



# Evaluating the Impact of Digital Marketing Tactics on Product Sales

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**Abstract:** Digital marketing has become an important marketing platform used by business organizations in an effort to grow their market and reach consumers and sell more products. With the increasing trend of internet and social media usage, businesses are increasingly using various marketing strategies to promote their products and influence consumers' purchase behavior. This study aims to assess the impact of various digital marketing strategies on product sales and explore how it contributes to customer awareness and purchase behavior. The research design of this study is descriptive in nature and is conducted using primary data collected from respondents using a structured questionnaire. Statistical methods such as percentage analysis, correlation analysis, and ANOVA were also conducted to analyze the impact of various marketing strategies on product sales. The results of this study indicate that digital marketing is beneficial in increasing brand awareness and customer interaction. However, it is also important to state that its impact on product sales is also subject to the effectiveness of marketing strategies and customer perception of digital marketing.

**Keywords:** Online Marketing, Selling products, Social Media Marketing, Internet Advertising, Customer behavior.

## INTRODUCTION

In the modern business world, the digital marketing has become a significant approach that organizations should use to promote their products and services. The high pace of technology that has been adopted in the internet, mobile phone technology, and social media has transformed the way organizations interact with customers. The use of traditional marketing has been slowly being phased out by digital marketing strategies to enable organizations to market their products and services to the greater population more effectively and more economically. Digital marketing refers to a promotion of products and services using digital marketing tools which include websites, search engines, social media, email marketing and mobile marketing. Digital marketing also allows a business to directly communicate with consumers and learn their needs and preferences, and in this context creates closer relationships between the organization and the customers. One of the digital marketing strategies that are often adopted by organizations to enhance their marketing activities is social networking marketing, search engine optimization, content marketing, emailing marketing, and pay-per-click advertisement. In February, as an example, the social media platforms such as Facebook, Instagram, YouTube and LinkedIn allow organizations to communicate with consumers and promote their products using an appealing marketing plan. Equally, using different SEO marketing tactics, organizations can enhance the presence of their websites in search engine outcomes, where consumers can easily find information about products and services provided by a particular firm. As competition in the market place environment continues to intensify, organizations must adopt new marketing practices in an effort to attract and retain consumers. An example is that digital marketing practices allow an organization to gauge the outcome by using different analytics tools that assist organizations determine the effectiveness of marketing campaigns. The review of consumer interaction and web traffic allows the organization to enhance its marketing behaviours in order to achieve superior outcomes. Therefore, to comprehend the impact of online marketing practices on product sales, there is a need to grasp such effects. The aim of the research is to measure the effect of digital marketing strategies on customer awareness. The results of the current research will also be of immense value to companies that are keen on enhancing their performance in regards to digital marketing plans of boosting sales of commodities.

## OBJECTIVES OF THE STUDY

- To analyse the impact of Digital marketing tactics on product sales.
- To determine which online channels most effectively drive consumer engagement and conversion.
- To determine the most important obstacles that curtail the success of digital marketing.

- To identify key barriers that limit digital marketing success.
- To give strategic suggestions on how the Internet marketing can be enhanced.

### **SCOPE OF THE STUDY**

- The research problem is the following: the study is to assess the effects of digital marketing strategy on sales of the product in the contemporary business world.
- Some of the online marketing campaigns which were utilized in this research are Social Media Marketing, Search engine optimization (SEO) and Content marketing, and Pay-Per-Click (PPC) advertisements.
- The purpose of this research is to determine the level of correlation between digital marketing strategy and consumer buying behaviors.
- This study is founded on the information that will be gathered among the consumers who will be exposed to the different digital marketing platforms and advertising strategies.
- This study primarily seeks to focus on the digital marketing avenues and its effectiveness in selling products and, the traditional marketing options are not within the remit of this study.

### **LIMITATIONS OF THE STUDY**

- The paper is largely devoted to digital promotional strategies and does not pay much attention to the analysis of the importance of the traditional methods of marketing.
- This study is founded on the responses that were gathered after a small population of respondents and would not fully represent the whole market and all consumers in general.
- The study is being done primarily through primary data in the form of questionnaires and perceptions of the respondents can be different based on their exposure to the digital marketing platforms.
- The external factors such as competition in the market, economic conditions and technology can also influence product sales and the precise effect of the digital marketing strategy is hard to establish.

### **REVIEW OF LITERATURE**

- Tiago and Verissimo (2014) have highlighted that digital marketing and social media have an important role in consumer engagement and brand communication.
- In Marketing Management, Kotler and Keller (2016) identified marketing as a customer-focused activity that is value-based and the digital tools accelerate the process of reaching and personalising the customer.
- As pointed out by Ryan (2016), some of the main tools used in bridging the gap between digital consumers and products are SEO, PPC, and social media marketing. The authors Chaffey and Ellis-Chadwick (2019) suggested a strategy, implementation, and analytics integration framework to use in digital marketing campaigns.
- Kabir (2023) investigated the effectiveness of digital transformation in market coverage and brand awareness in emerging economies.
- Dubey and Rathi (2023) have discovered that B2B companies that employ SEO and content marketing have an increase in conversion rates and retention of customers.
- According to Ifekanandu et al. (2025), localized online advertisements have a strong connection with the growth in sales in the online marketplace in Nigeria.
- Smith (2020) investigated the impact of social media marketing on influencing the buying behaviour of consumers and concluded that highly interactive content and interaction with customers will increase brand loyalty and sales of a product.

### **RESEARCH METHODOLOGY**

Research methodology is considered to be a systematic procedure of gathering, analyzing, and interpreting data in research. It outlines the general design of the research, sampling strategies, data collection instruments and methods of analysis employed in order to meet the aims of the research. An effective research methodology will ensure that the research is valid, reliable, and will be able to answer the research questions regarding the effects of the digital marketing tactics on the sale of products.

### **RESEARCH DESIGN**

The descriptive research design is the one being followed in this research. The descriptive research design proved to be useful in outlining the nature and perceptions of the respondents towards a certain phenomenon. In this case, the research

is undertaking descriptive research design to analyze the perception and the awareness of the consumers of the various digital marketing practices such as social media marketing, search engine optimization, content marketing and online advertising. With this design, it is possible to be able to understand how these digital marketing strategies can be able to persuade the behavior of the consumers and ultimately influence sales.

### RESEARCH MODEL AND HYPOTHESIS

**Null Hypothesis (H<sub>0</sub>):** Digital marketing strategies and product sales are not significantly correlated.

**Alternative Hypothesis (H<sub>1</sub>):** there is a strong relationship between the digital marketing strategy and the sales of the products.

#### Conceptual framework

- **Independent Variables:** Social Media Marketing, Search Engine Optimization, Content Marketing, PPC Advertising.
- **Dependent Variable:** Sales of Product.

#### SAMPLING METHOD:

Sampling is defined as the process of selecting a group of respondents from the larger population for research purposes. In this study, convenience sampling was used as a data collection approach for respondents who are exposed to digital marketing platforms such as social media and advertisements. Convenience sampling is used by the researcher to collect data from respondents in a quick and convenient manner. Respondents for this study were individuals who interact with digital marketing activities. Respondents' responses help in understanding the impact of digital marketing strategies on product sales.

#### SAMPLE SIZE:

The sample size for the current research has been determined to ensure the reliability and accuracy of the results obtained during the research process. For the purpose of data collection, a structured questionnaire has been used, and the data has been collected from the sample of the population that comes into contact with the digital marketing platforms. There were 198 questionnaires that were distributed and the data is collected on 150 respondents. All the questionnaires were discarded and 101 participants have been accepted with the purpose of analysis. Therefore, the current study sample is 101, which was employed to determine the influence of digital marketing on the product sales.

#### STATISTICAL ANALYSIS:

##### ANOVA

**Null Hypothesis (H<sub>0</sub>):** The online marketing practices have no significant influence on the sales of the products.

**Alternative Hypothesis (H<sub>1</sub>):** There exists a respectable impact of online marketing practices to the sale of products.

	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.717	1	1.717	1.091	.299
Residual	155.748	99	1.573		
Total	157.465	100			

#### Interpretation:

- The null hypothesis (H<sub>0</sub>) will suppose that there is no significant impact of online marketing practice on product sales.
- The results of ANOVA table indicate that there is an F-value of 1.091 and p-value of 0.299 that is higher than the level of significance of 0.05. This shows that there is no adequate evidence to say that online marketing practices do not have any significant impact on the product sales in this analysis to reject the null hypothesis. The squares of the funds used on regression are small compared to the total variation leading to the idea that other factors are likely to have a greater impact on sales.

#### CORRELATION:

- **Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between purchasing frequency and online marketing factors.
- **Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between purchasing frequency and online marketing factor.

**Correlation**

		5. How often do you purchase auto parts?	10. Online marketing makes it easier for me to decide which auto parts to buy	6. The online advertisements make me aware of new products or services provided by auto parts brands.	12. I am more likely to purchase from auto parts brands after seeing online promotions.
5. How often do you purchase auto parts?	Pearson Correlation	1	-0.073	-0.028	-0.108
	Sig. (2-tailed)		0.47	0.783	0.281
	N	101	101	101	101
10. Online marketing makes it easier for me to decide which auto parts to buy	Pearson Correlation	-0.073	1	0.155	-0.017
	Sig. (2-tailed)	0.47		0.122	0.865
	N	101	101	101	101
6. The online advertisements make me aware of new products or services provided by auto parts brands.	Pearson Correlation	-0.028	0.155	1	.268**
	Sig. (2-tailed)	0.783	0.122		0.007
	N	101	101	101	101
12. I am more likely to purchase from auto parts brands after seeing online promotions.	Pearson Correlation	-0.108	-0.017	.268**	1
	Sig. (2-tailed)	0.281	0.865	0.007	
	N	101	101	101	101

**Interpretation:**

The correlation results show a very weak relationship between the frequency of purchasing auto parts and online marketing factors, as evidenced by the coefficients close to 0 and their respective high p-values, indicating no statistically significant correlation. Nevertheless, online advertisements show positive correlation with product awareness and likelihood to purchase after promotions, with correlation coefficients of 0.268 and p-values below 0.01 showing moderate positive correlations that are statistically significant

**INDEPENDENT SAMPLES TEST:**

**Null Hypothesis (H0):** Trust in the brand is not significantly influenced by the brand’s online presence.

**Alternative Hypothesis (H1):** Trust in the brand is significantly influenced by the brand’s online presence.

**Independent Sample Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
5. The reason why I have more trust in the brand is its presence online.	Equal variances assumed	1.587	0.211	-0.353	99	0.725	-0.085	0.241	-0.564	0.394
	Equal variances not assumed.			-0.376	78.66	0.708	-0.085	0.227	-0.537	0.366

9. Engaging with social media content helps me learn more about auto parts products.	Equal variances assumed	2.085	0.152	0.322	99	0.748	0.076	0.236	-0.392	0.543
	Equal variances not assumed.			0.306	57.714	0.761	0.076	0.249	-0.422	0.573
4. The online product information offered by auto parts brands is understandable and comprehensive.	Equal variances assumed	5.629	0.02	0.211	99	0.833	0.047	0.221	-0.391	0.484
	Equal variances not assumed.			0.192	52.137	0.849	0.047	0.243	-0.44	0.533
1. The social media marketing of auto parts brands attracts my attention.	Equal variances assumed	0.192	0.662	-0.586	99	0.559	-0.139	0.238	-0.611	0.332
	Equal variances not assumed.			-0.574	63.026	0.568	-0.139	0.242	-0.623	0.345

**Interpretation:**

The t-test findings indicate that all statement p-values are above the 0.05 alpha, suggesting there are no statistically significant differences between groups regarding trust in the brand’s online presence, learning from social media content, understanding online product information, and attention from social media marketing. Therefore, we have failed to reject the null hypothesis that no difference or effect exists concerning these online marketing factors. Practically, this implies that these aspects of online marketing, in specific contexts, may not strongly shape consumers' perceptions or behaviors and merit further examination or alternative marketing methods

**MAJOR FINDINGS:**

- One of the studies has determined that digital marketing plays a vital role in product awareness creation among consumers.
- The use of social media as a marketing strategy has been identified as one of the most effective online marketing tools that influence consumer behavior.
- Search engine optimization (SEO): search engines need to be upgraded to boost the availability of products to allow consumers to find products conveniently online.
- Online advertisement and pay-per-click advertisement online advertisements influence the purchase decision of consumers.
- Adequate provision of pertinent information to consumers and developing trust with consumers is critical to content marketing to allow businesses to succeed.
- One of them is that the majority of the respondents supported the idea that via digital marketing platforms, consumers could be aware of new products.
- The research has determined that good digital marketing tactics positively influence the sale of products.

**RESEARCH SUGGESTIONS:**

- Businesses ought to invest more on social media marketing in order to interact with customers and build product awareness.
- Search engine optimization (SEO) should be used by business organizations to increase the presence online and access a larger number of potential consumers.
- As a business entity, it is advisable to invest where content marketing is concerned in order to provide valuable information and earn consumer confidence.
- Digital marketing strategies need to be reviewed and observed on a regular basis so as to make them more effective.
- To understand the consumer behavior, business organizations ought to use data-driven digital marketing techniques to improve product sales.

**CONCLUSION**

Digital marketing has been an invaluable asset to most organizations that strive to increase their product awareness, particularly in the digital environment. This paper has analyzed how various digital marketing techniques, including social media marketing, search engine optimization, content marketing, and pay-per-click promotion affect the sale of a product. As per the results, digital marketing is a necessary component of brand awareness. With this, most companies have the chance to access a large number of individuals and sell their goods. The study however states that digital marketing effect on product sales may rely on the effectiveness of the marketing strategies. Although digital marketing has a significant role in determining the buying behavior of consumers, there is likelihood of other external variables influencing the sale of products. As such, organizations need to employ effectual digital marketing strategies such as monitoring and analysis in enhancing their marketing strategies.

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