

Analyzing Awareness Towards Digital Marketing Tools

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Abstract

Also, there has been a sharp increase in the number of web clients. Digital marketing has seen significant growth. There are parts of the instruments open in the showcase for advanced items and services. This article discussed the awareness level of individuals towards computerized promotional devices. The data were collected using a questionnaire from 179 respondents living in Ernakulam District in Kerala. Based on the result, most of the respondents are aware of the concept. From the comes about, Social media marketing is the most recognizable device. Google advertisements are the most utilized showcasing tool. Based on the outcomes, the younger generation has more information about digital marketing tools than the older generation.

Keywords: Digital Marketing; Search Engine Marketing; Social Media Marketing; Search Engine Optimization; Affiliate Marketing; E- Mail Marketing; Content Marketing.

1. Introduction

In an exceptionally brief period of time, the web has progressed altogether as a common platform for commerce. The open and private sectors' imaginative, client-centered, innovation-driven promoting methodologies have so often been harmed by the high-profile disappointments of a few well-known ventures. Even though, without a doubt, technology is redefining marketing strategies for businesses looking to interact with their past, current, and future clients in a meaningful way. It is simple to get excessively excited about the benefits of the web, one ought to moreover keep in mind that not all businesses have been negatively affected by the economic downturn. In reality, a parcel of clients has stood up to the allure of shopping online. Businesses need to be careful about any genuine content to be posted online.

In the current digital era, when the real and virtual worlds blend together seamlessly, companies are inevitably looking for experimental and ingenious methods to engage with and interact with their earmarked audience. Online engagement strategies have become an extremely potent instrument that is changing conventional marketing paradigms and how companies interact with their customers. With the constant advancement of technology, marketers have an abundance of options to choose from in the always-changing field of virtual branding tools. This study explores how organizations, marketers, and consumers view and use web-based marketing tools in the modern digital environment, focusing on the critical topic of awareness towards these tools. The swift expansion of social media platforms, search engines, email marketing, and other online channels has made it crucial for organizations to comprehend the subtleties of digital marketing tools. The way information is distributed and consumed has transformed extremely as an outgrowth of web-based marketing. As a result, companies have shifted from traditional marketing techniques to digital tactics in order to benefit from the large internet audience. However, knowledge of and skillful application of current tools and technology is critical to the success of marketing in online platforms.

In a very short period of time, the internet has advanced significantly as a common-place business tool. The public and private sectors' creative, customer-focused, technology driven marketing strategies have occasionally been damaged by the high-profile features of some well-known enterprises. Although it is easy to get overly enthusiastic about the benefits of the internet, one should also keep in mind that not all industries and businesses have been negatively impacted by the new economy. In fact, a lot of customers resisted the temptation to shop online, therefore, before introducing new goods or services, businesses need to be mindful of any actual or possible technological gaps with their target market.

In many respects, the internet has changed the rules by bringing about increased openness, cost savings, increased consumer power and choice, and the emergence of new partnerships and strategic alliances. Without a doubt, technology is redefining marketing strategies for businesses looking to interact with their past, current, and future clients in a meaningful way. Marketing is used to highlight the financial success of a business. Social media and smartphones, two examples of digital media technology that people have embraced worldwide, have revolutionized almost every company's marketing strategy. A quarter of a billion individuals use social media each day. Nowadays, consumers anticipate that social media will provide information about products and services. This highlights the importance of social media marketing, a kind of digital marketing. As a result, most businesses are increasingly focusing on selling goods online.

1.1. Digital marketing

The promotion and advertising of different products and services through the use of various IT technologies and methodologies. It is the process of connecting and keeping up a relationship with customers using electronic media and other online activities. It involves implementing strategies that focus on engaging audiences through online channels.

The field of digital marketing is growing as the world gets more digital. This is because people think it's an easy, practical, and efficient way to learn things. The need for professionals with experience with electronic media-related problems is rising.

1.2. Digital marketing tools and techniques

A variety of technologies and approaches come together in Digital marketing, enabling us to delve deeper into topics.

- Search Engine Marketing
- Social Media Marketing
- Search Engine Optimization
- Affiliate Marketing
- E-mail marketing
- Content Marketing

1.3. Search engine marketing

By utilizing paid advertising, Search Engine Marketing (SEM) looks to make strides in a website's presentation in search engine results pages (SERPs). It involves cultivating websites by making them more visible in search engine results by utilizing Pay-Per-Click (PPC) advertising and other paid marketing techniques.

1.4. Social media marketing

An advanced showcasing strategy that involves utilizing social media platforms to promote products, services, or data associated with target customers. It incorporates a run of activities implied to increase brand recognition, increase website traffic, provide leads, and cultivate connections with clients by means of social media.

1.5. Search engine optimization

The businesses should move forward to increase a website's perceivability and positioning on search engine result pages (SERPs). This is making a site more engaging to search engines like Google, Bing, and Yahoo by optimizing its content, metatags, backlinks, and other components. The objective is to make the site appear higher in search results for pertinent queries in arrange to increase non-paid traffic.

1.6. Affiliate marketing

One kind of performance-based marketing in which a company pays one or more affiliates for each visitor or customer they bring in as a result of their marketing efforts. In essence, it allows companies to benefit from the efforts of others in promoting their products. In exchange, affiliates receive a commission for every lead, sale, or click that is created because of their referral efforts. In e-commerce, this approach is frequently employed, with affiliates promoting products using a range of platforms, including email marketing, social media, and websites.

1.7. E-mail marketing

Businesses and individuals use email marketing, a digital marketing approach, to deliver updates, newsletters, and promotional messages to a specific list of email subscribers. These email includes a variety of content kinds, including company news, instructional materials, special offers, and product launches. The objectives of email marketing are to interact with customers, foster brand loyalty, increase sales, and provide leads.

1.8. Content marketing

A strategic marketing approach focused on creating and delivering timely, relevant, and consistent content to attract and retain a clearly-defined audience. Rather than directly marketing a brand or product, the objective is to engage the audience and encourage profitable consumer action, such as making a purchase of a product or service. A variety of media can be used for content marketing, such as eBooks, podcasts, social media postings, videos, blogs, and more.

2. Review of Literature and Contributions

It is the interactive marketing of products or services using digital technologies to reach the viewers. By using these tools, viewers are turned into customers and retained. Digitalization has transformed almost all aspects of life. The development of social media has provided many challenges and opportunities for businesses, as users can access information so easily, create online websites, and share their opinions on social media platforms (Kaplan&Haenlein, 2010)

When it comes to technology-enabled marketing communication, social media has become a contemporary communication tool that allows businesses to scout and track down opportunities (Tekin&Turhan, 2020). Online engagement strategies can influence the purchasing behavior of consumers, alter their attitude towards the products or services, and make a long-lasting impression on their mindset. Advanced technology has made customers smarter, informed, connected, updated, and empowered, and for this, the technology is readily available and inexpensive.

Customers are now reaping the benefits of digital versions of their physical purchases. To build these talents, firms must accurately assess the abilities of consumers to use digital marketing tools and create new digital marketing tactics. (Abdulla Balli, 2021). Since the management system and the creation of timely solutions to boost competitiveness in the current social development context are directly linked to the enterprise's marketing activities, it is necessary to analyze tools for ensuring the enterprise's development using modern digital technologies, thereby establishing the relevance of the research direction. (Sergii Sointsev, Serhii Smerichevskyi, et. al., 2023)

Digital marketing is a game-changer, and machine learning has drastically altered the future of digital advertising. New ideas in digital marketing could revolutionize the way that startups operate (Afsal Sayed Munna, Sadeque Imam, et. al., 2023). Business and trade have grown significantly because of the industrial revolution, advancements in communication and information technologies, and global trade and commerce. Technological advancements, aggressive marketing tactics, the rise of multinational firms, globalization, governance standards, and the depletion of natural resources have all combined to make the market today extremely complex, and the consumer's position today is frequently precarious. (Yashoda R. and Dr. Sunitha R., 2021)

3. Statement of The Problem

Despite the fast development and advancement of digital marketing, there is a discernible gap in the understanding and awareness of computerized marketing tools among businesses and marketing experts. This study aims to analyze the current level of awareness towards various digital marketing tools and techniques. It will investigate how diverse statistical components impact the information and utilization of these apparatuses. By recognizing the boundaries to awareness and appropriation, the study aims to give insights into how instructive activities and preparation programs can be custom-fitted to bridge this information gap and improve the viability of computerized marketing methodologies across different industries.

4. Objectives of The Study

The major objectives of the study are as follows:

- To dissect the awareness level of respondents towards different digital marketing tools that are currently in practice
- To distinguish the sources from which the respondents are getting information about the digital marketing tools.

5. Research Methodology

Despite the far-reaching appropriation of advanced marketing, there exists a gap in understanding how businesses and marketers see the bunch of computerized apparatuses at their disposal. This think about points to address the gap by examining the level of awareness among businesses and marketers with respect to different computerized marketing tools. This investigation points to give valuable bits of knowledge that might aid organizations in optimizing their advanced showcasing technique by recognizing the gaps in information and awareness.

Qualitative research was built on information collected from respondents who live in Ernakulam District in Kerala. The study is analytical in nature, which is basically based on primary data accumulated utilizing a structured questionnaire. The respondents were chosen using a convenience sampling method. Information collected from 179 respondents was examined and interpreted by using different mathematical and statistical tools, like Percentage analysis, One-Way ANOVA, and the T-test.

6. Results and Discussion

6.1. Demographic profile

Demographic profile of respondents is given in the Table.1

Table 1: Demographic Profile of Respondents

Sl. No.	Demographic profile	Categories	Frequency	Percentage
1	Gender	Male	69	38.5
		Female	110	61.5
		Under 18	5	2.79
		18-24	46	25.69
2	Age	25-34	32	17.87
		35-44	45	25.14
		45-54	18	10.05
		55-64	24	13.4
		Above 65	9	5.03
		10th Grade	0	0
		Pre Degree/ +2	57	31.8
3	Educational Qualification	Degree	83	46.4
		Master Degree	34	18.99
		Others	5	2.8
		Agriculture	11	6.15
		Business	26	14.5
4	Occupation	Employment	49	27.37
		Profession	53	29.61
		NRI	34	18.99
		Others	6	3.35
		Rural	85	47.5
5	Place of residence	Urban	48	26.8
		Semi urban	46	25.7

6.2. Familiarity with the concept of digital marketing

Table 2: Familiarity with the Concept of Digital Marketing

Familiar	Frequency	Percentage
Yes	159	88.8
No	20	11.2

From the table 159(88.8%) respondents are familiar with the concept of digital marketing, and only 20(11.2%) respondents are unfamiliar with the concept of digital marketing.

6.3. Familiarity with digital marketing tools

Table 3: Familiarity with Digital Marketing Tools

Digital marketing tool	Number of respondents familiar with the tool	Percentage
Social media marketing	160	89.4
E-mail marketing	94	52.5
Search Engine Optimization	42	23.5
Content marketing	70	39.1
Pay-per-click advertising	34	19
Influencer marketing	81	45.3
Affiliate marketing	33	18.4
Display advertising	76	42.5
Video marketing	103	57.5
Mobile marketing	124	69.3

It is found from the table that 160(89.4%) respondents are familiar with Social media marketing, 94(52.5%) respondents are familiar with E- mail marketing, 42(23.5%) respondents are familiar with Search engine optimization, 70(39.1%) respondents are familiar with Content marketing, 34(19%) respondents are familiar with Pay- per click advertising, 81(45.3%) respondents are familiar with Influencer marketing, 33(18.4%) respondents are familiar with Affiliate marketing, 76(42.5%) respondents are familiar with Display advertising, 103(57.5%) respondents are familiar with Video marketing and 124(69.3%) respondents are familiar with Mobile marketing.

6.4. Knowledge about digital marketing tools

Table 4: Knowledge About Digital Marketing Tools

Knowledge level	Frequency	Percentage
High knowledge	29	16.2
Moderate Knowledge	96	53.6
Low Knowledge	44	24.6
Very low knowledge	10	5.6

It is clear from the table that the majority96(53.6%) of the respondents have moderate knowledge about digital marketing tools, 44 24.6%) respondents have low knowledge about digital marketing tools, 29 16.2%) respondents have high knowledge, and 10 5.6%) respondents have very low knowledge.

6.5. Usage of digital marketing tools

Table 5: Usage of Digital Marketing Tools

Digital marketing tool	Number of respondents used	Percentage
Google Analytics	52	29.1
Google ads	132	73.7
Facebook ads manager	80	44.7
E-mail marketing tools	37	20.7
Search Engine Optimization tools	11	6.1
Graphic design tools	76	42.5
Social media scheduling tools	49	27.4
Others	35	19.6

From the table, 132(73.7%) of the respondents have used Google Ads. 80(44.7%) respondents used Facebook ads manager, 76(42.5%) respondents have used Graphic design tools, 52(29.1%) respondents have used Google analytics, 49(27.4%) respondents have used Social media scheduling tools, 37(20.7%) respondents have used E- mail marketing tools, 35(19.6%) respondents have used other methods and 11(6.1%) have used Search engine optimization tools.

6.6. Source of information about digital marketing tools

Table 6: Sources of Information About Digital Marketing Tools

Source	Frequency	Percentage
Blogs and articles	100	55.9
Online courses and webinars	60	33.5
Social media groups and forums	119	66.5
Newsletters and e-mail updates	43	24
Attending conferences and events	25	14

From the table, it is clear that most 119(66.5%)respondents are getting information related to digital marketing from social media groups and forums.100(55.9%) respondents are getting digital marketing awareness from blogs and articles.60(33.5%) respondents are getting

digital marketing awareness from Online courses and webinars, 43(24%) respondents are getting digital marketing awareness from Newsletters and Email updates, and 25(14%) respondents are getting awareness from conferences and events.

6.7. Level of awareness towards different digital marketing tools

H0: There is no significant relation between age and knowledge level of digital marketing tools.

Table 7: One-Way ANOVA

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Google Analytics	Between Groups	22.798	6	3.800	7.074	.000
	Within Groups	92.386	172	.537		
	Total	115.184	178			
Google Ads	Between Groups	26.296	6	4.383	11.627	.000
	Within Groups	64.833	172	.377		
	Total	91.128	178			
Facebook ad manager	Between Groups	49.873	6	8.312	16.772	.000
	Within Groups	85.244	172	.496		
	Total	135.117	178			
E-mail marketing tools	Between Groups	39.505	6	6.584	11.732	.000
	Within Groups	96.529	172	.561		
	Total	136.034	178			
Social media management tools	Between Groups	41.931	6	6.988	15.534	.000
	Within Groups	77.377	172	.450		
	Total	119.307	178			
SEO tools	Between Groups	66.314	6	11.052	19.188	.000
	Within Groups	99.071	172	.576		
	Total	165.385	178			
Graphic design tools	Between Groups	14.995	6	2.499	5.383	.000
	Within Groups	79.854	172	.464		
	Total	94.849	178			
Social media scheduling tools	Between Groups	35.987	6	5.998	13.199	.000
	Within Groups	78.158	172	.454		
	Total	114.145	178			

The ANOVA table summarizes the sources of variation and their contributions to the overall variability in the data. The breakdown of the key components:

The sum of Squares within groups is the highest in SEO(Search Engine Optimization) tools because the groups differ significantly from each other. The sum of Squares within groups is lower in Graphic design tools because the groups do not differ significantly from each other. The sum of squares within groups is the highest in SEO(Search Engine Optimization) tools. That represents the observations within each group are heterogeneous. The sum of Squares within groups is the lowest in Google Ads. That represents the observations within each group are homogeneous. The degree of freedom is equal in each tool. Mean square between groups and within groups is the highest in SEO tools. Mean square between groups is the lowest in the Graphic Design tool. Mean square within groups is the lowest in Google Ads. F value is the highest in SEO tools and lowest in Graphic design tools. P-value for each variable is below 0.05, so the null hypothesis was rejected for each variable, and it is confirmed that there is a significant relationship between age and knowledge level of digital marketing tools.

H0: There is no significant difference between males and females with respect to the knowledge level of digital marketing tools

Table 8: Descriptive Statistics of Knowledge Level of Digital Marketing Tools

Group Statistics		N	Mean	Std. Deviation	Std. Error Mean
Constructs	Gender				
Knowledge level of Facebook ad manager	male	69	2.16	.816	.098
	female	110	2.19	.924	.088
Knowledge level of E-mail marketing tools	male	69	2.32	.795	.096
	female	110	2.19	.943	.090
Knowledge level of Social media management tools	male	69	2.62	.824	.099
	female	110	2.79	.868	.083
Knowledge level of SEO tools	male	69	1.61	.911	.110
	female	110	1.57	.772	.074
Knowledge level of Graphic design tools	male	69	1.94	.784	.094
	female	110	2.07	.896	.085
Knowledge level of Social media scheduling tools	male	69	1.87	.969	.117
	female	110	1.92	.879	.084
Knowledge level of Google Analytics	male	69	2.13	.803	.097
	female	110	1.99	.829	.079
knowledge level of Google Ads	male	69	2.17	.617	.074
	female	110	2.17	.715	.068

The table reveals that the mean score in the knowledge level of digital marketing tools, the knowledge level of Social media management tools has the highest mean in both male (2.62)and female(2.79), and the knowledge level of Social media scheduling tools of males has the highest Standard Deviation (0.969).

Table 9: Independent Sample T Test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Knowledge level of Facebook ad manager	Equal variances assumed	2.853	.093	-.232	177	.817	-.031	.136	-.299	.236
	Equal variances not assumed			-.239	157.719	.812	-.031	.132	-.292	.229
Knowledge level of E-mail marketing tools	Equal variances assumed	2.077	.151	.937	177	.350	.128	.137	-.142	.397
	Equal variances not assumed			.974	162.206	.331	.128	.131	-.131	.387
Knowledge level of Social media management tools	Equal variances assumed	.016	.901	-1.282	177	.201	-.168	.131	-.426	.090
	Equal variances not assumed			-1.298	150.214	.196	-.168	.129	-.423	.088
Knowledge level of SEO tools	Equal variances assumed	1.501	.222	.283	177	.778	.036	.127	-.215	.287
	Equal variances not assumed			.272	126.951	.786	.036	.132	-.225	.297
Knowledge level of Graphic design tools	Equal variances assumed	1.416	.236	-.996	177	.321	-.131	.131	-.390	.128
	Equal variances not assumed			-1.027	158.621	.306	-.131	.127	-.382	.121
Knowledge level of Social media scheduling tools	Equal variances assumed	.482	.489	-.346	177	.730	-.049	.140	-.326	.229
	Equal variances not assumed			-.338	134.085	.736	-.049	.144	-.333	.235
Knowledge level of Google Analytics	Equal variances assumed	.000	.997	1.109	177	.269	.140	.126	-.109	.388
	Equal variances not assumed			1.117	148.122	.266	.140	.125	-.107	.386
knowledge level of Google Ads	Equal variances assumed	.605	.438	.011	177	.991	.001	.104	-.205	.207
	Equal variances not assumed			.012	159.936	.991	.001	.101	-.198	.200

Levene's test for equality of variance is significant at the 5 percent significance level.

The mean difference in the knowledge level of digital marketing tools between males and females was examined using an Independent t-test. As shown in Table 9, the t-value is not significant at a 5 percent significance level in the case of all digital marketing tools. Therefore, the null hypothesis is accepted in all the digital marketing tools.

The knowledge level of digital marketing tools in the case of males and females is uniform.

7. Conclusion

Numerous reasons reliably contribute to the development of computerized marketing. This study was conducted to dissect the awareness towards digital marketing tools and the sources from which this awareness is gained. From the study, it is found that the younger generation has more awareness of computerized promoting apparatus than the older generation. Social media platforms are the fundamental source of data for computerized marketing awareness. This study is supportive of further study on computerized marketing. This consideration can be utilized by promoting experts for focusing on the clients utilizing computerized marketing instruments. With this study, marketers can choose how much funding to be distributed in each digital marketing tool.

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