

A Study of the Role of Digital Marketing in E-Commerce

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Abstract:

Knowledge about digital marketing, Knowledge about e-commerce, Use of e-commerce due to digital marketing, Benefits of purchasing goods on e-commerce basis due to digital marketing, Digital marketing has led to the development of e-commerce, Involvement of digital marketing in buying quality goods based on e-commerce, Technical problems in purchasing goods based on e-commerce due to impact of digital marketing, E-commerce utility due to digital marketing etc. factors have been studied in detail in the present research work.

Keyword: Digital marketing, E-commerce.

Research Objective

Digital marketing plays a role in e-commerce from various perspectives.

Research Methods

Survey research method has been used for the completion of the present research.

Sources of data collection

Primary and secondary data collection sources have been used in the present research work for data collection.

Data collection Methods

Questionnaire method of data collection has been used to carry out the present research work.

Sample

97 respondents from Ambad city of Maharashtra state have been selected as a sample for completion of the present research.

Sample Selection methods

A total of 97 respondents have been selected purposively for the completion of the present research work.

Statistical dimension

In the present research work, percentage is used as a statistical measure to analyze the information.

Scope of research

The present research work is only for 97 respondents in Ambad city of Maharashtra state in India.

Limitations of the research

The percentage of role of digital marketing in e-commerce cannot be said with certainty.

Social utility the present research

The present research work will be very useful to the researchers, readers and writers of the country and abroad.

Utility research for government

With the help of digital marketing and e-commerce progress, the country's government will get help in developing the economy.

Analysis and discussion of information

Table no. 1

Do you know about digital marketing?

Sr. no.	Option	Response	Percentage
1	Yes	89	91.96%
2	No	08	8.04%
3	Total	97	100%

Source - Field work

From the statistics of table number one above it is clear that 91.96% of the total respondents have knowledge about digital marketing. But out of total response 8.04% respondents have no knowledge about digital marketing.

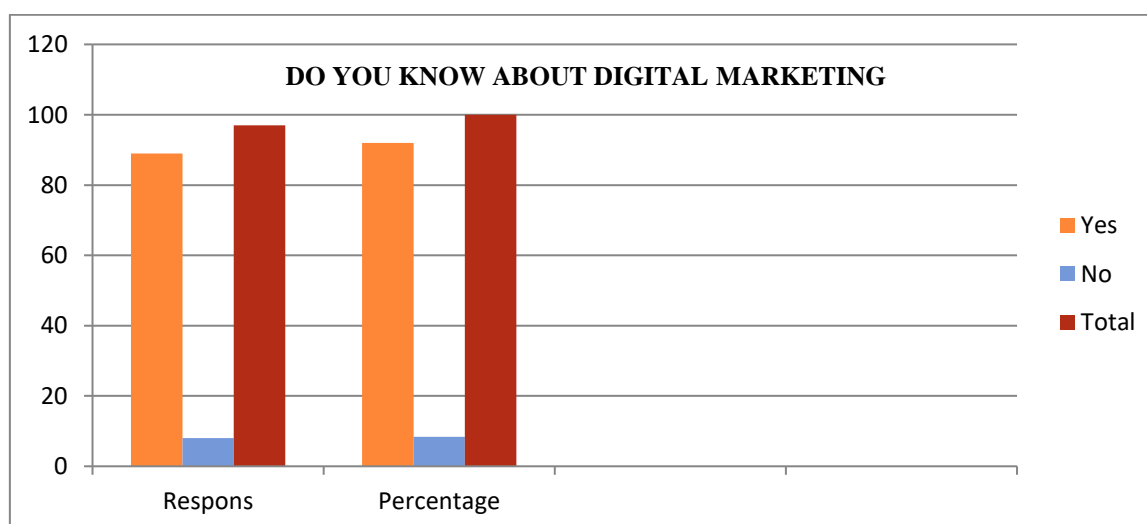


Table no. 2

Do you Know about e- Commerce ?

Sr. no.	Option	Response	Percentage
1	Yes	76	78.46%
2	No	21	21.54%
3	Total	97	100%

Source - Field work

In table number two above respondents are asked whether they are aware of e-commerce or not. Numerical data in the table number two shows that 78.86% of the total respondents are aware of e-commerce. But the statistical data in table number two also shows that 21.54% of the respondents have no knowledge about e-commerce. The number of respondents who have knowledge about e-commerce can be seen from the table number two above.

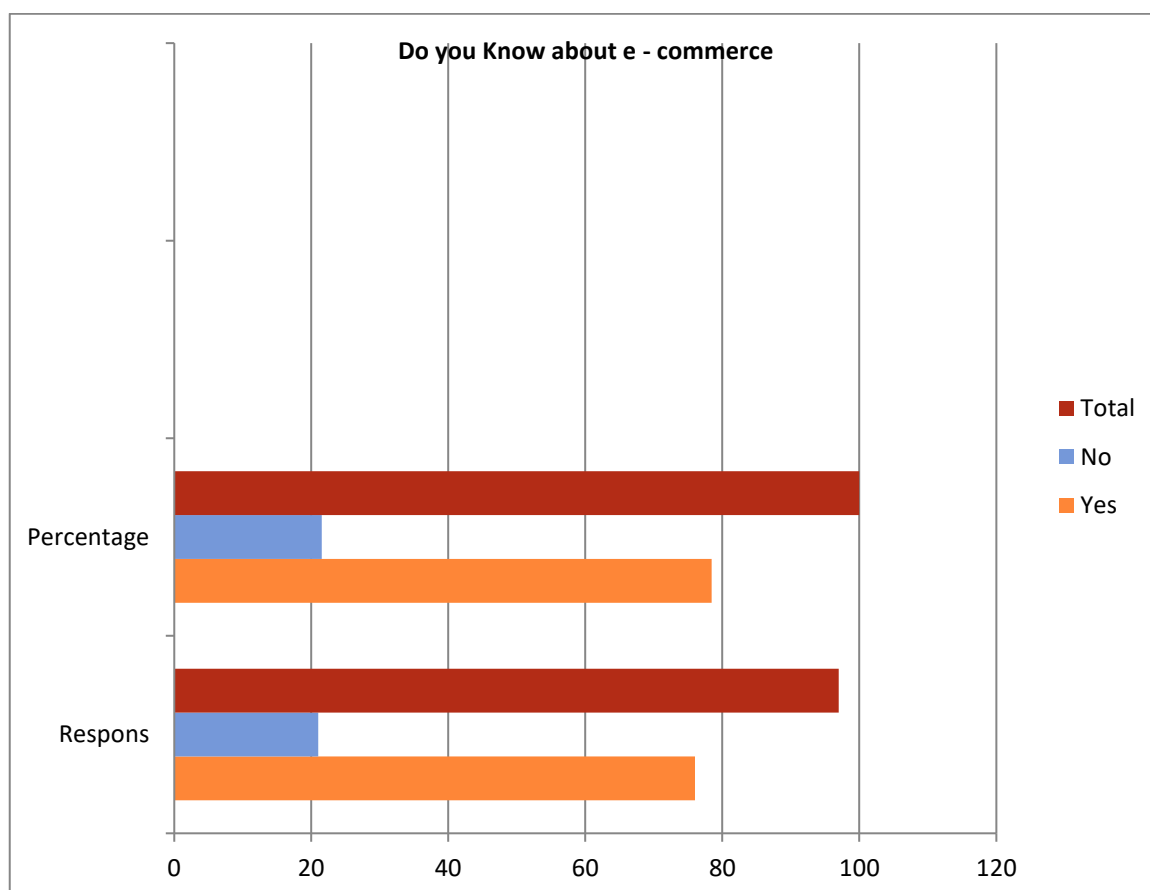


Table no. 3

Do you use e-commerce to buy products due to digital marketing?

Sr. no.	Option	Response	Percentage
1	Yes	71	73.87%

2	No	26	26.13%
3	Total	97	100%

Source - Field work

Table number three above shows the information about whether respondents use e-commerce while purchasing goods due to digital marketing. The numerical data in the table number three above shows that 73.87% of the total respondents use e-commerce while purchasing goods due to digital marketing. But table number two also shows that out of total respondents 26.13% respondents do not use e-commerce while purchasing goods due to digital marketing.

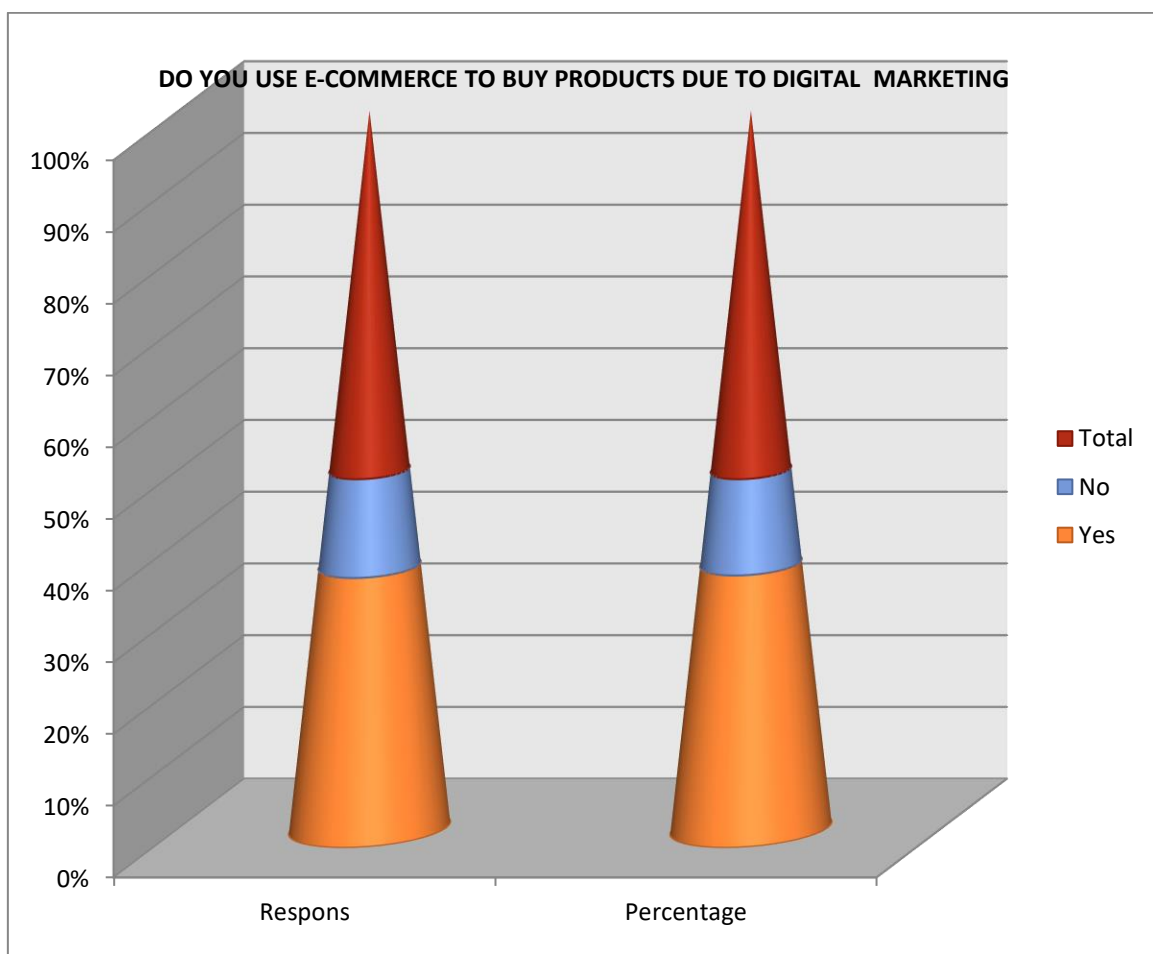


Table no. 4

Does digital marketing benefit you when purchasing goods on e-commerce?

Sr. no.	Option	Response	Percentage
1	Yes	75	77.95%
2	No	22	22.05%
3	Total	97	100%

Source – Field Work

Presented table number four discusses whether digital marketing benefits the respondents while purchasing goods on e-commerce basis or not. The numerical data in the table number four above shows that 77.95% of the respondents are of the opinion that digital marketing is beneficial when purchasing goods on an e-commerce basis. But according to 22.05% of the total respondents, digital marketing has no benefit in purchasing goods based on e-commerce.

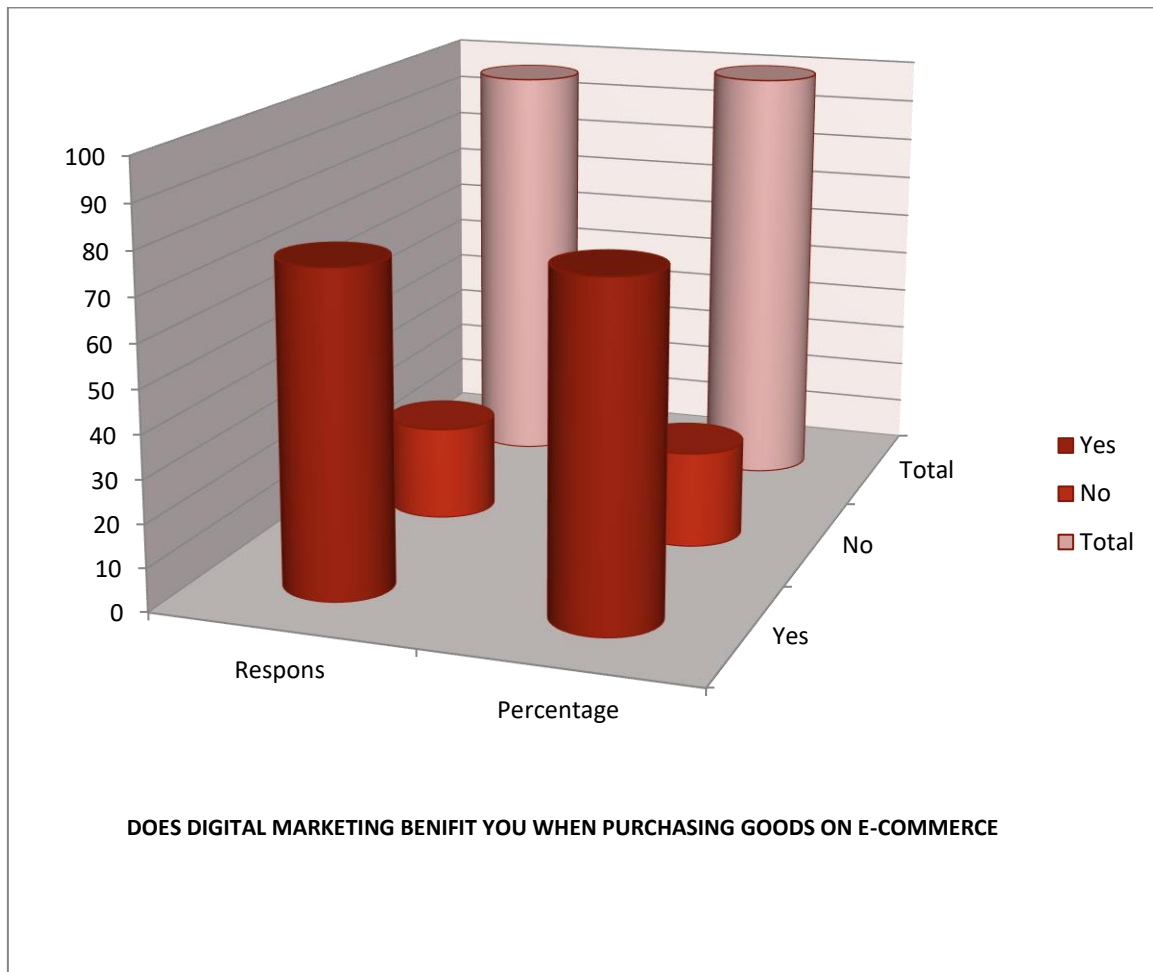


Table no. 5

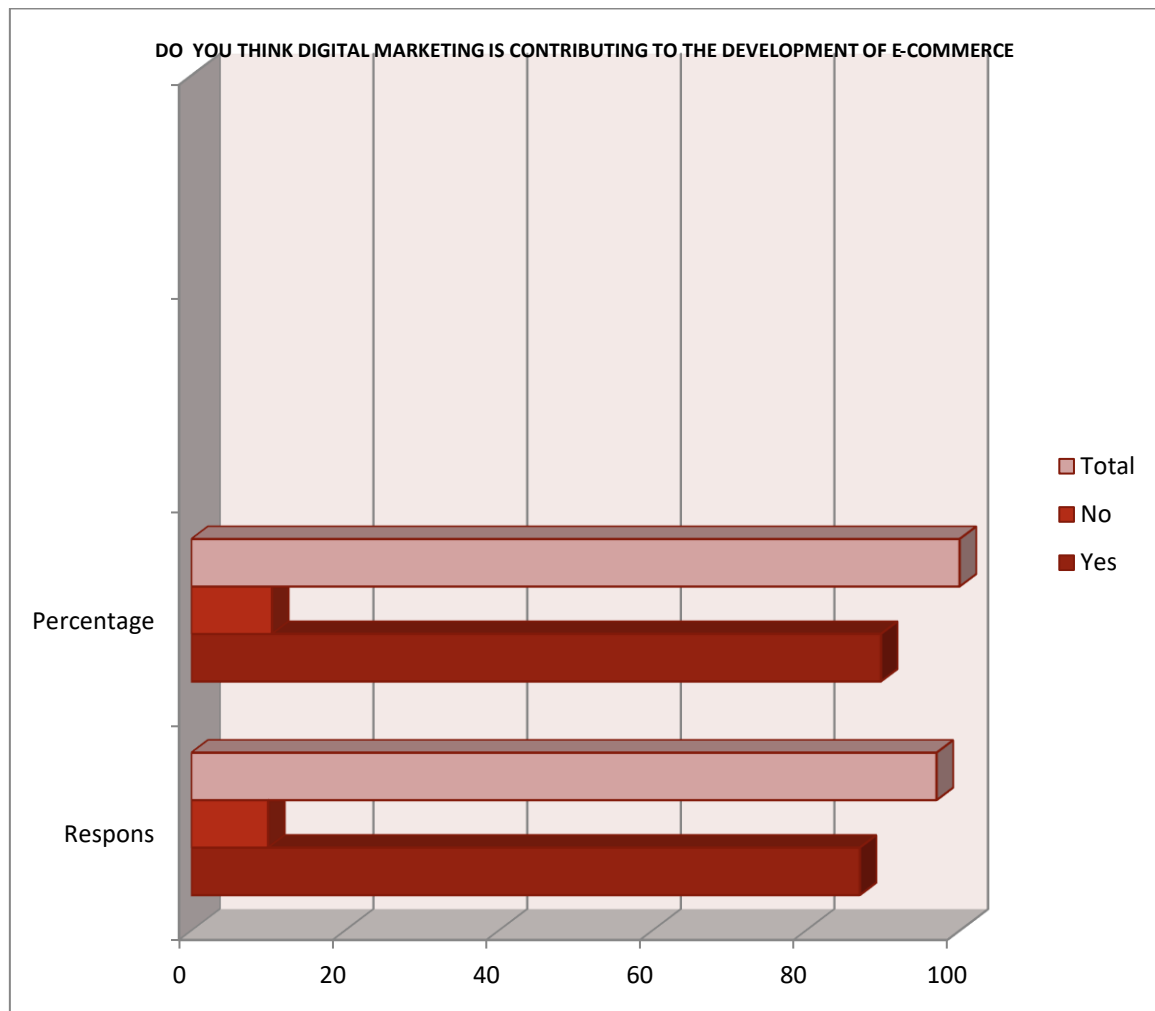
Do you think digital marketing is contributing to the development of e-commerce?

Sr. no.	Option	Response	Percentage
1	Yes	87	89.95%
2	No	10	10.05%
3	Total	97	

Source – Field Work

Table number five presents whether digital marketing has contributed to the development of e-commerce. The statistical data in the table number five above show that out of the total respondents 89.95% of the respondents are the opinion that digital marketing is beneficial when purchasing goods on

an e-commerce basis. But out of the total respondents 10.05% respondents think that digital marketing is not responsible for e-commerce development.



Conclusion

1. Out of total respondents, 91.96% respondents have knowledge about digital market.
2. Out of total respondents, 78.46% respondents have knowledge about e-commerce.
3. Out of total respondents, 73.87% respondents use e-commerce while purchasing goods due to digital marketing.
4. Out of total respondents, 77.95% of the respondents benefit from marketing while purchasing goods on e-commerce basis.
5. Out of the total respondents, 89.95% of the respondents believe that digital marketing is responsible for the development of e-commerce.

Reference

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