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IMPACT OF DIGITAL MARKETING IN MOBILE SALES AT SUPREME MOBILES IN AVINASHI BRANCH

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ABSTRACT
Digital marketing has become an essential tool for businesses to promote products and services in the modern digital era. The rapid growth of internet usage and social media platforms has significantly changed the way businesses interact with customers and influence their purchasing decisions. In the retail mobile industry, digital marketing plays a vital role in creating product awareness, attracting customers, and increasing sales.

The main objective of this study is to analyze the impact of digital marketing on mobile sales at Supreme Mobiles. The study focuses on understanding how digital platforms such as social media, online advertisements, and messaging applications influence customer awareness and purchasing behavior.

KEYWORDS: *Digital Marketing, Mobile Sales, Consumer Buying Behavior, Social Media Marketing, Online Advertising, Customer Awareness, Retail Marketing, Smartphone Industry, Sales Promotion, Supreme Mobiles*

INTRODUCTION OF THE STUDY

In the modern business environment, digital transformation has significantly reshaped how companies interact with customers and promote their products. One of the most influential developments in this transformation is digital marketing, which has become an essential tool for businesses across industries. Digital marketing refers to the promotion of products and services using digital technologies such as the internet, social media, mobile applications, search engines, and email. It enables businesses to reach a wider audience, engage with customers in real time, and build long-term relationships.

REVIEW OF LITERRATURE

1. Chaffey, D. (2019) – Digital Marketing Strategy
Study: Digital Marketing Strategy and Implementation
Chaffey emphasized that digital marketing helps businesses reach targeted audiences through online platforms. He noted that data analytics enables companies to measure campaign effectiveness and improve marketing performance.

2. Kotler, P., & Keller, K. L. (2016)
Study: Marketing Management
The authors explained that digital marketing enhances customer engagement and enables personalized communication. Businesses can build strong relationships with customers through digital channels.

3. Smith, A., & Anderson, M. (2020)
Study: Online Research Behavior of Consumers
The study found that over 80% of consumers research products online before purchasing electronic items. Online reviews and product comparisons influence final decisions.

4. Kumar, V., & Gupta, S. (2019)
Study: Impact of Social Media Advertising on Consumer Buying Behavior
Social media advertisements significantly influence purchasing decisions, especially among youth. Attractive visuals and promotional offers increase customer interest.

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5. Tuten, T. L., & Solomon, M. R. (2018)
Study: Social Media Marketing
Social media platforms enhance brand awareness and customer loyalty. Interactive content improves engagement and increases purchase intentions.

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives

3.2 RESEARCH DESIGN

The research design that was adopted in this study is "Descriptive Research Design". Descriptive research design involves summarizing and organizing data so that they can be easily understood. The main purpose of this descriptive statistic is to provide a summary of the samples. This generally means that the descriptive statistics is not developed on the basis of probability theory.

3.3 SAMPLING SIZE

The sample size refers to the number of items selected from the universe to constitute a sample. A sample of 110 respondents has been taken for the study.

3.4 SAMPLING METHOD

A convenient sampling method was used for selecting samples from the population.

3.5 SAMPLING DESIGN

The sampling design that has been undertaken is Convenient sampling.

3.6 DATA COLLECTION METHOD

A structured questionnaire was used for primary data collection. A structured questionnaire is a document that consists of a set of standardized questions with a fixed scheme, which specifies the exact wording and order of the questions. For gathering information from respondents.

3.7 TOOLS AND TECHNIQUES

To analyze and interpret the collected data, the simple percentage analysis method was used.

3.7.1 SIMPLE PERCENTAGE METHOD

Percentage analysis is mainly used to standardize respondents. This analysis is carried out for all the questions given in the questionnaire, mainly to assess how the respondents are distributed in each category. Percentage analysis uses percentage to process data. This method is used as a simple percentage number, reducing them into 0 – 100 range through percentage. Percentage = n/Nx100 n= Number of respondents assured N= Total number of respondents.

Table 4.2.2 chi square between age and Respondent awareness of supreme mobiles through Advertisement

S.no	Particulars	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Total
1	Below 20 Years	4	5	3	5	6	23
2	21-30 Years	2	35	3	3	5	48
3	31-40 Years	1	5	2	0	1	9
4	Above 40	0	1	1	0	0	2
Total		7	46	9	8	12	82

	Value	df	Asymptotic Significance
Perason Chi-square	23.657	12	.023
Likelihood ratio	23.738	12	.022
N of valid cases	82		

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INTERPRETATION

The **Chi-square test result shows a p-value of 0.023**, which is **less than the significance level of 0.05**. Therefore, the **null hypothesis is rejected**. This indicates that there is a **significant relationship between the age of respondents and their level of agreement** with the statement. Most respondents in the **21–30 years age group show higher disagreement compared to other groups**. Hence, **age influences the opinion of respondents regarding the statement**.

FINDINGS

- A majority of respondents are aware of digital marketing promotions related to mobile products.
- Social media platforms play an important role in creating awareness about mobile offers and new product launches.
- Many customers stated that online advertisements influence their decision to visit a mobile store.
- Online reviews and ratings influence the trust level of customers when selecting a store or product.
- Younger customers are more active on digital platforms and are more influenced by digital marketing strategies.
- Attractive images, videos, and product demonstrations on social media influence purchase decisions.
- Some customers still rely on traditional word-of-mouth recommendations in addition to digital promotions.

CONCLUSION

Digital marketing has become an essential tool for businesses in the modern retail environment. The increasing use of smartphones and internet services has changed the way customers search for information and make purchasing decisions. Digital platforms provide businesses with opportunities to reach a wider audience, promote products effectively, and interact directly with customers.

The findings of this study indicate that digital marketing significantly influences customer awareness and purchasing behavior in the mobile retail sector. Social media promotions, online advertisements, and digital offers encourage customers to visit stores and purchase mobile phones.

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