

CUSTOMER-CENTRIC DIGITAL MARKETING: NAVIGATING THE LANDSCAPE OF CONSUMER NEEDS THROUGH SEARCH ENGINE

Dr. Neelu Jhala¹, Dr. Divya Dwivedi²

¹Assistant Professor, Faculty of Science, Bhupal Nobles' University, Udaipur (Rajasthan), India,

²Head, Computer Department, Advent Institute, Falna (Rajasthan), India

ABSTRACT

Understanding and taking note of the needs and preferences of customers is essential to sustained success in the current business environment. Starting from the presentation of computerized promoting, a ton has changed in the manner in which organizations connect with their clients. This study aims to examine the effectiveness of digital marketing strategies in anticipating and meeting customer needs and the interconnectedness of preferences and needs. The essential examination will comprise of overviews and meetings with a 800-man test to gather information from clients and advertisers. The goal is to decide the way in which advanced showcasing administrations adjust to clients' moving inclinations and necessities. We will gain a deeper understanding of how digital marketing strategies can adapt to shifting customer requirements and identify any gaps in existing strategies from the study's findings.

Keywords: digital marketing, consumer needs, buying behavior, virtual marketing.

INTRODUCTION

"Digital marketing" refers to marketing done online and over the internet. Not only is digital marketing essential for growing the marketing area, but consumers also benefit greatly from it since it provides numerous avenues for direct communication with brands (Kaur, S., Tandon, N., & Malik, S., 2018). The term "digital marketing" has changed over time from designating the marketing of goods and services through digital channels to referring to the use of digital technologies for customer acquisition, preference building, brand promotion, customer retention, and sales growth (Kannan & Li, 2017). Digital marketing is the use of marketing technologies to

include stakeholders in the process through the use of electronic devices such as computers, smartphones, gaming consoles, and smart phones. (jobber & Ellise-Chadwick,2013). Digital marketing transform how business interact with their audience. The 5Ds of digital marketing: digital device, digital media, digital platform, digital data and digital technology can be use along with traditional marketing technique to get more closer to audience than ever before(Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.). In the contemporary landscape of business, understanding and fulfilling customer needs and preferences are crucial for sustained success. The advent of digital marketing has revolutionized the ways in which businesses engage with their customers. Every company faces many challenges in understanding consumers buying decision process.



Figure 1.1: The five stage customer buying process model (Kotler & Keller, 2012)

Managers of firms will change their methods and do customer analysis by the time they realize they can value each and every customer. The classical consumer decision making model “The five stage customer buying process model” (figure 1.1) contains 5 steps from that a consumer pass through when need to buy any product or service. To effectively communicate with a customer, a seller needs to be aware of this stage.

Kotler & Keller, (2012) discuss this concept in depth in their book. They also addressed impact on consumer decision- making (involvement of consumer). The decision of purchasing is impacted by online market. Whenever a consumer want to purchase a product or service, his first step is to search on online market. The consumer are searching on internet to find the best deal form the sellers all around the India as compared to traditional or conventional methods. (Bala, 2018)

Basheer et al.(March,2010) The Study is on the impact of mobile advertising on consumer purchase decision. There is a positive relationship between advertisement and consumer purchase decision.

This research paper aims to examine the intricate relationship between customer choice and needs and the efficacy of digital marketing strategies in meeting and predicting these demands. The findings from this research will contribute to a deeper understanding of how digital marketing practices can adapt to meet evolving customer needs, as well as shed light on potential gaps that exist in contemporary strategies.

Digital marketing is impacted by search marketing and other associated sections like blogging, social media, and links. The digital marketing strategy is too vast as it is ever changing but the best action and phases are still stable. The study of digital marketing strategies comprises some key areas. The opinion of the expert and user are important aspects to run the digital marketplace. With the help of customer and user feedback about search engine results, digital marketing strategies get changes and alterations.

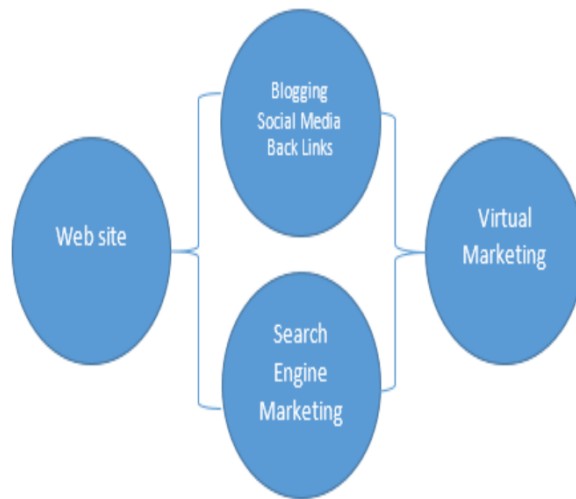


Figure-1.2 Pillars for Virtual Marketing Strategies

RESEARCH METHODOLOGY

The domain of research methodology illustrates the progress of research, the proceedings of research, the dimension of the development of research, and what makes up success. Here primary data collection is performed through survey and interview with a structured questionnaire is distributed among 800 customer and marketers associated with digital marketing in various location of Madhya pradesh, India. The secondary data collected with help of past literatures, research journals, books, edited books, and various sources of information.

In the projected study a figure of 800 samples was confirmed as the shortlisted sample before the assessment of the data. These are the questionnaires that are received in the complete and comprehensive form which may be considered for the analysis of hypotheses. These samples are received as the opinion of the respondents which included the response of customers, stakeholders of the virtual market, users, technocrats and administrative staff of search engine optimization systems. Thus, a sufficient number of suitable samples were selected from diverse human resources associated with the virtual marketing promotion.

SN	Respondents	Sample
1	Customer	464
2	User (other stakeholders)	200
3	Technocrats	80
4	Administration	56

Table-1.1 Data Design

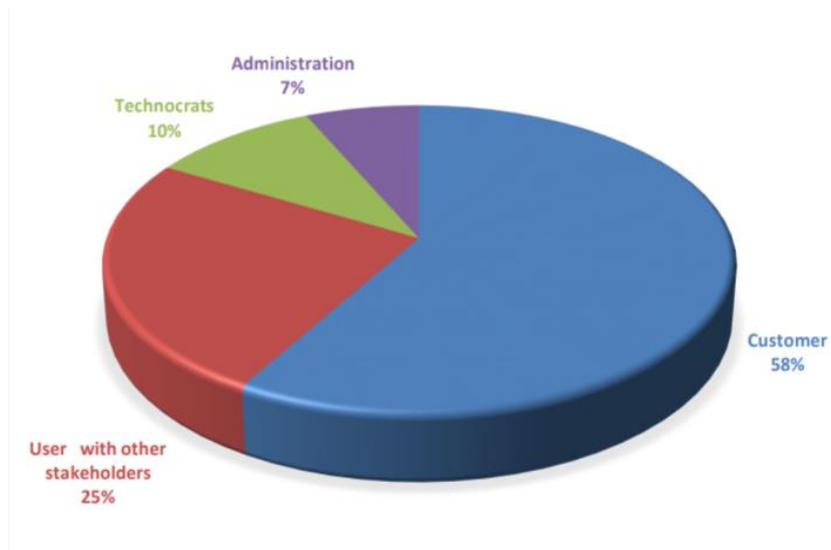


Figure 1.3 Information of Respondents

The sampling process taken on for the present study is probability sampling, which is also known as chance sampling and every item of the frame has an equal chance of augmentation in the sample.

The data collected from the questionnaire were quantitative data in nature. Different data processing techniques and approaches were considered to evaluate various aspects and assumptions of the study. The findings of the study will come from the semi-structured and formal interviews conducted by the professionals and responses recorded in the survey form as per the framework of the study. In general qualitative requirements are the compilation of information from a lot of sources, together with primary and secondary data. The primary data utilized in the study is in the shape of formal and semi-structured interviews.

In this research work, F Test is also required to furnish the final result or we can say that Analysis of Variance or way ANOVA to examine the variance/mean of at least three groups simultaneously. Analysis of Variance (ANOVA) is a hypothesis-testing technique used to test the equality of two or more populations (or treatments) by examining the variances of samples that are taken.

The results will provide valuable insights for businesses and marketers aiming to leverage digital tools effectively to resonate with the ever-changing landscape of consumer choices and needs.

This study is crucial in an era where digital platforms are dominant and customer-centric strategies are pivotal for competitive advantage. The findings will contribute to the existing body of knowledge and serve as a foundation for further explorations in this field.

HYPOTHESES DEVELOPMENT

Testing assumptions about relationships among various factors like choice, need, and Digital marketing which affects online marketing in reference to the search engine optimization system. The projected hypothesis is an attempt to assess the bonding between customer choice, need, and virtual marketing scenario.

The hypothesis are

Null Hypothesis:

1H0: There is a significant relationship between customer choice, need, and digital marketing.

Alternate Hypothesis:

1H1: There is no significant relationship between customer choice, need, and digital marketing.

HYPOTHESIS ANALYSIS

Three questions that are directly related to the hypothesis aspects of preference, need, and digital marketing were considered in order to assess the hypothesis. Thus, in order to evaluate the assumption, we are soliciting responses to the following three essential issues related to this hypothesis:

- Do you always purchase as per your choice with online marketing?
- Does your purchasing need base on an online platform?
- Do you always prefer virtual/online mode for essential and normal purchasing?

These three questions include responses that demonstrate how these variables/questions relate to one another or how they negatively impact things. In this case, the questions are also considered as variables in the hypothesis test. The similarity between the answers indicates that the factors are comparable.

The table below provides an analysis of the responses to these questions. We must therefore determine the relevance and correlation between the three variables/questions. We must use a

one-way ANOVA, or "analysis of variance," test in that reference. Below is an analysis of the views expressed by the two samples.

SUMMARY

Groups	Count	Sum	Average	Variance
1	800	1157.00	3.86	0.61
2	800	1143.00	3.81	0.57
3	800	1136.00	3.79	0.64

ANOVA

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	0.762	2	0.3811	0.629	0.5333	3.006
Within Groups	543.353	897	0.6057			
Total	544.12	899				

Table-1.2 One way ANOVA Test for examining the relationship between customer preference, need and digital marketing.

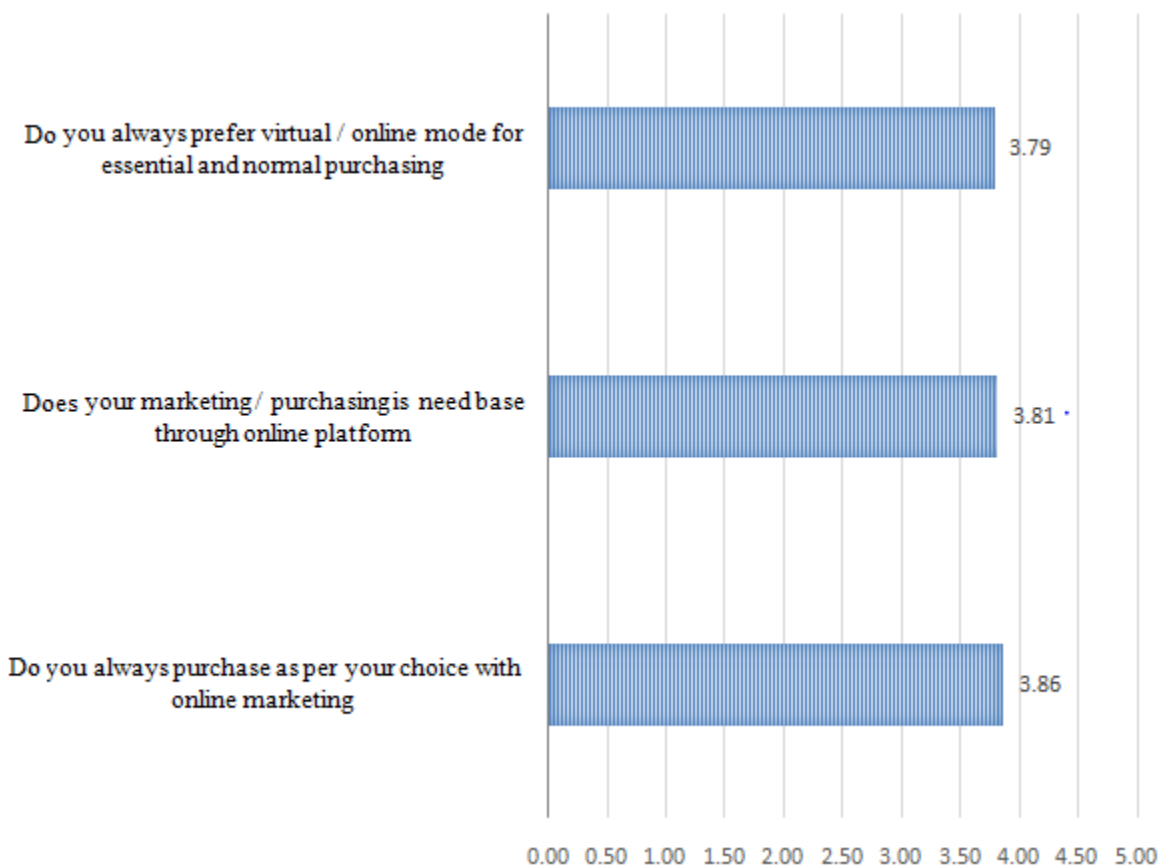


Figure – 1.2 Relationship between customer preference, need, and digital marketing

To assess the projected hypothesis, we considered variables/questions which are related to customer choice of purchasing and the need of customers to purchase from the virtual market.

These variables/questions are mentioned above and these questions/variables show the factors which are required for the promotion of virtual marketing and the role of search engine optimization.

There is sum of 800 responses/samples in each variable, so the total variables are $(800 \times 3 = 2400)$. Seeing the sample size, and the number of variables, we found that one way ANOVA test is the proper test to examine the assumption in an efficient manner.

As per the description given in the Analysis of Variance sheet, it is very much clear that the F value of the analysis is 0.629 which is less than the F critical/tabulated value.

So, it can be put in writing that $F(\text{observed}) \leq F(\text{Tabulated} / \text{Critical})$.

Therefore, $F(\text{observed}) \leq F(\text{Tabulated} / \text{Critical}) = F(0.629) < F(3.006)$.

So, the hypothesis is accepted here as the F observed value is lesser than the F tabulated value.

Rendering to measure central tendency it is established that there is no major difference in the value of variables. The table 1.2 and Figure 1.2 give the details of the opinion of respondents about the relationship between customer choice, need, and virtual marketing in reference to the impression of search engine optimization.

The opinion is shown in the form of average respondent values and it is noted that there is no major difference among the mean values score received by the variables/questions, also this is noticeable that the hypothesis test is satisfied, meaning there is not much variation in the opinion of the respondents.

From the closer observation of the mean value of the opinion of the respondents, it is found that there is no major difference among the opinion of responders in the values of all the variables. So, it is not a major issue in the context of differences of opinion between three separate groups.

CONCLUSION AND RECOMMENDATIONS

This research paper aims to examine the intricate relationship between customer choice and needs and the efficacy of digital marketing strategies in meeting and predicting these demands. From the closer observation of the mean value of the opinion of the respondents, it is found that there is no major difference among the opinion of responders in the values of all the variables. So, it is not a major issue in the context of differences of opinion between three separate groups. As per the assumption made and hypothesis analysis, we found that there is direct interconnection

between customer preferences, need and digital marketing dynamics. Whenever consumer sets his mind to purchase something there research start with online platform which will impact their preferences about product and need also.

As per the findings of the study, the researcher would like to give the following suggestions. The number of respondents and the geographical location of the respondents are limited. So, it can be scaled worldwide. Most of the respondents were not having good knowledge about the subject. So, well and up-to-date respondents should be made part of the study. The result shows that less area is covered as per the domain of virtual marketing or digital marketing. So, there is a need to increase the area in the subject domain. There is a need to increase the ratio of employees who are from research and technological backgrounds so that they may understand the importance of technological practice in industries.

REFERENCES

- [1] Jobber, D., & Ellis-Chadwick, F. (2013). Principles and practice of marketing (7th ed.). McGraw-Hill Education.
- [2] Kannan, P., & Li, H. (2017, March 1). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*; Elsevier BV. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- [3] Kaur, S., Tandon, N., & Malik, S. (2018). Impact of Digital Market on Consumer Buying Behaviour'. In *National Conference on People, Planet and Profit in Sustainable Development & contribution in IT, Media and Management* (pp. 1-14).
- [4] Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.).
- [5] M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*, 8(10), 321–339.
- [6] Basheer. A.M. Al-alak. (2010). "Mobile marketing: examining the impact of trust, privacy concern and consumers' attitudes on intention to purchase". *International journal of business management*,5

[7] Chaffey, D., & ELLISE- CHADWICK, F. (2019). Digital Marketing Seventh Edition:Pearson

[8] Rajesh Iyer & Jacqueline, Eastman (2014). The Elderly and Their Attitude Toward s the Internet: The Impact of Internet use, Purchases, and Comparison Shopping. Journal of Marketing Theory and Practice, Vol.14, No.1.

I am Dr. Divya Dwivedi. I have a Ph.D. in computer science and application and bring 8 years of teaching experience at the university level. Throughout my academic career, I have published 4 research papers that delve into area of digital marketing, search engine optimization and artificial intelligence.