

Audience Perception and Response towards Digital Marketing Elements

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Abstract

Digitalizing business activities eases the process as well as benefits the customers. Most of the business organizations have already digitalized their business from manufacturing to distribution of their goods & services. Marketing using digital technology and advertising through digital platforms are gaining momentum. This general study focuses on the digital marketing activities, awareness level, perception and attitude of the customers towards it. Digital marketing also acts as a great support to physical stores. The results of this study indicate that social media advertisements are powerful ads in reaching and influencing the audience. Majority of the customers involved in the study have expressed a strong positive perception towards digital marketing activities.

Introduction

Digital marketing is a platform to reach the global marketplace and it also has the advantage of reaching geo-specific customers. The greatest advantage of digital platforms is their flexibility. Flexibility in using multiple devices viz. smartphone, tablet, laptop, personal computer 24x7 and flexibility in reaching customers based on their profile, search behavior, flexibility in channel and payment make digital marketing distinct. Digital Marketing is an apt platform that matches small enterprises as well as big organizations. It has changed way of doing business (Yogesh K. Dwivedi, et al 2021). Customers are directly exposed to the products and brands through digital platforms. Affordable options are available in digital format to reach the target customers in an efficient way for any kind of business. It has the flexibility of campaigning continuously and the digital campaigns have the flexibility of modification whenever required.

The number of online shoppers are increasing day-by-day and digital marketing helps marketers appeal to these shoppers and supports the company's business expansion. The great advantage of digital media is allowing customers to listen to other customers, this differentiates it from other media. New companies, new products, new brands can be popularized in the current business scenario by applying digital marketing tactics to reach the present generation customers. Shopping experience and convenience provided to customers encourage markets to favor more funds to digital media. Various forms of digital marketing, social media marketing, display

advertising, search engine optimization, mobile marketing, pay-per-click, and retargeting give more options to target the customers.

Digital Marketing and its Significance

Through digital media, a wider customer base can be reached with specificity. This advantage is possible only through digital marketing. Customers have a tendency to avoid advertisements. With the help of permission marketing, audiences can be reached and marketing messages can be communicated to them. Digital technology supports this method of reaching target audiences viz. subscription of the newsletter and other forms of marketing communication. Similar to traditional word of mouth marketing, digital marketing also backs customers' purchase through the reviews and comments in the threads (Tariq Mehmood Dar & Neelofer Tariq, 2021). Audience search behavior and brand performance can be measured easily with the help of analytics technology. Traditional advertising through television or radio may reach the target audience or miss, but digital advertising is definitely changing the marketing game.

Need and Significance of the Study

Digital advertising expenditure by marketers has been increasing every year at a fast pace both in India as well as globally. This confirms the significance given to digital marketing by business people. Tracing the reactions of the audience towards digital marketing and advertising is crucial at this stage by marketers who have invested in digital formats of advertisements and also by academicians. The study was aimed to understand the, perception, attitude and level of awareness of customers towards digital marketing. The increase in digital media marketing efforts by small to big businesses has directed many academicians to conduct researchers and focus on the effects of digital marketing.

Statement of the Problem

Websites and e-commerce portals are the new and highly influencing platforms of digital marketing that target prospective customers. Digital marketing encompasses various formats of advertisements viz. text, audio and visual. Moreover, digital media is interactive media that encourage two-way communication. This paper intends to understand the perception and response of customers to digital marketing. The awareness level of respondents towards Digital marketing activities viz. search engine marketing, email marketing, map advertising, display ads, video ads, social media marketing, and affiliate marketing were also measured in this research. The behavior of customers is changing in the digital era and the same has to be researched with a comprehensive approach. This study is aimed to understand the behavior towards digital marketing concerning electronic gadgets.

Research Questions

Digital marketing is preferred by marketers to reach the target audience worldwide. It is an apt media gaining momentum among new-age digital customers for goods such as electronic gadgets, books, and apparel. The following research questions were raised to support the aim of the study.

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- i. What is the level of awareness of customers towards digital marketing platforms and digital advertisements?
- ii. How digital media and digital platforms are perceived by the customers?
- iii. What are the digital marketing practices the customers are aware of?
- iv. What are the digital channels preferred by customers to get information about product and brands?

Objectives of the study

The study was conducted with the following objectives set based on the research questions generated and deliberated in the previous section.

- To study the level of awareness of audience towards Digital Marketing & Digital Channels in Tamil Nadu, India
- To understand the perception & attitude of the consumer towards Digital Advertisements.
- To understand the relationship between credibility of digital marketing and awareness, perception and attitude of consumers

Scope of the Study

Huge investments are made in digital platforms by marketers to influence the customers. The return on investment can be achieved if the behavior towards digital marketing is clearly understood. This research work enables the marketers to understand the perception of customers on digital marketing and its influence. The study has been conducted with particular reference to electronic goods. The study area for the research is the major cities in Tamil Nadu, India.

Research Methodology

This research is based on the detailed opinion of the respondents towards digital marketing. Respondents residing in the selected cities of Tamilnadu were recorded. The aim of this research is to analyze the characteristics of the customers, assess the trends & classification of digital marketing. To address and handle the research problem considered, the researcher felt that a *descriptive research design* is adopted for this research study. Internet users are the population for the study and India has more than 74 crores (740 million) Internet users and there are more than 5 crores (50 million) internet users in Tamilnadu. This study involved 600 respondents from the six major cities of Tamilnadu viz. Chennai, Madurai, Coimbatore, Trichy, Tiruppur, and Salem. These cities have more internet users compared to other cities. A structured questionnaire was framed and sent to the respondents using Google form and some respondents were directly approached to gather data. A reliability test using Cronbach's Alpha was calculated and the alpha score is greater than 0.70 which is valid. This confirms the reliability of the questionnaire used for the study. The questionnaire was appropriated with necessary changes by the experts in digital marketing and the data collection tool is made contently valid. Invalid items in the questionnaire were removed based on the expert opinion.

Literature Review

Sonia Singh, Subhra Mondal, Lata Bajpai Singh, Kalyan Kumar Sahoo & Subhankar Das (2020) have conducted research on consumer opinion and socioeconomic profiles for online stores in Vietnam. The findings reveal that customers have a sensible outlook of changing their shift to other outlets and the depiction of the digital stores, which makes the prices have a wide-ranging effect on online stores. The education and compassionate nature of workforces also impact the manner customers complain, and how the delivery is handled. Promotion, pricing, easy billing, or appropriate billing, impact the buying power of the customer. So, the online vendors should be vigilant of a particular socio-economic element. Online store image is considerable regarding complaint managing ways, promotional elements, and image-focused pricing. So the online store should be more vigilant about these elements. Online customers' socioeconomic status, product pricing, and online store image seem to have a considerable association. The level of education and the purchase period from an online store has a considerable impact on the customers' choices and preferences.

Chandan (2019) has conducted a study on digital marketing and its influence on the consumer buying decision-making process on branded clothes. The internet has made a thoughtful influence on several businesses however very few businesses have observed a transformation similar to the actual marketing. The altering choices of the customer in the present era impacts the buying decisions due to the fact that they frequently follow the tempo of approach and taste conferring to the varying phase. The buying decisions of customers is fluctuating at a quicker frequency in the customer-concerned market atmosphere. The results of this study reveals that males were more as compared to females and the age range which was maximum doing online trade were in the age group of 20-30. For their purchases maximum of them utilized digital media and Amazon is the most preferred digital media for purchasing products. Very often customers click on digital media ads when doing their purchases. Many people are impacted by digital media when making purchases. Marketing has experienced an ocean of alterations during the past decade and every marketer should understand the mentality of the customer's divisions, such that they could be a prosperous marketer to comprehend the customer in a good manner to devise suitable marketing approaches to recall the contemporary and to locking up, the potential market similar to the market might decamp from scanty customer linked marketing strategies to technical customer linked marketing strategies in close future.

Nausherwan Raunaque & Indrajit Singh Yadav (2019) have done a study on consumers' online purchasing behavior for electronics goods and the findings depicted that the mental condition towards buying consumer electronics products on the website influenced the online buying behavior of customers. If the customers' mental situation was affirmative then they would do online buying of goods on the websites. The intellectual criteria impacted the online buying of consumer goods, if the customers thought that it is a wise decision to buy online then alone they would buy the products online. Perceived behavior control influences the customer to choose to buy online various items. Societal condition of trust influences to buy electronics in online stores which means when the customer is assured of trust by the social group then the customer would make online buying. There prevails an affirmative link between consumers' consciousness about online shopping, service reflectivity, and firm approachability. Customer perceived danger has a strong impact on buying behavior of electronic goods. Online

establishments must build quality customer awareness programs as the e-shopping people have great eagerness in the neighborhood. Service reflectivity features should be provided by the e-vendors and should concentrate on quick response to customer queries to lessen their perceived hazard.

Diyana Ahmed Ghazie&JasniDolah (2018) have conducted research on the digital market's impact on consumer behavior, the findings revealed that customers have various requirements and anticipations regarding digital marketing. It emphasizes the utilization of online marketing contrarily augmenting, and even detects a better exposure, awareness, utilization, comfort, end results, layout application, design application, and the level of contentment in the current online business setup. More choices to the customers need to be provided by the businessmen who want to utilize online marketing like visual pictures, more assessment, interviews, and expand the accessibility of the online marketing podium. Due to the fact that smartphones are augmenting day by day, it is an added advantage to both marketers, designers, and customers in fulfilling their requirements and wants. Every second person is online nowadays, and the internet has transformed as the most significant medium currently particularly for online marketing for their marketing approaches to sell their goods and services. This is happening due to the fact that it saves time, expenditure and a lot many other things.

Ashok Kumar Chandra & Devendra Kumar Sinha (2013) have done a study on factors impacting online shopping behavior in BhillaiDurg, India. There were variances amongst women buyers who bought apparel online and who bought apparel in traditional stores. Those who bought online apparel were from higher incomes than the ones who bought apparel in traditional stores. But both groups of women had higher education levels. Both two groups had variant attitudes regarding online buying. Women apparel buyers by means of the online methods were bothered about the comparative benefits, easy to use and safe than the ones who bought in the traditional stores. Vendors should understand that the online marketing atmosphere impacts the manner consumers assess and build relationships, trust is all. It was detected that good perception of customer service is treated as the greatest interpreter than other factors. When people have additional knowledge about online purchasing, the power of apparent factors on ideas to purchase online is variant from that of inexperienced ones.

RESULTS AND DISCUSSION

This section of the article discusses the opinion of the respondents towards awareness of digital marketing activities, preferred channel of digital platforms to get information about products / brands, preference of the online platforms, perception and attitude of consumer towards digital channels using cluster analysis and relationship between credibility of digital marketing and awareness, perception and attitude of consumers using Structural Equation Modelling.

Awareness on Digital Marketing Activities

Awareness of customers towards digital marketing activities are deliberated in this section. Seven digital marketing activities viz., search engine marketing, email marketing, map advertising, display ads, video ads, social media marketing, and affiliate marketing are included.

Table 1.1

Awareness of Customers on Digital Marketing Activities

S.No.	Activities	Yes		No		Total	
		No.	%	No.	%	No.	%
1	Search Engine Marketing	323	53.83%	277	46.17%	600	100%
2	Email Marketing	255	42.50%	345	57.50%	600	100%
3	Map Advertising	97	16.17%	503	83.83%	600	100%
4	Display Ads	222	37.00%	378	63.00%	600	100%
5	Video Ads	286	47.67%	314	52.33%	600	100%
6	Social Media Marketing	515	85.83%	85	14.17%	600	100%
7	Affiliate Marketing	150	25.00%	450	75.00%	600	100%

Source: Primary Data

Table 1.1 indicates the level of awareness towards the seven digital marketing activities. Level of awareness of respondents towards Social media marketing, search engine marketing and video advertising are high. Awareness level is moderate towards other four digital marketing activities.

Preferred Digital Channels for Products & Brand Awareness

Digital marketing campaigns are the most successful methods to reach potential customers but making a campaign is costly and time-consuming, and there's no guarantee that it will give high return on investment. Hence, the preferred channel of digital platforms to get information about products / brands was analysed. Henry Garrett Ranking technique was employed and the details of ranking the preferred channel of digital platforms to get information about products / brands are indicated in table 1.2.

Table 1.2

Preferred Digital Channels for Products & Brand Awareness

S.No.	Channel	Total Score	Mean Score	Rank
1	Email	30,442	50.737	4
2	Banner Advertisements	34,736	57.893	1
3	Video ads	32,127	53.545	2
4	Face book ads	26,181	43.635	8
5	YouTube ads	28,496	47.493	6
6	LinkedIn Ads	28,152	46.920	7
7	Popup Ads	31,118	51.863	3
8	Company websites	28,748	47.913	5

Table 1.2 indicates the details of preferred channel of digital platforms to get information about products / brands as 'Banner advertisements' which is ranked first with the mean score of 57.893 points. It is followed by the second and third ranks which are assigned to 'Video ads' and

'Popup ads' respectively. Out of all platforms '*Banner advertisements*' plays a crucial role in the reaching the prospective customers.

Online Platforms Frequently Visited by Customers

Online platforms operate in a very dynamic environment. Online platforms are key drivers of innovation in the digital world and their success is closely tied to the success of a range of businesses that use platforms to reach customers. Platforms allow especially smaller businesses to extend their operations beyond their home state, catering for consumers across the entire Single Market. Henry Garrett Ranking technique was employed and the details of ranking the frequently visited digital platforms are indicated in table 1.3.

TABLE 1.3
Online Platforms Frequently Visited by Customers

S.No.	Channel	Total Score	Mean Score	Rank
1	Google.com	35,713	59.522	1
2	Wikipedia.com	30,305	50.508	10
3	YouTube.com	33,048	55.080	2
4	Facebook.com	31,305	52.175	5
5	Gmail.com	32,891	54.818	3
6	Flipkart.com	30,790	51.317	7
7	Amazon.com	30,781	51.302	8
8	Instagram.com	28,592	47.653	14
9	Yahoo.com	32,654	54.423	4
10	Twitter.com	30,174	50.290	11
11	Hotstar.com	29,929	49.882	12
12	Netflix.com	27,989	46.648	15
13	Pinterest .com	29,466	49.110	13
14	Zoom.com	27,191	45.318	16
15	LinkedIn.com	31,079	51.798	6
16	Microsoft msn.com	30,693	51.155	9

Table 1.3 indicates digital platforms frequently visited by the customers. Google, YouTube and Gmail are the top three online platforms that are frequently visited by the customers.

PERCEPTION AND ATTITUDE OF CONSUMER TOWARDS DIGITAL CHANNELS

Digital media have been quickly gaining momentum that prompted a critical change in a marketing methodology development. There is a particular need to effectively join customary and digital media for item publicizing and expanding the results. To know the perception and attitude of consumer towards digital channels, cluster analysis was used. Cluster analysis is a multivariate method which aims to classify a sample of subjects (or objects) on the basis of a set

of measured variables into a number of different groups such that similar subjects are placed in the same group. In this study 20 statements were used to identify the perception and attitude of consumer towards digital channels. Hierarchical clustering technique was adopted for selecting the sample consumers. The output initial cluster centers, final cluster centers and ANOVA tables are interpreted to decide the variables in each cluster. Table 1.4 indicates the initial and final cluster centers.

Table 1.4
Initial & Final Cluster Centers

Va. No.	Benefits	Initial Cluster Centers			Final Cluster Centers		
		1	2	3	1	2	3
1	To know the latest arrivals	5	1	5	4	2	4
2	To compare prices of different brands	2	1	5	4	2	4
3	To get additional details of the product	4	2	5	4	2	4
4	To get reliable information from online platforms	5	1	5	4	2	3
5	To know the availability of various brands	4	2	2	3	3	2
6	Ads are easily understandable	5	2	2	3	3	2
7	Ads appearing online acts as a reminder	1	2	2	2	2	2
8	Online ads facilitates me to do a Quick Shopping	5	2	2	4	4	2
9	Useful in finding a best product	4	5	2	4	3	3
10	Online marketing activities saves my time	4	2	2	3	3	2
11	To make decisions within my budget	5	2	2	4	4	2
12	I can take better decisions based on reviews of other customers	5	2	2	5	5	2
13	Latest products are available with discounts	4	2	2	4	4	2
14	To know about best deals	5	2	2	4	4	2
15	Product description is useful	5	2	2	4	4	2
16	Helpful in getting confidence about the product	4	2	2	4	4	2
17	I believe that information in online is accurate	2	2	5	3	3	4
18	Quick and easy to access	4	1	5	4	2	4
19	Online Ads are trustworthy	5	1	5	4	2	4
20	Online Ads influence me to buy products	1	1	5	4	3	4

The mean values with scores more than 3 were being selected in each cluster which was equivalent to the neutral opinion on perception and attitude of consumer towards digital channels. The number of consumers in each cluster segment is shown in Table No. 1.5.

Table 1.5
Number of Cases in Each Cluster

Cluster 1(High)	279 (46.5%)
Cluster 2(Medium)	124 (20.7%)
Cluster 3(Low)	197 (32.8%)
Valid	600
Missing	0

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Table 1.5 shows the number of sample consumers in each cluster out of 600 consumers. The first group contains 279 consumers (46.5%) and called as high perception and attitude, second group contains 124 consumers (20.7%) and called as medium perception and attitude and the third group contains 197 consumers (32.8%) and called as low perception and attitude. The variable in every cluster segment was recognized based on the mean values in the final cluster center. The number of consumers in every cluster was also found as given in Table No. 1.6.

Table 1.6
Cluster Formation with Variables and Mean Values

Cluster	Va. No.	Benefits	Mean Value
I	1	To know the latest arrivals	4
	2	To compare prices of different brands	4
	3	To get additional details of the product	4
	4	To get reliable information form online	4
	5	To know the availability of various brands	3
	6	Ads are easily understandable	3
	8	Online ads facilitates me to do a Quick Shopping	4
	9	Useful in finding a best product	4
	10	Online marketing activities saves my time	3
	11	To make decisions within my budget	4
	12	I can take better decisions based on reviews of other customers	5
	13	Latest products are available with discounts	4
	14	To know about best deals	4
	15	Product description is useful	4
	16	Helpful in getting confidence about the product	4
	17	I believe that information in online is accurate	3
	18	Quick and easy to access	4
	19	Online Ads are trustworthy	4
	20	Online Ads influence me to buy products	4

Cluster	Va. No.	Benefits	Mean Value
II	5	To know the availability of various brands	3
	6	Ads are easily understandable	3
	7	Ads appearing online acts as a reminder	2
	8	Online ads facilitates me to do a Quick Shopping	4
	9	Useful in finding a best product	3
	10	Online marketing activities saves my time	3
	11	To make decisions within my budget	4
	12	I can take better decisions based on reviews of other customers	5
	13	Latest products are available with discounts	4

	14	To know about best deals	4
	15	Product description is useful	4
	16	Helpful in getting confidence about the product	4
	17	I believe that information in online is accurate	3
	20	Online Ads influence me to buy products	3
Cluster	Va. No.	Benefits	Mean Value
III	1	To know the latest arrivals	4
	2	To compare prices of different brands	4
	3	To get additional details of the product	4
	4	To get reliable information form online	3
	9	Useful in finding a best product	3
	17	I believe that information in online is accurate	4
	18	Quick and easy to access	4
	19	Online Ads are trustworthy	4
	20	Online Ads influence me to buy products	4

To study which of the variables is statistically significant across the 3 clusters, ANOVA test was employed and the result obtained is given in the table 1.7.

Table 1.7
ANOVA

	Cluster		Error		F	Sig.
	Mean Square	Df	Mean Square	Df		
To know the latest arrivals	226.589	2	1.009	597	224.476	.000
To compare prices of different brands	180.036	2	1.234	597	145.891	.000
To get additional details of the product	201.445	2	1.133	597	177.864	.000
To get reliable information form online	168.145	2	1.292	597	130.156	.000
To know the availability of various brands	128.744	2	.504	597	255.368	.000
Ads are easily understandable	81.511	2	.570	597	142.947	.000
Ads appearing online acts as a reminder	.506	2	.364	597	1.392	.249
Online ads facilitates me to do a Quick Shopping	250.613	2	.460	597	545.354	.000
Useful in finding a best product	27.231	2	1.371	597	19.857	.000
Online marketing activities saves my time	136.352	2	.585	597	233.074	.000
To make decisions within my budget	223.072	2	.468	597	477.001	.000
I can take better decisions based on reviews of other customers	465.658	2	.183	597	2548.511	.000
Latest products are available with discounts	178.964	2	.375	597	477.683	.000

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	Cluster		Error		F	Sig.
	Mean Square	Df	Mean Square	Df		
To know about best deals	285.505	2	.510	597	559.987	.000
Product description is useful	256.780	2	.414	597	620.642	.000
Helpful is getting confidence about the product	234.552	2	.702	597	333.963	.000
I believe that information in online is accurate	1.374	2	1.479	597	.929	.396
Quick and easy to access	114.057	2	1.286	597	88.675	.000
Online Ads are trustworthy	120.077	2	1.125	597	106.768	.000
Online Ads influence me to buy products	81.024	2	1.352	597	59.919	.000

The results showed 3 cluster solutions on both the samples. It is found from the study that the first group contains 279 consumers (46.5%) and called as highpositive perception and attitude, second group contains 124 consumers (20.7%) and called as moderate perception and attitude and the third group contains 197 consumers (32.8%) and called as low perception and attitude. Table 1.7 indicates that the variables such as ‘to know the latest arrivals’, ‘to compare prices of different brands’, ‘to get additional details of the product’, ‘to get reliable information from online platforms’, ‘to know the availability of various brands’, ‘ads are easily understandable’, ‘online ads facilitates me to do a quick shopping’, ‘useful in finding a best product’, ‘online marketing activities saves my time’, ‘to make decisions within my budget’, ‘I can take better decisions based on reviews of other customers’, ‘latest products are available with discounts’, ‘to know about best deals’, ‘product description is useful’, ‘helpful in getting confidence about the product’, ‘quick and easy to access’, ‘online ads are trustworthy’ and ‘online ads influence me to buy products’ are showing significant impact on perception and attitude of consumer towards digital channels. The study also found that majority of the consumers (46.5%) have a positive perception and attitude towards digital channels.

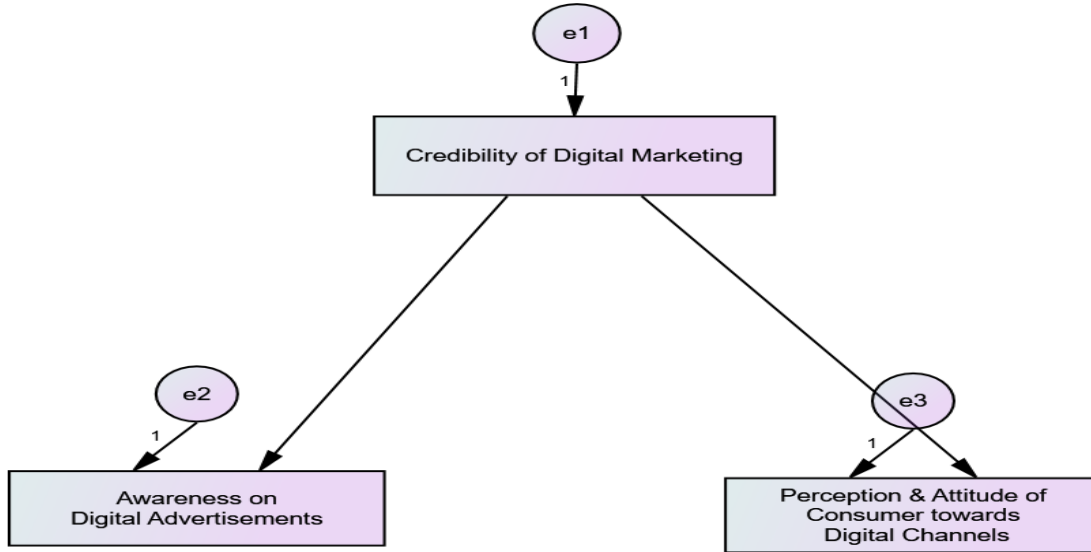
CREDIBILITY OF DIGITAL MARKETING AND AWARENESS, PERCEPTION AND ATTITUDE OF CONSUMERS

STRUCTURAL EQUATION MODELING

Digital marketing is a branch of marketing that mainly involves technologies like internet, computers and mobile phones to promote the products and services online. It is a well-targeted, conversion-oriented and interactive marketing approach to reach the customers and transform them into clients. The purpose of digital marketing is to promote business online to reach the right audience that can be your customers. Digital marketing is significantly less expensive than other marketing methods. Hence, Structural Equation Modeling was applied to know the relationship between ‘the credibility of digital marketing’ and ‘awareness, perception and attitude of consumers’. Structural Equation Modeling is an extremely broad and flexible

framework for data analysis, perhaps better thought of as a family of related methods rather than as a single technique. It is mostly used for research that is designed to confirm a research study design rather than to explore or explain a phenomenon. That is to say that a researcher may be interested in the strength of the relationships between variables in a hypothesis, and SEM is a way to examine those variables without committing to an expensive research project. SEM produces data in a visual display and this is part of its appeal.

Figure 1.1
Model Showing the Relationship



Hypotheses

No significant correlation between credibility of digital marketing and awareness on digital advertisements.

No significant correlation between credibility of digital marketing and perception and attitude of consumer towards digital channels.

TABLE -1.8

REGRESSION WEIGHTS FOR CREDIBILITY OF DIGITAL MARKETING AND AWARENESS, PERCEPTION AND ATTITUDE OF CONSUMERS

Measured Variable		Latent Variable	Estimate	S.E.	C.R.	P
Awareness on digital advertisements	<---	Credibility of digital marketing	-.103	.079	-1.310	.190
Perception and attitude of consumers towards digital channels	<---	Credibility of digital marketing	.220	.072	3.035	.002***

*** Significant at 1% level.

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Table 1.8 indicates that the unstandardized coefficient of -0.103 infers the negative effect of awareness on digital advertisements with credibility of digital marketing. The estimated negative sign implies that such effect is negative and the effect of awareness on digital advertisements with credibility of digital marketing would increase by -0.103 for every unit and this coefficient value is not significant at 5% level.

On the other hand, the unstandardized coefficient of 0.220 infers the positive effect of perception and attitude of consumers towards digital channels with credibility of digital marketing. The estimated positive sign implies that such effect is positive and the effect of awareness on digital advertisements with credibility of digital marketing would increase by 0.220 for every unit and this coefficient value is significant at 1% level.

It is inferred from the analysis that the coefficient of estimate of perception and attitude of consumers towards digital channels is high and it has a strong association with credibility of digital marketing.

The model fit refers to the ability of a model to reproduce the data (i.e., usually the variance-covariance matrix). A good-fitting model is one that is reasonably consistent with the data and so does not necessarily require re-specification. Not surprisingly, there is considerable debate as to what it means by 'reasonably consistent with the data'. Also a good-fitting measurement model is required before interpreting the causal paths of the structural model. The major reason for computing a fit index is that the chi square is statistically not significant, but the researcher still wants to claim that the model is a 'good fitting' model. Note that if the model is saturated or just-identified, then most (but not all) fit indices cannot be computed, because the model is able to reproduce the data. The following table shows the model fit of the study.

TABLE 1.9
SEM FIT SUMMARY

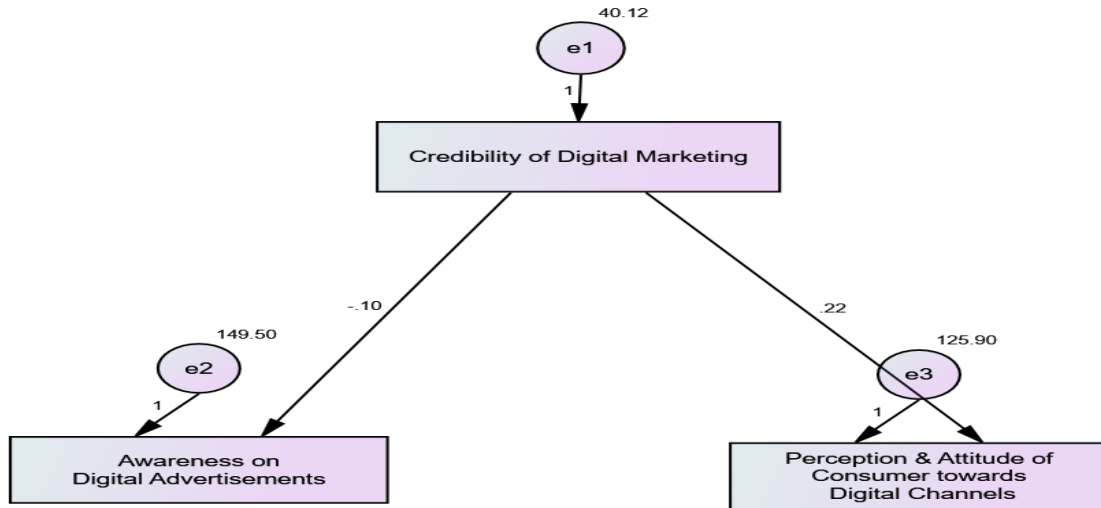
S. No.	Variable	Value
1	GFI (Goodness-of-fit-index)	1.000
2	AGFI(Adjusted goodness-of-fit-index)	0.997
3	CFI(Comparative fit index)	1.000
4	NFI (Normed fit index)	0.967
5	TLI (Tucker-Lewis index)	0.967
6	RMSEA (Root mean square error of approximation)	0000

From the above table it is found that the calculated GFI (Goodness of Fit Index) value and AGFI (Adjusted Goodness of Fit Index) value is greater than 0.9 which represent it is a good fit. The calculated CFI (Comparative Fit Index) value is 1 which means that it is a perfectly fit and also it is found that RMSEA (Root Mean Square Error of Approximation) value is 0.00

which is less than 0.05 that indicated it is perfectly fit. The following path analysis shows the relationship between the variables of present analysis.

Figure 1.2

CREDIBILITY OF DIGITAL MARKETING AND AWARENESS, PERCEPTION AND ATTITUDE OF CONSUMERS



The above path diagram indicates the positive effect of perception and attitude of consumers towards digital channels with credibility of digital marketing and negative effect of awareness on digital advertisements with credibility of digital marketing.

Results of SEM Analysis

There is no significant correlation between credibility of digital marketing and awareness on digital advertisements. There is a significant correlation between credibility of digital marketing and perception and attitude of consumer towards digital channels. It is inferred from the SEM analysis that there is a positive association between perception and attitude of consumers towards digital channels with credibility of digital marketing and negative association was found between awareness on digital advertisements with credibility of digital marketing.

Conclusion

This research study conducted to understand the level of awareness, perception and responses towards digital marketing platforms revealed that customers awareness towards digital marketing are high. Business organization are diverting their budgets to digital media from traditional media like television and print. Its flexible nature is attracting many business to spend more. Geo specific marketing based on the available budget is possible through digital media, especially social media. The results of the study have also confirmed that social media viz. Facebook, YouTube gained positive perception and also the ability to create an impact in the minds of the

customers. Business enterprises should consider digital marketing as a prime mode of communication for the present and next generation customers.

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