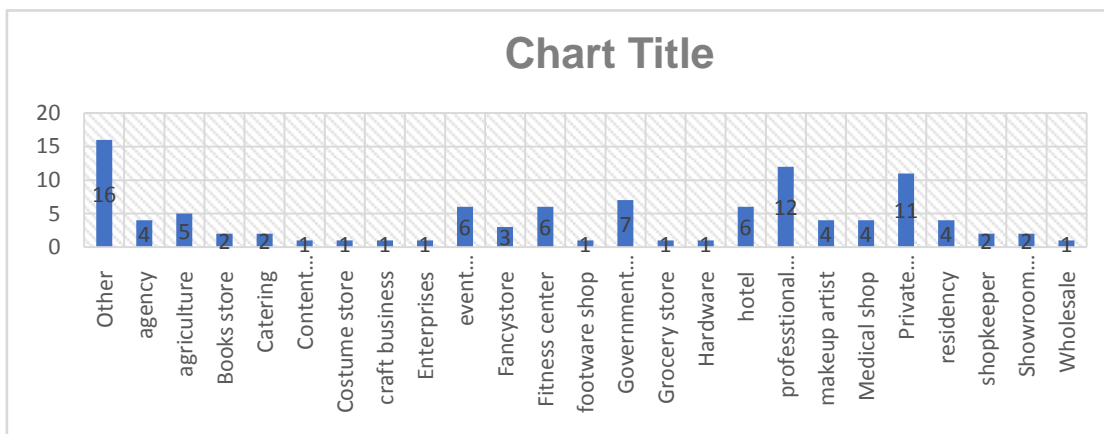
Internet is worldwide connection that reach millions of peoples.

Table No 5 Showing consumer business type of the respondents

Particulars	Respondents
Other	16
agency	4
agriculture	5
Books store	2
Catering	2

Content marketing in the form of images, audio and video.	1
Costume store	1
craft business	1
Enterprises	1
event management	6
Fancy-store	3
Fitness centre	6
footwear shop	1
Government employee	7
Grocery store	1
Hardware	1
hotel	6
Professional business	12
makeup artist	4
Medical shop	4
Private employee	11
residency	4
shopkeeper	2
Showroom service centre	2
Wholesale	1
Grand total	106

Chart No 5 Showing consumer business type of the respondents



INTERPRETATION

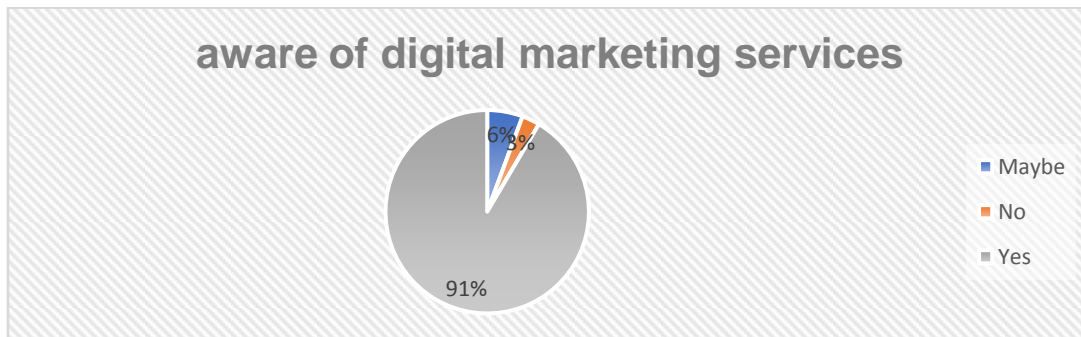
In the column chart we got an different types of business where 16 % is other types business ,4% is an agency business,makeupartist,medicalshop,residency business and 5% is agriculture business and books store,catering,shopkeeper,showroom is an 2% and 6% is event management,fitnesscenter,hotel business and 3% is an fancy store and content marketing,costumestore,craftbusiness,enterprises,footwearshop,groceryshop,hardware,wholesale business are regularly 1%, and government employee are 7% ,professionals are 12% and also 11% is an private employees.

Others type of business is more efficient and also professional business is quite more in this sector .

Table No 6Aware of digital marketing services showing of the respondents

Particulars	Respondents
Maybe	6
No	3
Yes	97
Grand Total	106

Chart No 6Aware of digital marketing services showing of the respondents



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INTERPRETATION

In the table 4.6 the analysis was conducted on the aware of the digital marketing, The aware was measured to be as 3 respondents rated like maybe is a colour of blue, No is colour red area and also yes is indicated in colour green area

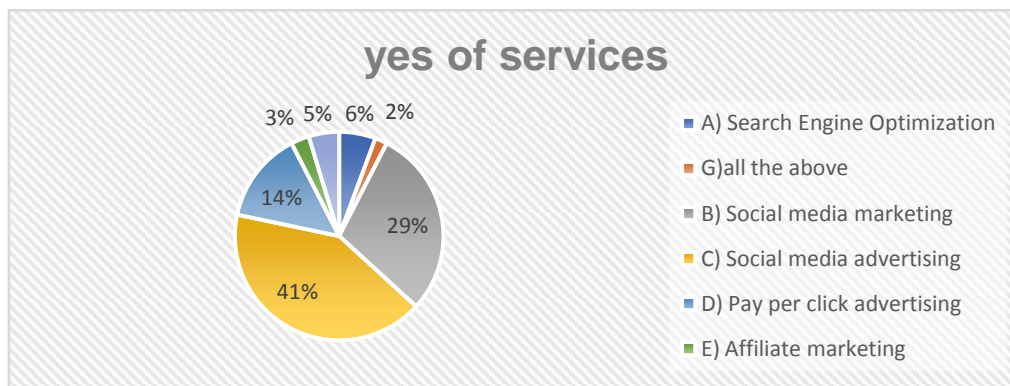
as least followed with 3 rating with 3% it as having no awareness of digital marketing services, 6 or 6 % of people said that the maybe or something know or not aware of services

They are neutral and 97 people said the aware of digital marketing services. The larger number of people said knowing the digital marketing platform.

Table No 7 Aware of digital marketing services showing of the respondents

Particulars	Respondents
A) Search Engine Optimization	6
G)all the above	2
B) Social media marketing	31
C) Social media advertising	44
D) Pay per click advertising	15
E) Affiliate marketing	3
F) Web design	5
Grand Total	106

Chart No 7 Aware of digital marketing services showing of the respondents



INTERPRETATION

In the above chart 4.6.1 shows the customers or peoples they knowing what types of services on their mind sets. In that 6 people are respondent to search engine optimization is 6% that indicates in the blue colour, and they aware of social media marketing is 29% respondent of 31 people they are more influence on the social media marketing, and social media advertising is 41% people are effectively knowing services respondents are 44 people that indicates in the colour purple area, and the people said they are known about pay per click advertising is 14% in the respondents are 15 people, affiliate marketing service are knowing the 3% they are 3 respondents people in the area orange is indicates that one, and web design service are 5 people respondent in the 5% they were said to know that service ,last one is all the above services are effetely knowing 2% of people the rating is 2 is indicate in the area of red colour

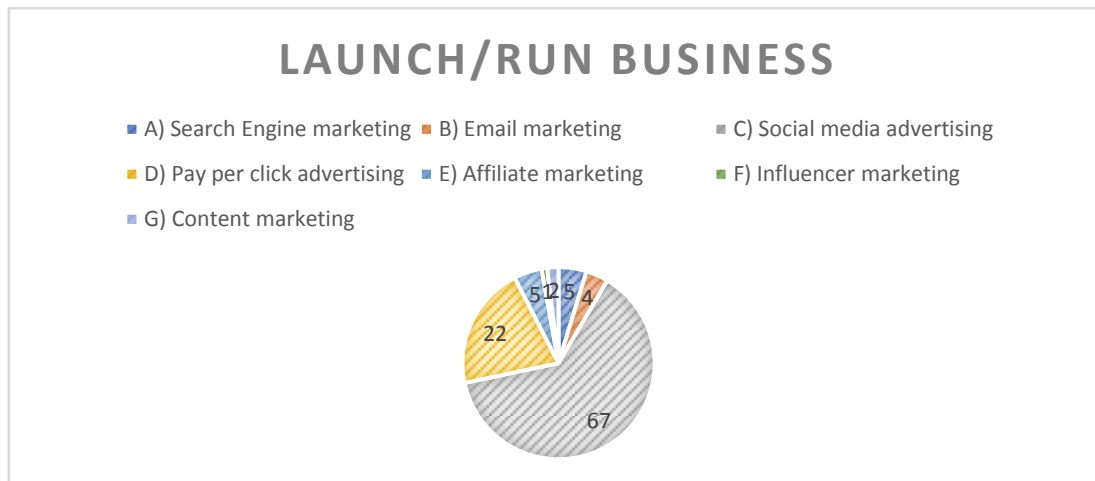
The people are more effectively said to knowing services are is social media marketing and social media advertising more powerful.

Table No 8 Use to suggest launch/run business services showing of the respondents

Particulars	Respondents
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A) Search Engine marketing	5
B) Email marketing	4
C) Social media advertising	67
D) Pay per click advertising	22
E) Affiliate marketing	5
F) Influencer marketing	1
G) Content marketing	2
Grand Total	106

Chart No 8 Use to suggest launch/run business services showing of the respondents



INTERPRETATION

In the above chart shows 106 respondents were people suggest to launch or run business with help of search engine marketing, email marketing, social media advertising, pay per click advertising, affiliate marketing, influencer marketing, Search Engine marketing in these 63% of people said to social media advertising with 67 respondent, and 22 respondent said to launch or run business in pay per click advertising with 21% and content marketing is got an 5 respondent with 5% ,5 respondent are believe in that affiliate marketing with 5% and email marketing is got with 4 respondent is 3% and 2 respondent were said to launch or run business with content marketing is 2% and also 1% people said to launch or run their business in the influencer marketing.

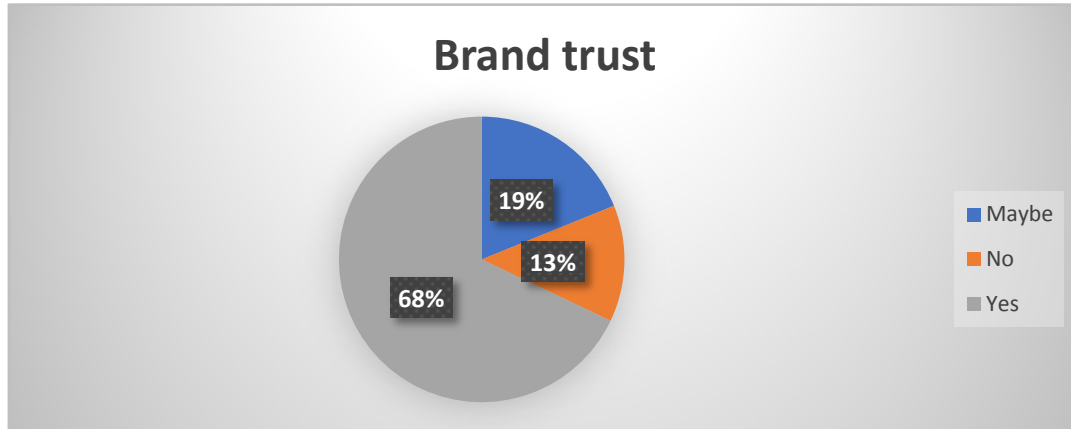
Most of the people recommended that the social media advertising that influence the more to more connect the people so consumers can go with this service.

Table No 9 Brand Trust is a matter on digital marketing services showing of the respondents

Particulars	Respondents
Maybe	20

No	14
Yes	72
Grand Total	106

Chart No 9 Brand Trust is a matter on digital marketing services showing of the respondents



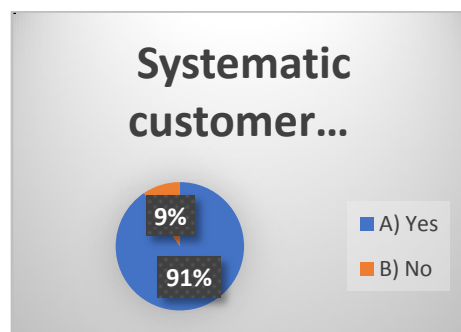
INTERPRETATION

In the chart 4.8 showing the brand trust is matter on digital marketing services, were 106 respondents in that 72,63% respondent go with the brand trust is matter on services and 13% were 14 respondents considered there is not matter between the brand it shows in red colour area and also 20 respondents are neutral they believe or not is 13% people said is indicates blue colour. In this research we know that brand is Powderly matters on the services it attracts the more customers with his brand.

Table No 10 Systematic customer acquisition strategies and marketing trends should follow by digital marketing services showing of the respondents

Particulars	Respondents
A) Yes	96
B) No	10
Grand Total	106

Chart No 10 Systematic customer acquisition strategies and marketing trends should follow by digital marketing services showing of the respondents



INTERPRETATION

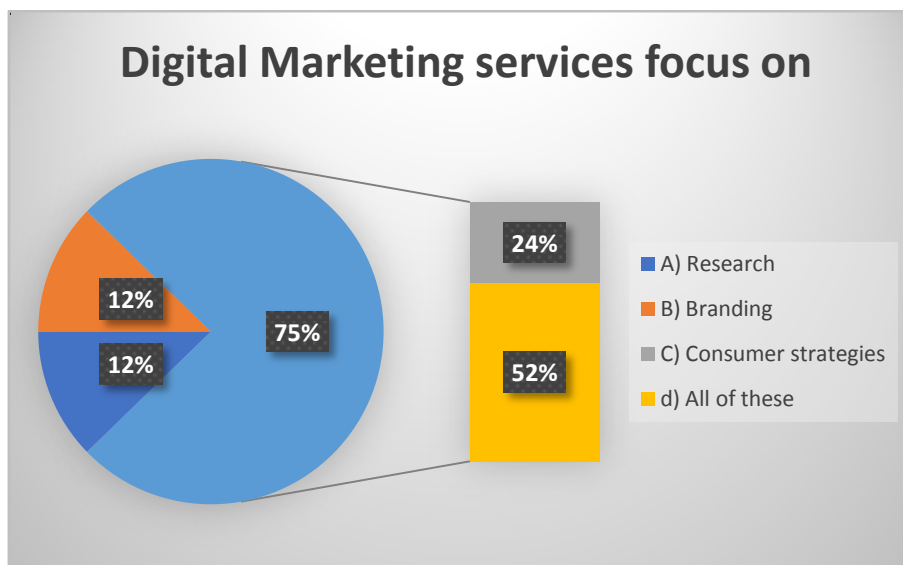
In the above chart 4.9 Systematic customer acquisition strategies and marketing trends should follow by digital marketing services; in that we got 106 respondent were 96 peoples are tending to believe in Systematic customer acquisition strategies and marketing trends with 91% respondent and also 10 people said to be there no believe in this system with respondent of 9% people.

In this survey we got that an, yes Systematic customer acquisition strategies and marketing trends should follow by digital marketing services.

Table No 11 Showing the respondents of Digital Marketing services focus on

Particulars	Respondents
A) Research	13
B) Branding	13
C) Consumer strategies	25
d) All of these	55
Grand Total	106

Chart No 11 Showing the respondents of Digital Marketing services focus on



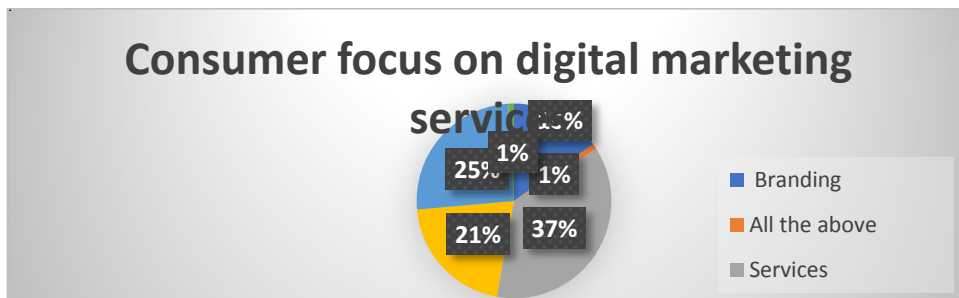
INTERPRETATION

In the above chart 4.10 showing the respondents of Digital Marketing services focus on research, branding, consumer strategies and all these methods but consumers and people are said to be branding and research with 12% rating of 13 out of 106 and consumer strategies 24% with respondent of 25 peoples are focus on it and also 52% of people's respondent to be it on 55 rating out of 106 more focus on all these 3 methods.

Table No 12. Showing the respondents of Consumer focus on digital marketing services

Particulars	Respondents
Branding	16
All the above	1
Services	39
Quality	22
Price	27
Services and quality	1
Grand Total	106

Chart No 12. Showing the respondents of Consumer focus on digital marketing services



INTERPRETATION

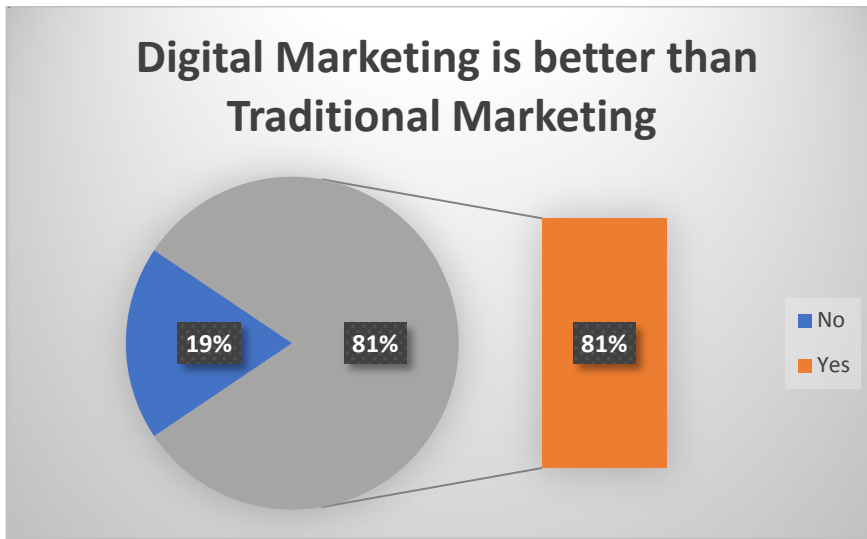
In the above chart 4.11 Consumer focus on digital marketing services.it seen that 16 respondent with 15% people said Branding is more influence on digital marketing services and 39 respondents are depended on services provided by digital marketing they are only looking for Services and 22 respondents with 21% people said to be they believe in Quality and Price where 25% of people with the 27 respondents are go through with Price only they focus on it and 1% peoples are said that they looking for Service and Quality and also 1% people looks for all these facilities and strategies

In this search we know that services are the best on where consumer more focus on Digital Marketing sector.

Table No 13 Showing the respondents of Digital Marketing is better than Traditional Marketing

Particulars	Respondents
No	20
Yes	86
Grand Total	106

Chart No 13. Showing the respondents of Digital Marketing is better than Traditional Marketing



INTERPRETATION

In the above chart 4.11 showing the respondents of Digital Marketing is better than Traditional Marketing. Here we clearly know that 86 respondents with 81% of peoples said that Digital marketing is better than than Traditional marketing and 20 respondents, where 19% said that Traditional Marketing is better one.

In this research we know that Digital Marketing is better than Traditional Marketing because the digital platform will reach a greater number of peoples at once.

Table No 14 Showing the respondents of Digital Marketing helpful for your future publicity strategies

Particulars	Respondents
No	8
Yes	98
Grand Total	106

Chart No 14 Showing the respondents of Digital Marketing helpful for your future publicity strategies



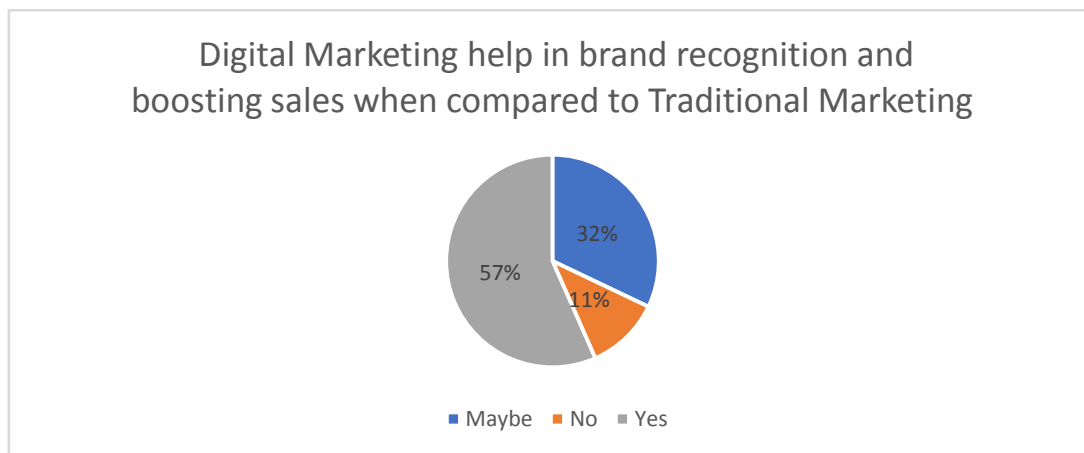
INTERPRETATION

In the above chart 4.13 showing the respondents of Digital Marketing helpful for future publicity strategies. It is seen that 98 respondents find the Yes; they believe in the Digital Marketing helpful for future publicity strategies with 92% and 8 respondents are said that no they are not believing in that Digital Marketing will not helpful for future publicity strategies.

Table No 15 Showing the respondents of Digital Marketing help in brand recognition and boosting sales when compared to Traditional Marketing

14. Digital Marketing help in brand recognition and boosting sales when compared to Traditional Marketing	Respondents
Maybe	34
No	12
Yes	60
Grand Total	106

Chart No 15 Showing the respondents of Digital Marketing help in brand recognition and boosting sales when compared to Traditional Marketing



INTERPRETATION

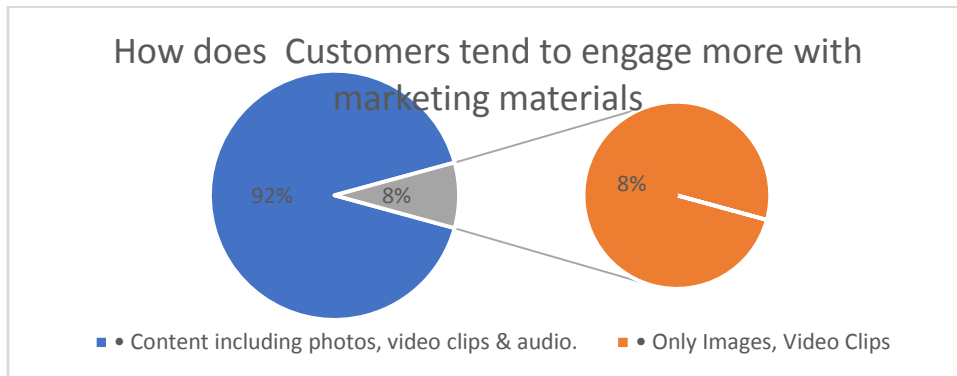
In above chart 4.14 showing the respondents of Digital Marketing help in brand recognition and boosting sales when compared to Traditional Marketing, it is analysed that 34 respondents are neutral in this comparison where 12 respondents are said that No were Digital Marketing will not help in brand recognition and boosting sales when compared to Traditional Marketing they said that Traditional marketing is more effective and 60 peoples are said Yes they believe in the Digital Marketing help in brand recognition and boosting sales when compared to Traditional Marketing the respective percentage is 32,11,57%.

Table No 16 Showing the respondents of How does Customers tend to engage more with marketing materials

Particular	Respondents
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• Content including photos, video clips & audio.	97
• Only Images, Video Clips	9
Grand Total	106

Chart No 16 Showing the respondents of How does Customers tend to engage more with marketing materials



INTERPRETATION

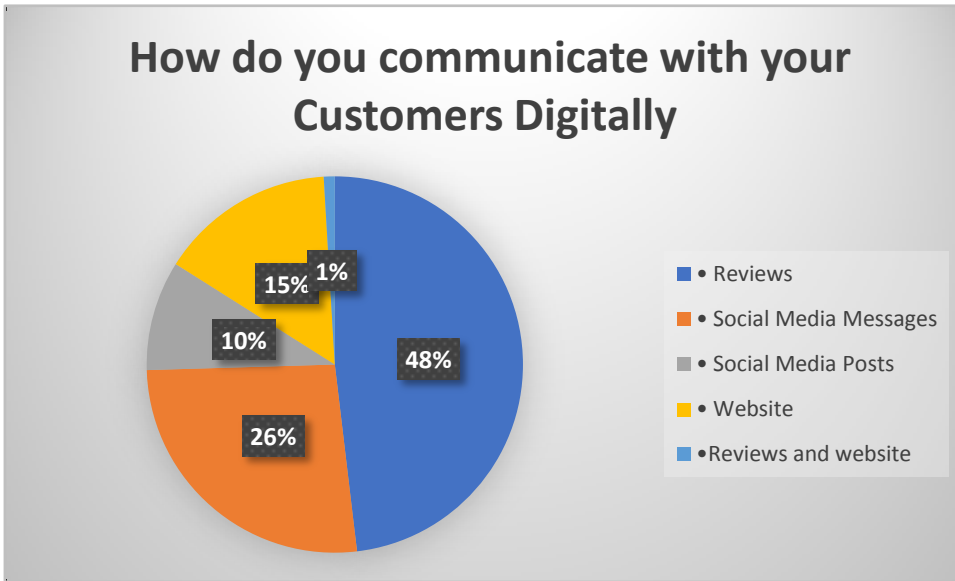
In the above chart 4.15 showing the respondents of How does Customers tend to engage more with marketing materials it is analyse that 97 respondents were 92% peoples said that Content including photos, video clips and audio and also 9 respondents where 8% peoples believe in Only images, video clips.

Here we know that more effectively work is move with Content including photos, video clips and audio.

Table No 17 Showing the respondents of how do you communicate with your Customers Digitally

Particulars	Respondents
• Reviews	51
• Social Media Messages	28
• Social Media Posts	10
• Website	16
•Reviews and website	1
Grand Total	106

Chart No 17 Showing the respondents of how do you communicate with your Customers Digitally



INTERPRETATION

In the above chart shows the 48% where 51 respondents are going with the Reviews to use communicate with customer digitally and 28 respondents are chosen to Social Media Messages to communicate and 10 respondents with 10% consumers use the Social Media Posts and 16 respondents are going with the 15% of website to use it digital platform to communicate and 1% respondents are chosen reviews and websites.

Table No 18 Showing the respondents of Is Digital Marketing helping you in refining and improving your strategy

Particulars	Respondents
No	3
Yes	103
Grand Total	106

Chart No 18 Showing the respondents of Is Digital Marketing helping you in refining and improving your strategy



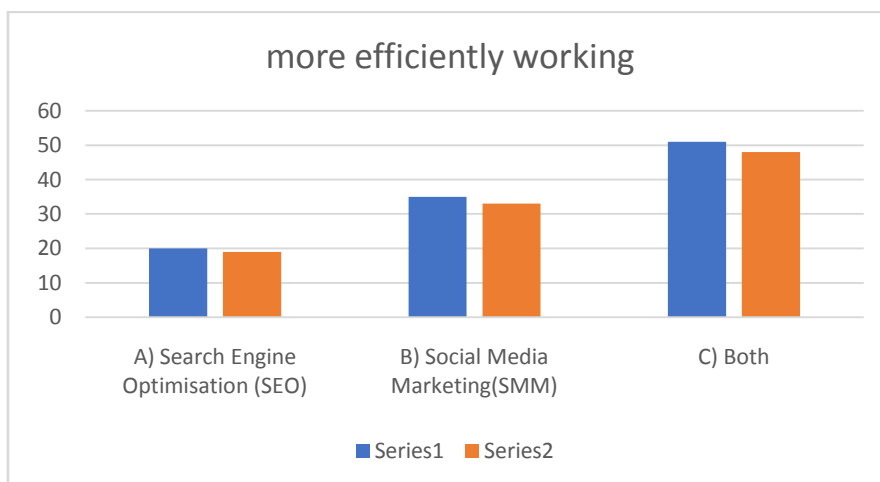
INTERPRETATION

In the above pie chart 97% of people with 103 respondents said that digital marketing helping in refining and improving strategy and 3 respondents with 3% consumers are said that No, Digital Marketing not help for this percentage consumers or people. Here more effectively go with yes factor.

Table No 19 Showing the respondents of What is more efficiently working for you

Particulars	Respondents	percentage
A) Search Engine Optimisation (SEO)	20	19
B) Social Media Marketing(SMM)	35	33
C) Both	51	48
Grand Total	106	100

Chart No 19 Showing the respondents of What is more efficiently working for you



INTERPRETATION

In the above chart showing the respondents and their percentages of in Digital Marketing what it's more efficiently working for as showing the analysis 20 respondents are looks for a Search Engine

Optimisation percentage is 19 and 35 respondents are go with 33% to Social Media Marketing and 51 respondents are said to Both are efficiently works in Digital marketing were 48%. and series 1- indicates the respondents, series-2 is percentage.

Table No 20 Showing the respondents of How is Digital Marketing helping your business

Particulars	Respondents
• Increased Customer Satisfaction & Experience	24
• Precise Targeting	21
•All of the above	30
•Increased Cross-sell upsell rate	6
•Increased Customer Retention	9
•Quick time to value	16
Grand Total	106

Chart No 20 Showing the respondents of How is Digital Marketing helping your business



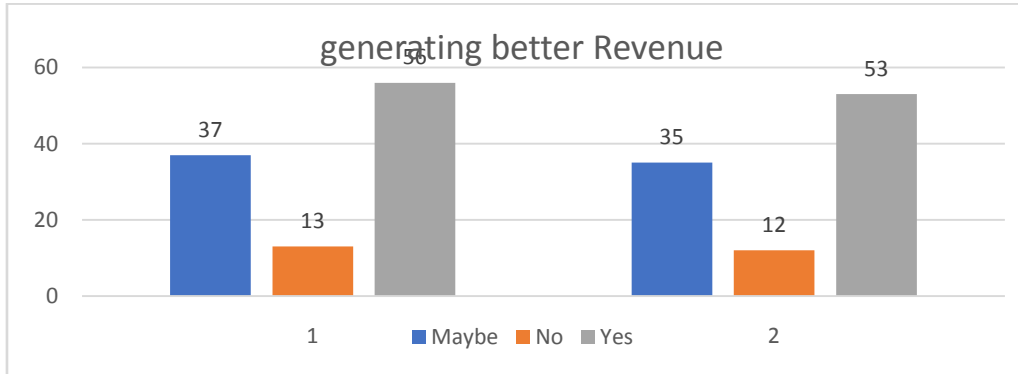
INTERPRETATION

In the above chart 4.19 describes the 24 respondents are said Increased Customer Satisfaction & Experience with 23% and 21 respondents are said Precise Targeting with 20% and 30 respondents are said All of the above with 28% and 6 respondents are said Increased Cross-sell up-sell rate with 6% and 9 respondents are said Increased Customer Retention with 8% and also 16 respondents are said Quick time to value with 16%

Table No 21 Showing the respondents of Is Digital Marketing helping you in generating better Revenue

Particulars	Respondents	Percentage
Maybe	37	35
No	13	12
Yes	56	53
Grand Total	106	100

Chart No 21 Showing the respondents of Is Digital Marketing helping you in generating better Revenue



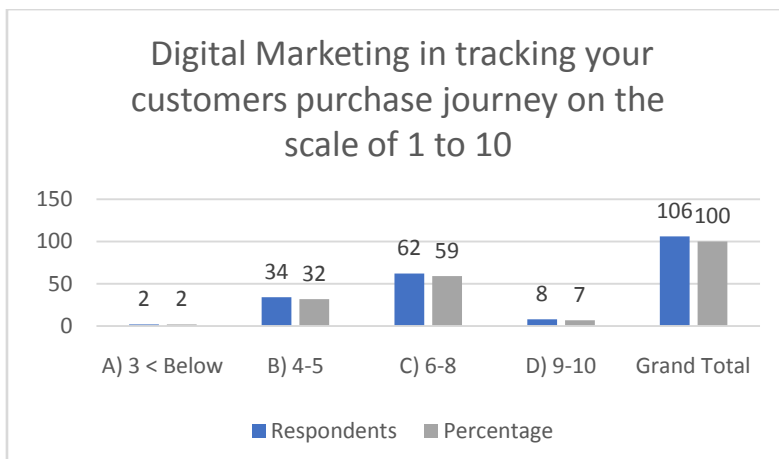
INTERPRETATION

In the above chart indicates Digital Marketing helping you in generating better Revenue its analysis with 106 respondents .here in Series 1 and 2 indicates the respondents and percentage, it seen 37 respondents said Maybe that means 50-50 or neutral response with 35% and 13 respondents are said No digital marketing is not generate better revenue with 12% response and also 56 respondents are believe and said to be Yes Digital Marketing is helping to generate better revenue.

Table No 22 Showing the respondents of How helpful is Digital Marketing in tracking your customers purchase journey on the scale of 1 to 10

Particulars	Respondents	Percentage
A) 3 < Below	2	2
B) 4-5	34	32
C) 6-8	62	59
D) 9-10	8	7
Grand Total	106	100

Chart No 22 Showing the respondents of How helpful is Digital Marketing in tracking your customers purchase journey on the scale of 1 to 10



INTERPRETATION

In the above chart 4.20 shows How helpful is Digital Marketing in tracking your customers purchase journey on the scale of 1 to 10 and it describes blue colour indicates the Respondents also green colour represent the percentages were grand total respectively 106 and 100% and 2 ,2% respondents are rating to 3<Below and 34,32% respondents are rating to 4-5 scale and 62,59% of peoples responded to 6-8 rating scale and 8,7% are peoples chosen 9-10 rating scale.

Table No 23 Showing the respondents of Does the Digital Marketing help you achieve your goals

Particulars	Respondents	percentage
No	10	9
Yes	96	91
Grand Total	106	100

Chart No 23Showing the respondents of Does the Digital Marketing help you achieve your goals



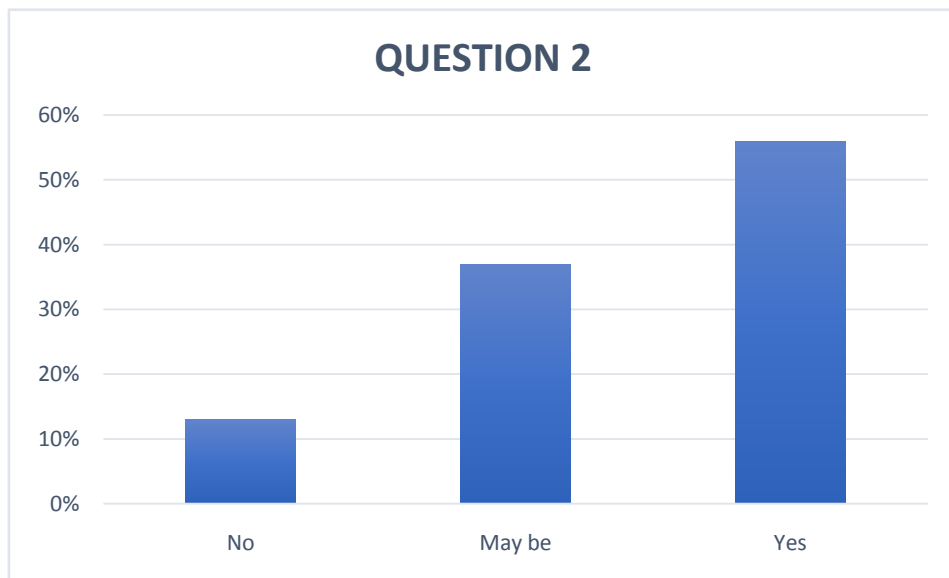
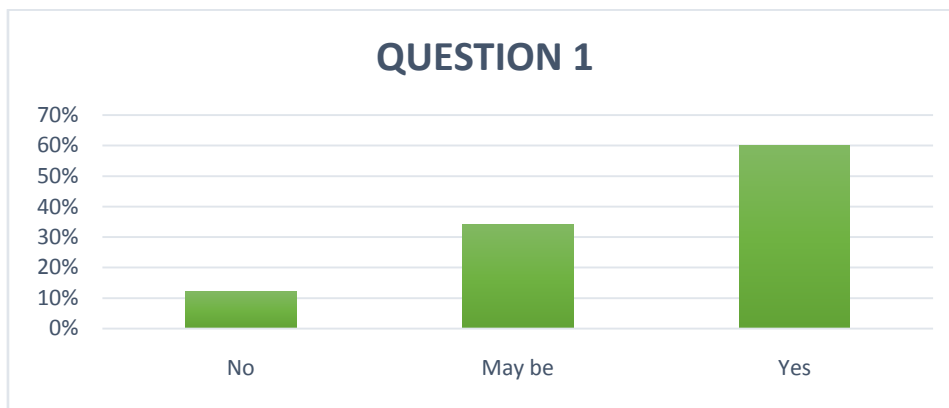
INTERPRETATION

In the above chart 4.22 shows the Digital Marketing help you achieve your goals ; it describes in Yes or No responses here No is represented in the colour of brown and Yes in the purple colour .it is seen that among the 10 respondents are chosen No it will not achieve goal and also 96 respondents are said to be with Digital Marketing help to achieve goals with 91%

Table No 24 Showing T-Test: Two-Sample Assuming Unequal Variances

Respondents	Q 1	Q 2
Mean	2.452830189	2.405660377
Variance	0.478706199	0.491015274

Observations	106	106
Hypothesized Mean Difference	0	
do	210	
t Stat	0.493166497	
P(T<=t) one-tail	0.311205129	
t Critical one-tail	1.971324793	
P(T<=t) two-tail	0.622410257	
t Critical two-tail	2.25758803	



INTERPRETATION

Finding a significant difference when there was none. Incorrectly rejecting the null hypothesis. If $P(>=t)$ two-tail is more than the alpha, then there is no significant difference. Alpha = 0.025, $P(T<=t)$ two -tail =0.6224 is not less than 0.025. Therefore, there is a difference in means between Q1 and Q2.

Table No 25 Showing Enova: Single Factor for Digital Marketing services focus on with age group

SUMMARY				
Groups	Count	Sum	Average	Variance
18 < below	3	3	1	0
18-25	4	54	13.5	81
26-40	4	33	8.25	76.91666667
40-60	4	16	4	6.666666667

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	319.1833333	3	106.3944444	2.37030661	0.12633964	3.587433703
Within Groups	493.75	11	44.88636364			
Total	812.9333333	14				

Interpretation

in the above table describes the Sum of square indicates the amount of variability associated with each other source.

Mean of square given as ratio of sum of square and its corresponding of freedom.

Departure mean is indicating average of no of Digital Marketing services focus on with age group at each value.

Hypothesis: $H_0: \beta_1=0$, $H_1 : \beta \neq 0$

Decision rule: if $\alpha < \alpha_0$ then reject H_0

From the table $p=0.12633964$ and $\alpha=0.05 < 0.05$, we reject H_0 . it is a strong conclusion. From this we can say that no difference accepts the value.

Table No 26 Z-Test: Two Sample for Means for How helpful is Digital Marketing in tracking your customers purchase journey on the scale of 1 to 10 and Which platform(s) do you use to suggest launch/run business services

z-Test: Two Sample for Means		
	scale of 1 to 10	launch/run business
Mean	26.5	15.14285714
Known Variance	62	61
Observations	4	7
Hypothesized Mean Difference	106	
z	-19.23322053	
P(Z<=z) one-tail	0	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0	
z Critical two-tail	1.959963985	

Interpretation

In the above is there enough evidence at a =0.05 to conclude that the is Digital Marketing in tracking your customers purchase journey on the scale of 1 to 10 and Which platform(s) do you use to suggest launch/run business services mean differs significantly from 106

Hypothesis: $H_0: \mu = 106$, $H_1: \mu \neq 106$, Rejection Region $\alpha = 0.05$, reject H_0 if $z < -1.96$ or $z > 1.96$

Test statistic's = -19.23322053, P-value: = 0 not null vale we got

Decision : $z = -19.23322053$ is not in the rejection region do not reject H_0 , there is not enough to conclude that the How helpful is Digital Marketing in tracking your customers purchase journey on the scale of 1 to 10 and Which platform(s) do you use to suggest launch/run business services mean differ significantly from 106.

Table 4.26 showing the Regression for difference between the Consumer focus on digital marketing services and how do you communicate with your Customers Digitally

SUMMARY OUTPUT	
Regression	Statistics
Multiple R	0.136557489
R Square	0.018647948
Adjusted R Square	-0.226690065
Standard Error	16.57151218
Observations	6

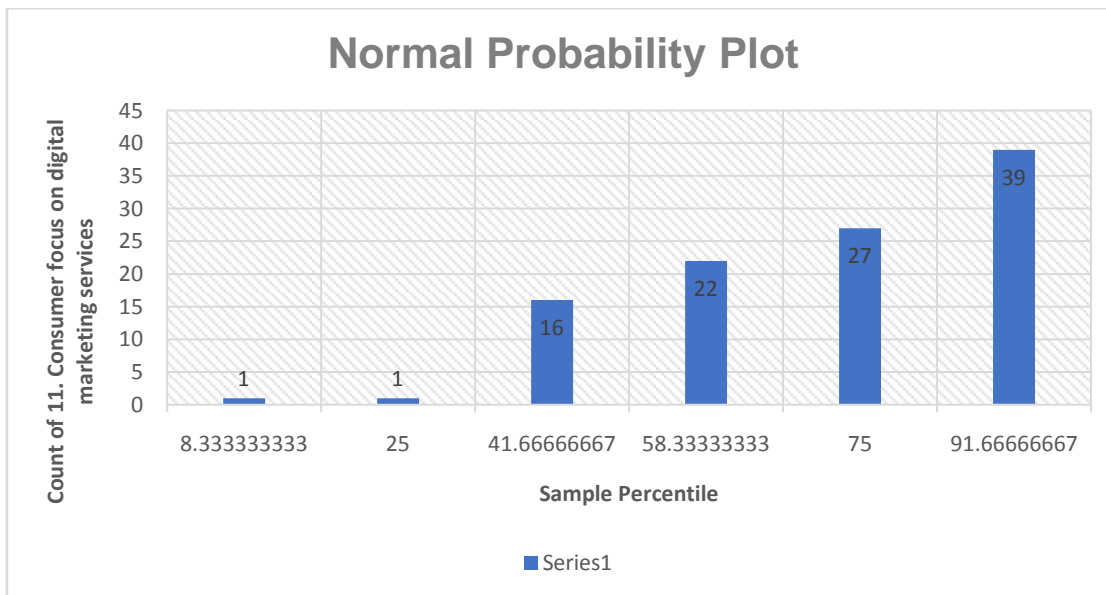
ANOVA

	df	SS	MS	F	Significance F
Regression	1	20.87326944	20.87326944	0.076009206	0.796437026

Residual	4	1098.460064	274.615016		
Total	5	1119.333333			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	13.71565495	15.84757148	0.865473613	0.43560032	-30.28425731	57.71556721	-30.28425731	57.71556721
Count of 16	0.223642173	0.811186293	0.275697672	0.796437026	-2.028572039	2.475856384	-2.028572039	2.475856384

PROBABILITY OUTPUT	
Percentile	Count of 11. Consumer focus on digital marketing services
8.333333333	1
25	1
41.66666667	16
58.33333333	22
75	27
91.66666667	39



Interpretation

In the table above describes Interpretation

Hypothesis :H₀ no lack in sample percentile

H₁ : lack in sample percentile

Decision rule'sα then reject H₀ .

0.796437026 > 0.05, so we fail to reject H_0 and it is a weak conclusion. We can say that there is no lack in in sample percentile

Table No 27 Showing Correlation between the x-Internet user and y-digital marketing services values

<i>respondents</i>	x	y
x	1	
y	0.999813992	1

Summary

r	0.999813992
up value	1.413950507
Down value	0.019286822
T-hunting	73.31173981
p value	0.004341599
alpha	0.05

Interpretation

in the above tables analyse the there is a significant positive relationship between the number of x and y , $r= 0.999813992$, $p=0.004341599$ here $\alpha=0.05$ so P is less than alpha so accept relationship.

DISCUSSION

The gender of the respondents shows that it was males and females are both respondents the most to the survey, which may not due to only male and also female people having more interest in Digital marketing and its Services.The survey was done on a random sampling method; we could see that the highest respondents were from the age category 18-25 years that is 54% of the total, this. It can be due to the Digital Marketing Services who would want to digital services.According to the survey it can be seen that highest people who respondent were Employed or salaried people, as they more educated and level of skills so in this survey we concluded that they are more influencer on digital services.Internet is worldwide connection that reach millions of peoples , in this survey we concluded that 101% are internet user they adopt it.In the types of the business more influence by other types of business because in this sector all types minds are available means educated, nonskill, entrepreneursetc peoples.The analysis was conducted on the aware of the digital marketing but almost 91% people said that yes, they know about it.The analysis was conducted on the aware of the digital marketing services if they know about Digital Marketing then we got Social Media Advertising more favour with 41% .Consumers are more favour to use to launch or run business services in Social Media Advertising because they more knowing digital service.The brand trust is matter on digital marketing services, yes, it is because it will

give quality and also more recommendations on it by people. Systematic customer acquisition strategies and market trends should follow by digital marketing services yes Systematic customer acquisition strategy and market trends should follow by digital marketing services .The respondents of Digital Marketing services focus on research, branding, consumer strategies and all these methods but consumers and people are said to be all these services are needed when come to focus on services. Consumer focus on digital marketing services, it seen that only Services more needed no other things. In this research we know that Digital Marketing is better than Traditional Marketing because the digital platform will reach a greater number of peoples at once the respondents of Digital Marketing helpful for future publicity strategies. It is seen that, yes Digital Marketing helpful for future publicity strategies. The respondents of Digital Marketing help in brand recognition and boosting sales when compared to Traditional Marketing ,it is analysed that yes, it is help more than Traditional Marketing. Customers tend to engage more with marketing materials yes, they are engaging to go with Content including photos, video clips.

The respondents of how do you communicate with your Customers Digitally the people and consumers are going with the Review system and the respondents of Is Digital Marketing helping you in refining and improving your strategy, definitely here find with yes factor from people and consumers. The respondents and their percentages of in Digital Marketing what it is more efficiently working for as showing the analysis yes both factor that is Search Engine Optimisation and Social Media Marketing. The respondents of How is Digital Marketing helping your business here all the business growing and profit factor is more influencer like Increased Customer Satisfaction & Experience, Precise Targeting, Quick time to value, Increased Customer Retention, Increased Cross-sell up-sell rate. Digital Marketing helping you in generating better Revenue, respondents are believing and said to be Yes Digital Marketing is helping to generate better revenue. How helpful is Digital Marketing in tracking your customers purchase journey on the scale of 1 to 10 and it seen that in this analyse peoples responded to 6-8 rating scale. The Digital Marketing help you achieve your goals , it describes in Yes or No responses but peoples are said yes it reach to help business goal with digital marketing strategies. With study of digital marketing, I came to its appearance and extreme growth in the today's scenario.

While doing the survey in this industrial area, Hotel and Residency, Retail store, fitness center, medical store, professionals to find out awareness level of digital marketing services. And I observed that WEBNETWORKZ Digital Marketing is growing well. But some area can improve like price range depend upon services Here we know that clients are looking for proper services but they may not look on prices. Blogs are the best way to reach the clients because people have to preferred to see in media to update their knowledge about digital marketing. Brand awareness is more importance to clients they go with brand trust.

Brands want to build a cool presence over digital platforms because the customer will do research about the product after seeing an ad or after getting stimulated. What in feel in client service is convincing customers is bit complex as they too have completed knowledge about the digital marketing and also explaining how we are better than others. In this survey peoples are more know about Social Media marketing so company can approach clients to take these services. Digital marketing work is all about a squad job and it always tried to give best out of all.

Conclusion

We learn from the study that digital marketing is a growing field, especially in these days of rapid fulfilment. According to the study's findings, the majority of consumers are anticipating a new way of doing digital marketing in comparison to traditional marketing. The majority of respondents are aware

of digital marketing services, and some are using most of them. The majority of respondents are most aware of Social Media Marketing and people say that yes, it improves revenue and goal attainment.

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