

# Digital Marketing Channels: Analysing Customers' Preferences

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## Abstract

We can utilize digital marketing channels to communicate about brands, products, or services. These digital marketing channels are very much effective in attracting the potential customers'. Modern digital outlets include Facebook, Twitter, YouTube, and email addresses, among others. With these channels, you can help your customers with any concerns or challenges they may be having while simultaneously promoting your organization and reaching your marketing goals. However, not all digital marketing platforms are ideal for attaining all corporate objectives. Some are better suited to certain audiences, while others are created differently depending on their own abilities. So, to achieve a given goal, you must first decide which digital marketing channel to use. The consumer can use any or all of the above channels before making a purchase. This research paper's goal is to find out which digital channel of communication is preferred when shopping online.

**Keywords:** Social Media, Digital Marketing, Website, Smartphone

## I. Introduction

In a highly competitive environment, digital marketing entails a wide range of operations, including the creation of corporate plans that leverage developing technology to increase spending and expand the industry globally. As technology progresses, digital marketing, social network ads, and internet browser marketing are all growing more prominent, Kumar et al. (2010). Advertisers use digital marketing to sell and market their products and services. Growing product and service distribution requires the use of digital marketing. Consumer purchasing habits are shifting, and digital marketing is outperforming traditional marketing, Kingsnorth (2022). The goal of this study is to examine the influence and importance of digital marketing. In this paper, a broad introduction to digital marketing is provided before digging into the many forms of digital marketing, the distinctions between digital and conventional advertising, and the benefits of online advertising in today's culture, its limitations, and its necessity in today's society, Li et al. (2018).

Digital marketing is a wide term that encompasses all types of online advertising. To mention a few, it includes video marketing, email marketing, content marketing, social media marketing, SEO, PPC, display advertising, and mobile marketing, (Brar, 2018 and Gandhi et al., 2021). You can constantly analyse your strategy, content, and campaigns because digital marketing is typically done in real time. If you do it this way, you'll be able to identify what's working and what isn't. Then make quick changes to get back on track, Siddiqui (2020).

If you want to talk about all kinds of online advertising, "digital marketing" is the best word. Marketing through Video, email, content, social media, SEO, PPC, display advertising, and marketing through mobile are just a few of the things one can opt for (Brar, 2018 and Upadhyay, 2020). Because digital marketing is usually done in real time, you can keep an eye on your strategy, content, and campaigns at all times. What works and doesn't work will become clear when you do

it this way. Then, make quick changes so you can get back on track, Siddiqui (2020)

### **1.1 Various channels of digital marketing**

A marketer can use several digital marketing channels to advertise their products or services. According to Singh et al. (2016) and Todor (2016), as advertising the primary objective is to maximize return on investment (ROI). The following is a list of the most important digital marketing channels:

**Social media marketing-** It is now considered to be one of the most important sorts of digital marketing to be involved in nowadays. It is the digital channel that is experiencing the most rapid expansion. Trafficking is the practice of drawing people to a website through the use of various forms of social media to direct traffic to the page. In the words of Wu et al., "social media marketing" means customizing content to the individual context of each social media platform in order to increase user involvement and sharing (2015). Because of this development, internet usage has increased from 16.6 percent to 62 percent since 1995, with social media marketing reaping the most benefits.

**Facebook:** It is the most popular social network. Use Facebook to promote your products and services. It is possible to track both free and paid postings on Facebook using Page Insights. For the purposes of better understanding your target demographic and determining best practises, Facebook collects information about page visitors.

**Linked In:** Professionals can establish and share profiles on LinkedIn. LinkedIn connects these two dots of businesses and professions. The social media site LinkedIn is widely seen as a resource only dedicated to job hunting and expanding one's professional networks. However, it is also an extremely effective tool for generating new company leads and cultivating referral partnerships.

**Twitter:** It's goals are to increase business awareness and income, gain new followers, and convert leads. Many people use Twitter, including potential consumers. Using hashtags can help you reach a certain audience. The platform enables for two-way customer communication. Because it's a public encounter, good performance reflects highly on your company.

**Pinterest:** It is a visual social media website where users may share and save visual content. There are several reasons why businesses should use Pinterest. It will help you reach a new audience. One pin can lead to ten more pins, and so on.

**Email marketing:** It is the practice of sending promotional emails to potential customers. It's a simple internet marketing strategy. Email marketing is used to promote items, raise brand awareness, and drive traffic to a company's website, Brar (2021). You can send emails to subscribers of your blog or to members of your loyalty programme to encourage them to renew their subscriptions. The most significant advantage of email marketing is its low cost. Not for acquiring new customers, but to increase customer loyalty, Todor (2016).

**Blogging:** It has become one of the most popular online marketing tools for businesses. Marketing and SEO experts recently began advising firms to establish a blog on their website where they can promote their goods. To promote a company's goods, people searching for information about a keyword linked to a company's product will certainly find Google's URL in their search results. A company blog allows the firm to interact with its customers, learn about their purchasing habits, and provide thorough information about its products and services.

**Smartphones and tablets:** These are examples of mobile gadgets used for marketing. Google Apps, Apple Apps, and Samsung Apps are top advertisers. For now, Google is the most profitable mobile marketer, Bala and Verma (2018). It might be static or rich-display. Globally, mobile ads have become a powerful advertising platform. Several app developers make millions from their apps and promote them heavily. Mobile Apps must be able to clearly communicate the organization's products and services in order to be successful.

**Websites:** These are essential for businesses because they allow customers to discover more about their brand, goods, and services. Because users will run into troubles at some time, they want exceptional customer support. Emails are still used, but live chat and article comments are done online. The outcome is that a new user can approach the customer utilising websites that are effectively easy. Clients enjoy rapid responses,

which builds trust, Netscape (2020).

**2. Identifying the Most Preferred Digital Channels**

545 people in the National Capital Region (NCR) responded to the survey. According to the findings of the study, which comprised 545

respondents in total, 480 respondents used at least one of the digital channels as an information source during their online product purchasing trip. 65 people said they didn't use any digital channels and instead relied on traditional media like television, radio, newspapers, and visiting dealers' showrooms. The data in the table below refers to both traditional and digital ways of communication.

**Table 1: Traditional vs. Digital Channels of Communication**

Sr. No.	Communication Channels	No. of Respondents	Percentage (%)
1	Digital Channels	480	88.08
2	Traditional Channels	65	11.92
		<b>Total – 545</b>	<b>100</b>

Source: Developed by the Author

Digital channels are rapidly becoming an important mode of communication, Varadarajan & Jayachandran (1999). The results corroborated this, with over 88% of respondents using at least one digital communication channel. Only 11.92 percent of those polled trusted in traditional communication methods.

(Ajzen, 1991; Taylor and Todd, 1995) reveal that consumers will only use a technology if they share crucial technology attitudes. According to Roger (1983), users are more inclined to accept technology that is interoperable and easy to understand. Davis (1989) discovered that a technical medium's perceived usefulness and ease of use assured its use. This is based on Ajzen (1991)'s findings. Consumer attitudes toward

important technical concepts have a major positive impact on technology use, as established by the "TAM, TRA, TPB and "Decomposed-TPB" Thus, if a technology is used by the respondents, it is likely to be chosen. It is possible to use technology to proxy for preference. The most "used" channel was also the most "favoured".

Table 2 provide more information on the use of digital communication channels. The vast majority of respondents chose "social media" as their digital mode of communication, according to the study's findings. Furthermore, despite the fact that there were only a few respondents who did so, the table shows that respondents used both traditional and digital modes of communication.

**Table 2: Most Preferred Channels of Communication**

Communication Channel	No. of People Using	% Use
Websites	247	51.46
Social Media	390	81.25
YouTube	203	42.29
Twitter	104	21.67
Smartphone	388	80.83
LinkedIn	253	52.71
E-mails	31	6.46
Others digital channels	40	8.33
Traditional Channels	18	3.75

Source: Developed by the Author

According to the table above, respondents chose social media (81.25 percent) over cellphones as a digital platform (80.23 percent). Emails, which were utilised by a small fraction of respondents (6.46 percent), were found to be the least used digital communication route. Due to the fact that data were collected using the population proportion approach, which results in two alternative outcomes, usage or non-use, a binary distribution was assumed. Thus, the hypothesis was tested using a "one sample binomial test at a 5% level of significance to

determine whether customers had a preferred mode of contact. Because the one sample binomial test is a non-parametric test, no distributional assumptions were made. The following hypothesis was tested:

$H_0$ : Customers do not have a preferred method of communication when buying a product.

$H_a$ : Customers do have a preferred method of communication when buying a product.

**Table 3: Communication Channels Test Statistic**

Digital Channel	Test	Significance	Decision
Websites	One-sample Binomial Test	.040	Null Hypothesis Rejected
Social Media		.043	Null Hypothesis Rejected
YouTube		.022	Null Hypothesis Rejected
Twitter		.017	Null Hypothesis Rejected
Smartphone		.029	Null Hypothesis Rejected
LinkedIn		.019	Null Hypothesis Rejected
E-mails		.002	Null Hypothesis Rejected
Others digital channels		.001	Null Hypothesis Rejected
Traditional Channels		.003	Null Hypothesis Rejected

Source: Developed by the Author

A significance value of less than .05 (table 5.3) obtained for all the channels of communication indicates that there was a preferred digital channel of communication, whereby social media appeared as the favorite channel, followed by smart phones and YouTube.

### 3. Conclusion and future scope

Ultimately, the goal of this article was to establish which digital communication channel was the most often used. According to the report, respondents chose to communicate through digital channels rather than traditional media. Social media and cellphones were the most often used digital communication platforms, followed by websites as the next most frequently used digital communication platforms. There was adequate research to establish the precise reason(s) for adopting a particular digital channel of communication, despite the fact that the previous literature established that digital channels of communication were informative, engaging, relevant, compatible, and simple to use.

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