



Marketing and digital advertising strategies for the digital age in the Mayiladuthurai District

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Abstract

Purpose: The purpose of this study is to analyze the ways in which technology advancements are causing changes in marketing and advertising strategies.

Scope: The aim of this study is to investigate the many digital platforms and technologies that are now being used in marketing and advertising tactics in order to attract and engage certain customers.

Data collection: Data was gathered via a combination of online surveys, interviews with marketers, and analysis of digital advertising case studies.

Findings: Blocking ads and social media dominate as the primary marketing channel due to consumers' awareness of invasive monitoring, annoying advertisements, and misleading designs.

Keywords: Advertising and marketing strategies, digital age

Introduction

Technology has radically revolutionized the way in which firms operate, interact with consumers, and compete in global marketplaces in the twenty-first century, which is characterized by rapid change. The transfer from traditional advertising and marketing approaches to digital ones is the element that serves as the foundation for this revolution. The advent of the digital era, which is defined by widespread use of the internet, smartphones, and social media, has had a significant influence on the behavior, objectives, and engagement patterns of consumers. Therefore, in order for businesses to be apparent, significant, and effective in a digital world that is saturated with competition, they need to rethink and update their marketing methods. The strategic use of social networking websites and digital platforms for the purpose of promoting products, services, and brands is what we mean when we talk about marketing in this age of technology. The term encompasses a wide range of activities, including but not limited to the promotion of content, engagement on social networking platforms, optimisation for search engine optimization (SEO), marketing through email, influencer alliances, pay-per-click, or PPC, marketing, and more. The use of technological marketing as an essential component places an emphasis on paid marketing through the use of online resources including advertising on Facebook and Google, display ads on websites, and native ads. In contrast to conventional advertising, which is limited by parameters such as the location, time of day, and types of media, digital advertising offers a wider audience, involvement in real time, and the ability to measure the outcomes of the campaign. Methods of digital marketing are distinguished by their data-driven approach, which is one of the distinctive qualities of these methods. Marketers now have the ability to obtain data in real time on the behavior, preferences, and interactions of customers. Businesses are able to determine which content is the most successful, which platforms work the best, and how customers go

through the purchase funnel with the use of analytics provided by Google, customer relationship management (CRM) tools, and social media data. Because of this knowledge, businesses are able to personalize their messaging, automate their advertisements, and continuously optimize their marketing efforts in order to achieve a higher return on investment from their marketing efforts.

Review of literature

Aydođan, S. (2020) ^[5] In the latter half of the twentieth century, a new period known as the "Information Age" took the place of the industrial revolution. The information age is the era after the industrial and agricultural revolutions, and it is characterized by a new global economic and social order. Beyond the agricultural and industrial societies, there has been a meteoric rise in manufacturing and efficiency during the information society stage of socioeconomic development, which is molded by the fast advancement of technology and information and has an immediate impact on the economic, social, political, and cultural spheres.

Aydin, S. (2022) ^[6] These days, marketers use a variety of channels to reach consumers, including online surveys, in-game advertisements, mobile marketing, and e-marketing. Digital search engine advertising, E-marketing, social media, websites, and multimedia advertising are some more examples of modern marketing. Digital marketing has had positive results, and customers have reaped the benefits. Digital marketing strategies and social media marketing have contributed to the development of marketing in the modern era of technology.

Hermayanto, R. (2023) ^[7] In order to contact and interact with consumers, social media channels were determined to be vital. Search engine optimization, content marketing, and influencer marketing were also shown to be beneficial strategies. To keep up with technology improvements and changing customer behaviors, the report also emphasizes the significance of consistently updating and modifying marketing techniques. In today's digital world, companies

can't afford to have ineffective marketing tactics. To keep up with the ever-changing digital landscape, be informed about the newest trends and best practices.

Sanbella, L., *et al.*, (2024) ^[9] Examining, finding, and improving online marketing methods to boost sales and assist the expansion of the e-commerce business is the main emphasis of this research, which is undertaken in response to the difficulties posed by the fierce competition in this fast-growing sector. Online shopping will be crucial to a company's long-term viability in the digital age. Due to shifting customer preferences and the advent of digital technologies, the sector has grown substantially in recent years. Enhanced accessibility, worldwide expansion, customer experience emphasis, and clever online marketing strategy adaptation are critical success criteria for e-commerce.

Eduzor, N. (2024) ^[10] This research analyzes and compares successful digital marketing efforts to identify their creative tactics. Goals include identifying success factors, comparing digital marketing methods, assessing customer involvement, detecting patterns and trends, and offering marketers practical advice. The research examines immersive technology' long-term effects on customer involvement. Modern literature discusses digital marketing themes including artificial intelligence, micro-influencers, and augmented and virtual reality. This research examines effective digital marketing campaign trends and patterns to add to this conversation.

Sacavém, A., *et al* (2025) ^[13] This study inquires: How can leadership foster corporate digital transformation? The research first investigates digital transformation in firms and then analyzes leadership dynamics in this environment to determine how leaders can successfully encourage innovation and advanced technology adoption. We searched WoS and Scopus for “Leadership” and “Digital Change” to perform an integrated evaluation. Effective leadership is essential for managing digital change, integrating tech into organizational procedures to ease learning, collaboration, and agility, allowing companies to adapt to trade shifts, decrease uncertainty, and improve decision-making for future success.

Gołąb-Andrzejak, E. (2025) ^[14] The aim of this article is to examine the influence of GAI and ChatGPT on both theory and practice across several phases of digital advertising campaign development process. This aim is accompanied by studies inquiry titled: how can advertisers use GAI and ChatGPT to develop a successful digital advertising campaign? The development of a digital ad campaign must be evaluated regarding the influence of GAI and ChatGPT technology, alongside the involvement of marketers at each phase and their collaborative contributions using GAI-driven tools. This article serves as a first examination of the influence of GAI and ChatGPT on the development of digital marketing campaigns. The essay examines the influence of generative artificial intelligence and ChatGPT on the development of advertising campaigns in digital media from both theoretical and practical perspectives. Theoretical and managerial consequences are also provided.

Objectives of the study

1. To investigate the effects of digital technology on contemporary marketing and advertising techniques.
2. Analyse consumer habits and tastes in the field of digital marketing.

Hypothesis

H01: There is no significant difference between Influence on Digital Marketing and Advertising Tactics and Age of the Respondents.

Problem of the study

A lot of companies still haven't figured out how to change up their advertising and marketing tactics to fit the new digital world, even though digital technology is booming. Problems with data protection and ethical marketing methods, as well as an inadequate grasp of customer behavior, impede the efficacy of digital solutions. To find answers to these questions, this research will look at how companies may improve their strategies in the digital era so that they can keep up with the competition.

Table 1: Age of Respondents

S. No	Age of Respondents	No. of Respondents	Percentage
1	Above (18–25)	90	33
2	Upto (26–35)	70	26
3	Upto (36–45)	60	22
4	Above 45	50	19
Total		270	100

Source: Primary data

Table 1 reveals that most of respondents (33 percent) are between the ages of 18 and 25, showing that young people are more likely to participate. This follows by 26-35 years (26 percent) and 36-45 years (22 percent), with those above 45 years making up the smallest number (19 percent). Overall, the statistics show that younger ages are more actively engaged in the research than older respondents.

Table 2: Preferred Digital Advertising Channels

S. No	Channel	No. of Respondents	Percentage
1	Facebook/Instagram	95	35
2	YouTube Ads	70	26
3	Google Ads	65	24
4	WhatsApp Marketing	40	15
Total		270	100

Source: Primary data

As shown in to data in Table 2, Facebook/Instagram (35 percent) is the most popular digital marketing channel among respondents, demonstrating the tremendous importance of social media platforms. This follows by YouTube Ads (26 percent) and Google Ads (24 percent), with WhatsApp Marketing (15 percent) being the least popular. Overall, the research shows that visually attractive and social media-based channels are more successful at reaching consumers.

Table 3: Most-Used Marketing Channels

S. No	Marketing Channels	No. of Respondents	Percentage
	Social Media Marketing	85	32
	Video Marketing	60	22
	Mobile Marketing	60	22
	Email Marketing	40	15
	Search Engine Optimization (SEO)	25	9
Total		270	100

Source: Primary data

According to the data in the table, 32 percent of those who took the survey favour social media marketing over any other medium. Both mobile marketing and video marketing

are quite popular, at 22 percent each. A small percentage of people (15 percent) prefer email marketing. With just 9 percent of the vote, SEO is dead last.

Table 4: Influence on Digital Marketing and Advertising Tactics

S. No	Particulars	SA	A	N	D	SD	Total
1	Cookie, device ID, and pixel tracking is common online without permission.	90	60	60	30	30	270
		34	22	22	11	11	100
2	Users are annoyed by adverts that are either irrelevant or appear too often.	50	120	60	25	15	270
		19	44	22	9	6	100
3	Because of this, ad blockers have become more popular and people have less faith in online media.	130	90	20	20	10	270
		48	34	7	7	4	100
4	Websites and applications utilize manipulative design to get users to subscribe, provide data, or buy.	70	140	30	15	15	270
		26	52	12	5	5	100
5	The massive volumes of customer data collected by digital marketers pose a security risk.	85	60	60	40	25	270
		32	22	22	15	9	100

Source: Primary data

User opinions on digital marketing strategies are displayed in the table below. More and more people are using ad blockers, and less people trust online media, according to 56 percent of respondents. Also, 78 percent think that websites utilize deceptive designs to steal information or encourage purchases. With 56 percent of people in agreement, it's clear that people are worried about the widespread use of tracking pixels, device IDs, and cookies without consent. In addition, 63 percent found advertising that are either too frequent or

unrelated to be unpleasant. Last but not least, 54 percent are concerned that marketers' massive data collecting practices might compromise user privacy. In general, the research shows that users are really worried about their privacy, being manipulated, and not trusting digital ads.

Introduction: This section investigates how respondents' ages influence their views and attitudes about digital advertising and marketing strategies.

Table 5: ANOVA for Influence on Digital Marketing and Advertising Tactics and Age of the Respondents

Variables	Age	N	Mean	S.D.	F Value	Sig.
Cookie, device ID, and pixel tracking is common online without permission.	Above (18–25)	90	4.50	1.20	4.203	0.002*
	Upto (26–35)	70	4.12	1.30		
	Upto (36–45)	60	3.29	1.11		
	Above 45	50	4.08	1.50		
	Total	270	3.15	1.20		
Users are annoyed by adverts that are either irrelevant or appear too often.	Above (18–25)	90	3.22	1.22	5.010	0.003*
	Upto (26–35)	70	3.10	1.63		
	Upto (36–45)	60	4.30	1.20		
	Above 45	50	4.10	1.65		
	Total	270	4.00	1.06		
Because of this, ad blockers have become more popular and people have less faith in online media.	Above (18–25)	90	3.33	1.20	4.100	0.001*
	Upto (26–35)	70	3.65	1.30		
	Upto (36–45)	60	3.20	1.54		
	Above 45	50	3.50	1.56		
	Total	270	4.15	1.23		
Websites and applications utilize manipulative design to get users to subscribe, provide data, or buy.	Above (18–25)	90	3.50	1.15	6.563	0.001*
	Upto (26–35)	70	3.20	1.23		
	Upto (36–45)	60	3.33	1.42		
	Above 45	50	3.18	1.62		
	Total	270	3.52	1.20		
The massive volumes of customer data collected by digital marketers pose a security risk.	Above (18–25)	90	3.30	1.26	8.624	0.000*
	Upto (26–35)	70	4.08	1.50		
	Upto (36–45)	60	3.51	1.15		
	Above 45	50	4.00	1.20		
	Total	270	3.62	1.68		

Based on Primary Data * Sig.@5%

The table 5 shows the ANOVA findings reveal that age strongly impacts respondents' impressions of online marketing and advertising methods, with all factors showing significance at 5 percent ($p < 0.05$). Younger respondents (18-25) are more concerned about tracking techniques (mean = 4.50), but middle-aged groups (36-45) are more annoyed by irrelevant or frequent commercials (mean = 4.30). Concerns about

blocking ads and eroding confidence in digital media are generally high across every age group, with minor variations. Furthermore, opinions of manipulative design approaches and data security concerns vary dramatically, with respondents aged 26-35 and over 45 being more concerned about data security. Overall, the findings show that attitudes differ across age groups, notably for privacy, irritation, and trust-related concerns.

Conclusion

This study suggests that age influences opinions toward digital marketing methods. Marketers should use age-specific methods to handle concerns about privacy, ad relevancy, and trust difficulties across age groups.

Findings

The research found that demographic parameters, notably age, have a substantial impact on digital marketing, as do customer preferences for different online advertising platforms. The bulk of responders are young (18-25 years old), showing that young people are more engaged with digital platforms. Social media platforms like Instagram and Facebook emerge as the most popular and successful channels for advertising, followed by Google and YouTube Ads, emphasizing the rising significance of visually appealing and interactive content. Social media marketing has also been highlighted as the most extensively utilized marketing method, with SEO being the least popular. Furthermore, respondents express serious worries about digital marketing methods such as excessive data monitoring, inappropriate adverts, deceptive design approaches, and data privacy hazards.

The ANOVA findings reveal that age has a substantial influence on opinions of digital marketing methods, with statistically significant differences in all variables (p less than 0.05). Younger participants are more sensitive to monitoring methods, while middle age groups are frustrated by repeated and irrelevant advertisements, and elderly groups are more concerned about data security. Overall, the data show that consumer views about digital marketing differ by age group, underlining the need of marketers using age-specific methods to boost trust, relevance, and user satisfaction.

Suggestions

Findings indicate that marketers need to prioritize social media sites such as Instagram, YouTube, and Facebook, since they are particularly successful in engaging the target demographic, notably students and younger consumers. Advertisements must be relevant, tailored, and minimally invasive to prevent annoyance and enhance user engagement.

Furthermore, digital marketers must guarantee openness in data collecting methods and get appropriate user permission to foster confidence. Eschewing manipulative design strategies and delivering transparent information would augment trustworthiness. Businesses have to investigate a balanced amalgamation of marketing methods, encompassing mobile and video advertising, while enhancing the knowledge and efficacy of organic search engine optimization approaches.

Conclusion

In conclusion, the research shows that advertising and digital marketing methods significantly influence consumer behavior in the digital era. Social media sites platforms have emerged as the most potent instruments for marketing, especially among younger demographics. Nonetheless, escalating apprehensions about privacy, secure data, and invasive advertising methodologies present considerable obstacles.

Consequently, to achieve lasting success, marketers must use ethical, customer-focused, and transparent methods that

not only draw in customers but also foster enduring trust. By tackling these challenges, digital marketing may enhance its efficacy and acceptance, particularly in developing and semi-urban areas such as Mayiladuthurai district.

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