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### A RESEARCH ON EFFICIENCY OF DIGITAL PROMOTION SERVICES AT DIGITAL PROMOTION ORGANIZATIONS

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#### ABSTRACT:

Digital Promotion is an online promotion activity that involves promoting products or brands through electronic media. This research aims to assess the efficiency of digital promotion services at digital promotion organizations, helping management understand and meet user expectations. The primary objective is to research the impact of digital promotion on website ranking in Google SERP, assess satisfaction levels, understand preferred digital promotion strategies, and identify efficiency in achieving major digital promotion goals. A convenience sampling method was used to collect responses from 120 digital promotion service users, and statistical tools like Karl Pearson's Correlation, Chi-square test, T-Test, Weighted Average, and One-way Anova test were used. The findings offer suggestions for improving digital promotion services for users.

#### 1. INTRODUCTION

Digital Promotion, also known as Online Promotion or Web Promotion, is a digital marketing strategy that involves promoting products or brands through various electronic media platforms. It has rapidly grown due to the global impact of the digital and offers practical costs for small and medium-sized businesses. The three essential classes required in Digital Promotion Are Search Engine Optimization (SEO), Social Media Optimization (SMO), and Social Media Promotion (SMM).

SEO involves optimizing a website's visibility on natural search engine result pages (SERPs) by incorporating relevant keywords into the site's content. A successful SEO campaign will have deliberate, significant keywords that are strategically chosen for on-page optimization.

On-page optimization refers to the website components that contain a website page, while off-page optimization refers to backlinks from other relevant sites.

SMM focuses on using various online networking platforms and groups to create attention and build brand awareness. It is a science-based approach to online marketing, similar to SEO, which aims to increase visitors to a site by achieving a top rank on Digital searchers around specific keywords. SMM relies on content, such as words, videos, and images, which can be combined to increase perceivability and create business on the web.

Social Media Promotion (SMM) is a type of web marketing that uses various social media platforms to achieve promotion communication and marketing objectives. SMM primarily covers activities such as social sharing of content, recordings, and pictures for promoting purposes, as well as paid online networking promotion.

Online networking promotion can help with various objectives, such as increasing site activity, building changes, raising brand awareness, creating a brand personality and positive brand affiliation, and improving communication and collaboration with key audiences.

The main goal of a website is to achieve top positions using Search Engine Optimization. Search engines are the creators of the digital and enable businesses to connect with customers at the right time of customer interest. Positioning is crucial for web crawlers, and the Four P's of Promotion are a fundamental part of the promotion mix.

SEO and SMM are content-driven strategies that aim to deliver effective search results. Search engines crawl the web, analyzing specific website content to understand what the webpage would say about itself. They perform several tasks to ensure that their results are relevant and relevant to the target audience.

## **Objectives**

### **Primary Objective**

To research the efficiency of Digital promotion services at Digital promotion organizations, Chennai

### **Secondary Objectives**

To research the impact of Digital promotion in bringing top ranks in Google for a website in an organic way by using Search Engine Optimization (SEO)

To identify the perception of digital promotion service users on the major aim of Digital promotion

To understand the most preferred Digital promotion strategy to promote the website

To assess the satisfaction level with Digital promotion organizations on the Digital promotion

To offer suitable suggestions for improving the efficiency of Digital promotion services and get better the overall customer satisfaction

## **2. LITERATURE REVIEW**

SEO is a dynamic approach that aims to improve the ranking of a website in search engine listings, making it more likely for end users to visit the site. It involves identifying factors in a webpage that impact search engine accessibility and fine-tuning the many elements of a website to achieve the highest possible visibility when a search engine responds to a relevant query. The goal is to achieve the highest position or ranking on search engines such as Google, Yahoo!, and MSN Search after a specific combination of keywords or key phrase is typed in. SEO factors are difficult to enumerate, as search engines do not reveal the specific factors used when determining the ranking of a website. They can be categorized into two groups: on-page factors, which include information gathered directly from the pages of a website whose relevance is to be optimized, and off-page factors, which include information about the website

being optimized that can be collected from other, external websites. This research will focus on on-page factors.

Search engines constantly work to improve their ranking calculations, which complicate matters further. As a result, the calculated relevance of webpages has varied over time due to changes in the relative weights assigned to individual SEO factors, as well as the incorporation of new factors and the elimination or modification of others. In the case of Google, the identification of more than 200 factors that have varied over the lifespan of the search engine has prevented the definition of a precise method by which the high ranking of a website on the search engine could be guaranteed.

To optimize a website, Google recommends using a general sitemap for human visitors and an XML Sitemap to get better the visibility of pages to users and search engines. Navigation should be simple to follow and made from text instead of Flash or JavaScript. Additionally, Google recommends using the Robots.TXT file to let search engines know what should be shown in search results and what should be hidden.

The common elements that occur among different sources are the elements that were used in the instrument. The SEO component elements include the H1 header tag, page titles, description meta tag, relevant keyword use, user friendly page address, Sitemap.XML file presence, and Robots.TXT file presence.

### 3. RESEARCH METHODOLOGY

Fundamental to the success of any formal promotion research research is a sound research design. A good research design has the characteristics of problem definition, specific methods of statistics collection and analysis, time required for research research and estimate of expenses to be incurred. The function of a research design is to ensure that the require statistics are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of statistics. It is a blue print that is followed in completing a research. It resembles the architect`s blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the research ensures that the research will be relevant to the problem and the research will employ economical procedures.

Claire seltizetal defines Research Design as “Research design is a catalogue of the phases and facts relating to the formulation of a research effort. It is the arrangement of collection and analysis of statistics in a manner that aims to combine relevant to the research purpose with economy in procedure”.

Three significant about research design are

The design of investigation should stem from the problem

Whether the designs are productive in a given problem setting depends on how imaginatively they are applied. An understanding of the basic design is needed so that they can be modified to suit specific purpose

The three basic design are as follows

Exploratory Research design

Descriptive Research design

Casual Research design

The Research design used in the research is descriptive research design

#### Research Design

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive research is typically

concerned with determining frequency with which something occurs or how two variables vary together.

### **Sample Size**

It refers to the number of elements of the population to sample. The sample size chosen for the survey is 120 digital promotion service users of Digital promotion organizations

### **Statistics Sources**

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher's task is to look the type and sources of statistics which may yield the desired results. Statistics sources are of two types through which statistics is collected.

Statistics sources may be classified as

Primary statistics

Secondary statistics

### **Primary Statistics**

Primary statistics is the original statistics collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary statistics are questionnaire, observation, interview etc. The primary source used for the research is questionnaire.

### **Secondary Statistics**

Secondary statistics is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary statistic. It is also used for collecting historical statistics. The various sources of secondary statistics are books, periodicals, journals, directories, magazines, statistical statistics sources etc. The secondary source used for this research is company profile, scope, need, review of literature.

### **Sampling**

Collecting statistics about each and every unit of the population is called census method. The approach, where only a few units of population under research are considered for analysis is called sampling method. There are two main categories under which various sampling method can be put.

The two categories are

Probability sampling

Non-probability sampling

The sampling method adopted for the research is convenience sampling under non-probability sampling.

### **Non-Probability Sampling**

In non-probability sampling, the chance of any particular unit in the population being selected is unknown, since randomness is not involved in the selection process. But this does not mean that the findings obtained from non-probability sampling are of questionable value. If properly conducted their findings can be accurate as those obtained from probability sampling. The three frequencies used non-probability designs are

Judgment sampling

Convenience sampling

Quota sampling

### **Convenience Sampling:**

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator. The units selected may be each person who comes across the investigator.

### **Sample Frame:**

A Sample frame may be defined as the listing of the general components of the individual units that comprise the defined population.

**Sample Design**

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

**Data Analysis and Interpretation****Statistical Tools and Analysis****Chi- Square Test I – ( $\Psi^2$ )**

Chi-square is the sum of the squared difference observed (o) and the expected (e) statistics (or the deviation, d), divided by the expected statistics in all possible categories.

**Null hypothesis (Ho):**

There is a relationship between the Income and using Digital promotion for website optimization at Digital promotion organizations.

**Alternate hypothesis (H1):**

There is no relationship between the Income and using Digital promotion for website optimization at Digital promotion organizations.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOME * HOW LONG HAVE YOU BEEN USING THE DIGITAL PROMOTION FOR YOUR WEBSITE OPTIMIZATION AT Digital promotion organizations	120	100.0%	0	.0%	120	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	182.199 <sup>a</sup>	12	.000
Likelihood Ratio	166.223	12	.000
Linear-by-Linear Association	80.126	1	.000
N of Valid Cases	120		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .88.

$$\text{Degree of Freedom} = (r-1) * (c-1) \\ = 3 * 4 = 9$$

**Calculated value = 182.199**

**Tabulated value = 21.026**

$$Z = Z_{cal} > Z_{tab}$$

$$Z = 182.199 > 21.026$$

Hence, the Alternate hypothesis [H1] is accepted

### Inference

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the Income and using Digital promotion for website optimization at Digital promotion organizations.

### One-Way Anova Classification

#### Null hypothesis (H<sub>0</sub>):

There is a significance difference between the Promoting the website before approaching Digital promotion organizations and the revenue generating from organic search.

#### Alternate hypothesis (H<sub>1</sub>):

There is no significance difference between the Promoting the website before approaching Digital promotion organizations and the revenue generating from organic search.

Descriptives								
Have You Ever Promoted Your Website Before Approaching Digital Promotion Organizations								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 10000	22	1.00	.000	.000	1.00	1.00	1	1
10001-25000	47	1.49	.507	.083	1.32	1.66	1	2
25001-50000	38	2.00	.000	.000	2.00	2.00	2	2
Above 50000	13	2.00	.000	.000	2.00	2.00	2	2
Total	120	1.53	.502	.050	1.43	1.63	1	2
Test of Homogeneity of Variances								
Have You Ever Promoted Your Website Before Approaching Digital Promotion Organizations								
Levene Statistic			df1		df2		Sig.	
27578.880			3		96		.000	

**ANOVA****Have You Ever Promoted Your Website Before Approaching Digital Promotion Organizations**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.667	3	5.222	54.238	.000
Within Groups	9.243	96	.096		
Total	24.910	99			

**Calculated value = 54.238**

**Tabulated value = 2.70**

$F = F_{cal} > F_{tab}$        $F=54.238 > 2.70$

Hence, the Alternate hypothesis [H1] is accepted.

**Inference:**

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the Promoting the website before approaching Digital promotion organizations and the revenue generating from organic search.

**Analysis Using Karl Pearson's Correlation**

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

**Null hypothesis (H0):**

There is positive relationship between the Digital promotion service by Digital promotion organizations offers more traffic/customer and being served by Digital promotion organizations.

**Alternate hypothesis (H1):**

There is negative relationship the Digital promotion service by Digital promotion organizations offers more traffic/customer and being served by Digital promotion organizations.

**Correlations**

	ACCORDING TO YOU WHICH DIGITAL PROMOTION SERVICE OFFERED BY DIGITAL PROMOTION ORGANIZATIONS GIVES YOU MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE	HOW LONG IS DIGITAL PROMOTION ORGANIZATION BEING SERVICING YOU
ACCORDING TO YOU WHICH DIGITAL PROMOTION SERVICE OFFERED BY DIGITAL PROMOTION ORGANIZATIONS GIVES YOU MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE	Pearson Correlation Sig. (2-tailed) N	1 .930** .000 120
HOW LONG IS DIGITAL PROMOTION ORGANIZATION BEING SERVICING YOU	Pearson Correlation Sig. (2-tailed) N	.930** 1 .000 100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X\sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r= .930

**Inference:**

Since r is positive, there is positive relationship between the Digital promotion service by Digital promotion organizations offers more traffic/customer and being served by Digital promotion organizations.

**Findings**

Most of the respondents agree that the Information is offered adequately related to Digital promotion organizations in Digital promotion services

Most of the respondents agree that the staffs are trained adequately to handle the assignment related to Digital promotion organizations in Digital promotion services

Most of the respondents agree that the staffs are polite and understanding related to Digital promotion organizations in Digital promotion services

Most of the respondents agree that the Staffs are knowledgeable related to Digital promotion organizations in Digital promotion services



### **Suggestions**

Special offers can be given to make the digital promotion service users to use all the Digital promotion services of Digital promotion organizations. This will help Digital promotion organizations to increase the overall business

Additional point of contact members can be allocated to each customer. This will help them to update the status of the website optimization to the digital promotion service users on a periodical basis

Special training can be offered to the digital promotion service users to understand the various new innovations that have happened in the website optimization field. This will motivate the digital promotion service users to choose other Digital promotion services of Digital promotion organizations.

Digital promotion organizations can innovate the SEO services to continue the good services in the website traffic building and also to get more reference business contact from the existing digital promotion service users

Keep a close eye on the analytics statistics, and use this information to inform the digital promotion service users on the promotional and content strategies. Pay attention to what posts and pages are proving the most popular and update the customer. This will give a better satisfaction for the digital promotion service users.

### **Conclusion**

Digital promotion is an umbrella term for the promotion of products or services using Digital technologies, mainly on the Digital, but also including mobile phones, display advertising, and any other Digital medium Digital promotion activities are search engine optimization (SEO), search engine promotion (SEM), content promotion, influencer promotion, content automation, campaign promotion, and e-commerce promotion, social media promotion, social media optimization, e-mail direct promotion, display advertising, e-books, optical disks and games, and any other form of Digital media.

This research has been undertaken to understand the overall efficiency of the Digital promotion services at Digital promotion organizations. For this purpose, responses from the digital promotion service users have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the management of Digital promotion organizations to get better the overall efficiency of Digital promotion services for its digital promotion service users.

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