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**AN INVESTIGATION INTO THE EFFECTIVENESS OF
DIGITAL MARKETING IN PATANJALI THAN DOOR-TO-
DOOR MARKETING IN IMC LTD OF ORGANIC PRODUCTS
IN INDIA**

Acknowledgement

I Would like to show my gratitude to my professor and the guide who helped me to complete this dissertation paper. I would also like to thank my fellow batchmates for supporting me. I would like to extend my gratitude to my family members for the constant support that they provided me while working on this paper. I would like to thank all the university's faculties for providing all the required facilities while working on this paper.

Thanking you

Abstract

Chapter 1: This research topic analyzes the introduction of this research work that determines the investigation and comparison of the effectiveness of digital marketing in Patanjali than the door-to-door marketing in IMC LTD of Organic products. It discusses the background of the research work and the problem statement. It highlights the research objectives and research questions of this topic. It demonstrated the significance and the dissertation of this research work.

Chapter 2: It analyzes the Literature review of this research study. It discusses the impact of digital marketing on the profit percentage of the research work. It illustrated the conclusion of these overall topics. The study examined the literature review for the effectiveness of digital marketing in Patanjali India and door-to-door markets in the IMC LTD for selling organic products. It covers the advantages and disadvantages of digital marketing and door-to-door marketing in business. The study also covers the recommendation for improving business. This chapter discusses the literature review part. This chapter has discussed the Concept of digital marketing for organic products, the concept of door-to-door for organic products, concerning suggestions for organic products in door-to-door marketing, theoretical perspective, and the literature gap for completion of the research study band to get the information about the effectiveness of the digital marketing than door-to-door process.

Chapter 3: The chapter has discussed the methodology used in the research to determine the effectiveness of digital marketing of the Patanjali Company and door-to-door marketing in IMC LTD in India. Following the positivism research philosophy helped maintain the ethical consideration of the research work. The researcher uses primary and secondary data collection methods in this research paper. The survey has been performed to collect the preliminary data for this research.

Chapter 4: Research findings analyzed differences in variation of perfection of age groups in the process of gender variations. The primary data survey methods were followed in the more quantitative data structures, which provided more age-perceptual values structures in the survey analysis process. This procedure involved creating the percentages of the values in the survey analysis, survey of replies, extraction process matrix, and digital marketing process. The study has commented on the effect of digital marketing in modern times with the help of thematic analysis. Making organic products is essential for the success of the business in the present time to succeed in the industry. Digital marketing is vital to reach the maximum number of people to promote the products, which is effective for business progress in modern times.

Chapter 5: Describes the importance of collected data. In addition, this also illustrates the importance of previously published articles. On the other hand, surveying 151 participants helped reduce the results' biases. Hence, identifying the different impacts of digital marketing helped make more profit of Patanjali.

Chapter 6: It is also known as the conclusion and recommendation chapter, where the overview of the dissertation paper has been provided. Some valuable recommendations have also been provided in this chapter that can benefit readers and future researchers. Some limitations also have been discussed in this section that has been faced while working on this dissertation paper.

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Glossary

Digital marketing, door-to-door marketing, social media marketing, digital content, organic food product, digital advertisement, marketing executives, Patanjali digital marketing

Chapter 1: Introduction

1.1 Introduction

This research work compares the investigation process's effectiveness of digital marketing in Patanjali to door-to-door marketing in IMC LTD of Organic products in India. It examines the research significance of this regarded topic. Here, it analyzes the research work's background and highlights this topic's rationale. It stated the problems that are arising in this company.

1.2 Background of the Research

Approximately 90% of business organizations are using digital marketing for business purposes. This research work illustrated a comparison process to determine the effectiveness of digital marketing in Patanjali over the door-to-door marketing in IMC LTD of organic products in India. Patanjali is a well-known company, and this research study has analyzed the reason for the massive success of this organization. Patanjali has a complete address to the digital marketing effort. As Anbarasi and Kumar (2019) mentioned, digital marketing has a practical impact on publishing products related to Patanjali Ayurved. It came into the FMCG sector and prospered rapidly with the help of its well-formed digital marketing strategy. AcaryaBalkrishna and Yoga guru Baba Ramdev established it in 2006. Digital marketing strategy helps to connect the modern world with the intense culture and heritage of the Patanjali (Moovendhanet *al.* 2020). It increases its production by about 10% - 30% with the help of digital marketing that develops the production of this company.

The IMC LTD of Organic products is regarded as one of the best ayurvedic wellness products that produce organic herbal products that are good for health. It prefers a door-to-door marketing strategy that helps sell those products to the consumers. As mentioned by Kushwahaet *al.* (2020), direct marketing refers to the door-to-door marketing strategy that sells the product directly to the customer. It involves the tracking process of the products that helps the consumer find their products' situation. As mentioned by (Misraet *al.* 2018), digital marketing increases customer loyalty to the brand and helps develop Patanjali's online sales. However, the door-to-door marketing strategy does not require the online tracking process of its products, and it involves a delivery cost to the consumers. This marketing strategy refers to time-consuming methods, as the reaching areas are different to sell the products to a door-to-door consumers (Gill *et al.* 2021). This marketing strategy has security issues that enable it to provide privacy of the products.

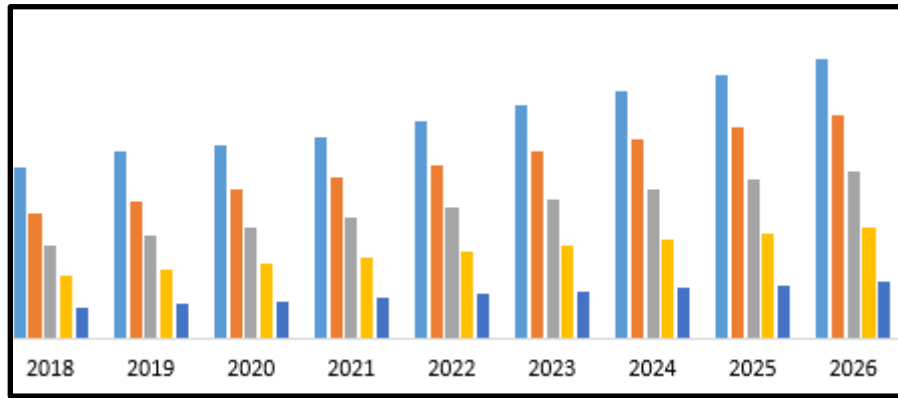


Figure 1.1: Growth of the digital market in Patanjali

(Source: Nawaz, 2021)

The above graph represents the business performance of the Patanjali organization from 2018. Figure 1.1 shows that the rate of digital marketing increases in Patanjali, and thus it develops the development of these brands. It further decreases the revenue of the brand. On the other hand, the door-to-door marketing strategy involves a direct conversation with the customers about the sales products that encourage them to connect with the brand. As opposed to Kushwaha *et al.* (2020), the door-to-door marketing strategy helps to join the organization or the brand directly with the consumers and provides a personal level of experience that increases the customer satisfaction of that organization. The main comparison highlighted that digital marketing could easily be measurable using different analyzing tools, while door-to-door marketing is challenging to measure. Digital marketing helps store the consumers' feedback and all the necessary documents that further motivate the company. In contrast, direct marketing provides face-to-face customer interaction and does not require proper privacy to store the documents (Bala and Verma, 2018). This research compares digital marketing and door-to-door marketing that involves both the positive and negative impacts on the organization.

1.3 Problem statement

This research work discusses the problems of that research work that are arising in the digital marketing in Patanjali and IMC LTD of Organic products due to using door-to-door marketing. It highlights the issues that are associated with digital marketing in Patanjali Ayurved. The disadvantages of digital marketing involve a high level of competition in the market that creates more rivals for the Patanjali Ayurved assembly. As mentioned by Veleva and Tsvetanova (2020), the well-structured digital marketing strategy helps to create intense competition for

Patanjali, which increases the risk of sustainability for this company. The main disadvantages of digital marketing include the lack of privacy, promotion of the imitation of personal information, and harm to the reputation of this brand.

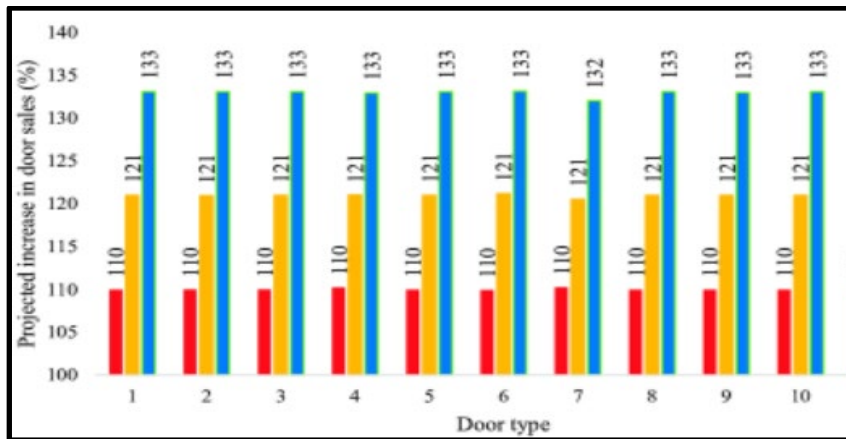


Figure 1.2: DOOR-TO-DOOR increment in organization project work

(Source: De Bruyn, 2021)

The above image 1.2 shows the door-to-door marketing strategy issues that reduce the production of the IMC LTD of Organic products. It requires a high range of costs for delivering the product to the customers. It increases the budget issues within the IMC by increasing the financial risk of this organization. As stated by Paunaet *al.* (2019), direct selling or door-to-door selling procedures target a wide range of populations, decreasing the brand's financial state. The low budget capacity of door-to-door marketing reduces the rate of the contributors to the associated brand (Samek, 2019). The disadvantage of digital marketing in the Patanjali Ayurved involves the risk of collaboration with a third party that disturbs the management process of this brand.

It creates a problem selling the product directly to the customers and increases the cost of the product. According to orghaniet *al.* (2022), digital marketing faces a crisis in selecting the right customers as the number of users is rapidly increasing on the digital platform. It confused the organization to choose a person to sell its products. Patanjali faces problems due to the unacceptable interaction of employees and customers on the digital platform. It highlights the issues that stated the multiple work performance handled by one employee, which further affects the production and customer satisfaction relationship with that brand (Oklander *et al.* 2018). Its poor strategic plan in making a digital market brings sustainability issues to the brand and reduces the organization's profit.

The issues in the door-to-door marketing strategy bring many hazards to the IMC for producing organic products. It is associated with a time-consuming process that reduces the brand's

revenue and decreases its customer satisfaction rate. As per the view of Rahman *et al.* (2018), the high cost and problems in identifying the customer's location create trouble for the brand and reduce its competitiveness. It creates an issue in handling the customers' privacy that disturbs the brand's reputation.

1.4 Aim of the Research

This research work *aims* “*To establish a comparison between the effectiveness of digital marketing in Patanjali and the door-to-door marketing in IMC LTD of Organic products in India.*” This research topic demonstrated the advantages and disadvantages of these two following marketing strategies for the mentioned brands.

Research objectives

RO 1: To identify the importance of digital marketing for organic production

RO 2: To understand the significant effect of door-to-door marketing on organic production

RO 3: To analyze the efficiency of digital marketing over the impact of door-to-door marketing

RO 4: To identify the challenges of digital marketing and door-to-door marketing for Organic production

Research questions

RQ 1: What is the importance of digital marketing for organic production?

RQ 2: What is the significant effect of door-to-door marketing on organic production?

RQ 3: Which concepts are essential to analyze the efficiency of digital marketing over the impact of door-to-door marketing

RQ 4: How do we identify the challenges of digital marketing and door-to-door marketing for Organic production?

1.5 Research Significance

The significance of the research is to determine the effectiveness of digital marketing in Patanjali than the door-to-door marketing in IMC LTD of Organic products in India. It demonstrated an understanding of digital and door-to-door marketing and its benefits to the respective brands. It helps to understand the limitation of these two marketing strategies that help analyze the issues of the individual brands. As mentioned by Bala and Verma (2018), the analysis procedure to highlight the limitation of digital marketing allows the brand to recognize

the weakness and resolve the issues arising in this mentioned brand. It further discusses the concept of door-to-door marketing in organic production and highlights the impact of this marketing strategy on increasing production. The door-to-door marketing strategy requires a high cost for customer service that triggers the financial loss of the brand (Sarkar and De Bruyn, 2021). This research work plays a significant role in analyzing the benefit and the limitation of these two marketing strategies in the growth of the respective brands.

1.6 Research Scope

This research work provides a great scope to understand the concept of digital marketing and door-to-door marketing in the organization's progress. It helps the organization by analyzing the limitation, and the solution to mitigate the problem helps develop the organization. Compared to Grubor and Jakša (2018), the scope of the research work provides a better place to prosper the organization's goal and make it rise as a good competitor in the market. It helps to analyze the risk and problems arising in the respective brands, further resolving their financial and revenue issues. Digital marketing helps increase customer satisfaction in Patanjali and secures sustainability issues (Krishnet *al.* 2021). This research study provides complete information about the effectiveness of digital and door-to-door marketing on the respective brands.

1.7 Dissertation structure

This study analyzes the dissertation structure to determine the list of topics enveloping this research work. The dissertation structure comprises six chapters, where chapter 1st discusses the introduction of this research work. In this research topic, chapter 2nd illustrates the literature review, and chapter 3rd demonstrates the methodology of this research work. Chapter 4th discusses the finding and analysis of the research work, and Chapter 5th highlights the overall discussion of this study topic. The dissertation structure contains chapter 6th, which shows the conclusion and recommendation of this research work. The dissertation structure is essential to identify the issue and helps the researcher, and the consumer read the whole dissertation work. It reflects the entire things that are mentioned in this research work.

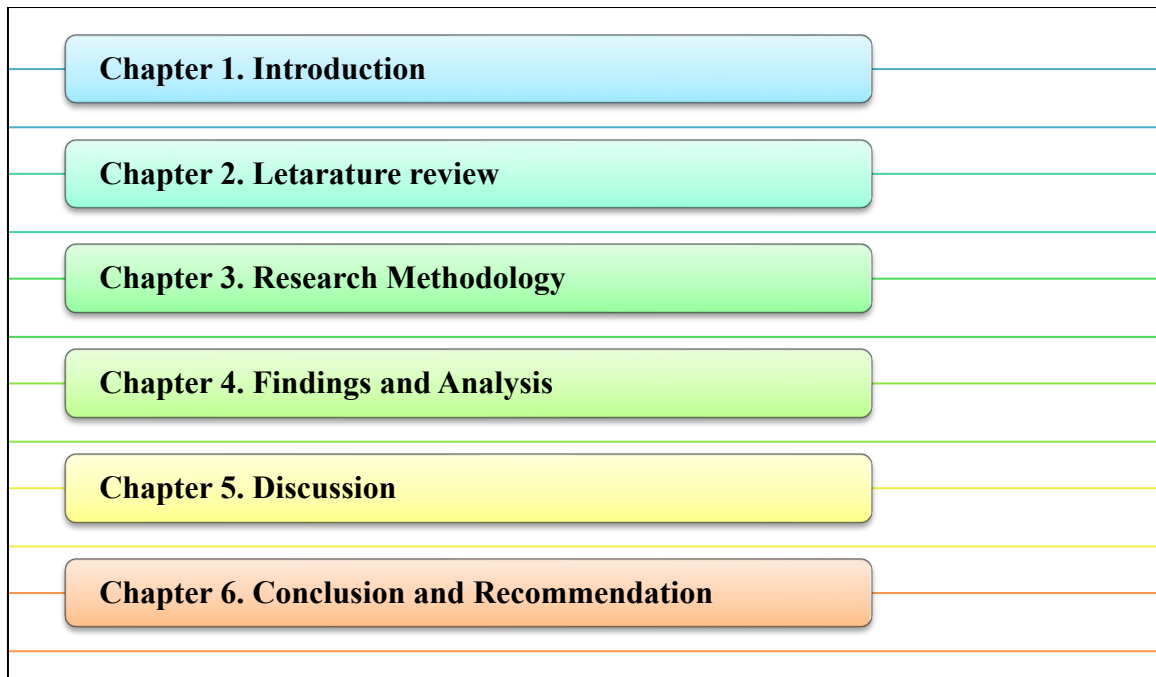


Figure 1.3: Dissertation Structure

(Source: Self-created)

The conclusion and recommendation of this study work are covered in chapter 6, which reflects the overall aspect of this research study.

Chapter 2: Literature review

2.1 Introduction

The research covers the effectiveness of digital marketing and door-to-door marketing for organic products in India. The chapter will represent the idea of digital marketing of organic products in Patanjali in India. The study also covers the door-to-door marketing of organic products in IMC LTD in India.

2.2 Concept of digital marketing for organic products

Organic products companies may utilize its technologies to improve digital marketing to meet the customer's needs who are efficiently conscious about their health. Digital marketing enhances the product business of Patanjali in the IMC Company LTD of organic products in India. "Patanjali" is an organic product development company that business around India. Digital marketing strategies enhance the customers' satisfaction and meet the customers' needs. Some managerial approaches to digital marketing can improve the business performance and maintain employee engagement for product development in IMC LTD. As suggested by Sirajudeen and Janani (2018), Digital marketing is commonly seen on the social media platform that includes content about the product details, usage of the products, and advantages of using organic products in daily lives.

Digital marketing of organic products reduces the time management for product development, increasing productivity (Novytska *et al.* 2021). Digital marketing of the organic product customizes the marketing process for the product and increases the selling that developed the organic product. The digital marketing process may explain to the customer about the products with the help of advanced technologies online, which is a less costly and less time managing strategy for organic marketing products.

2.3 Concept of the door-to-door organic products

In this era, the door-to-door process is very time-effective and costly for organic marketing products. The E-commerce grocer platform followed the door-to-door process for selling the products. The company employees go to the customers' doorstep to market their refined products. As opined by Tasnim (2018), this door-to-door process helps the company to get detailed information about the customers and their needs, although it is an old strategy for the marketing process. To develop the business, the organic product company must follow

advanced technology for the growth of the company. The door-to-door process is costly and uses about **50%** of organic products. The employees need to be very careful about the transportation and the destination spread awareness about the organic brands. This door-to-door process is a direct selling process, a campaigning technique that organizations commonly use for selling, marketing, advertising, and canvassing organic products Sharma, (2021). In the door-to-door process, the employees visit the customers' doors and convince them to purchase their products by showing them the quality of the products in front of their doorsteps.

2.4 Advantages and disadvantages of digital marketing

Here the points talk about the advantages and disadvantages of digital marketing for selling organic products in Patanjali Company. Nowadays, digital marketing has a significant impact on the conglomerate industry. As Niroula and Gyawali (2022) state, digital marketing substantially impacts the promotion of organic products in the Patanjali Company. There are many positive factors for using digital marketing in the business. As per the view of Saji (2020), Patanjali Company gains value in the international market in the path of social media promotion for organic products.

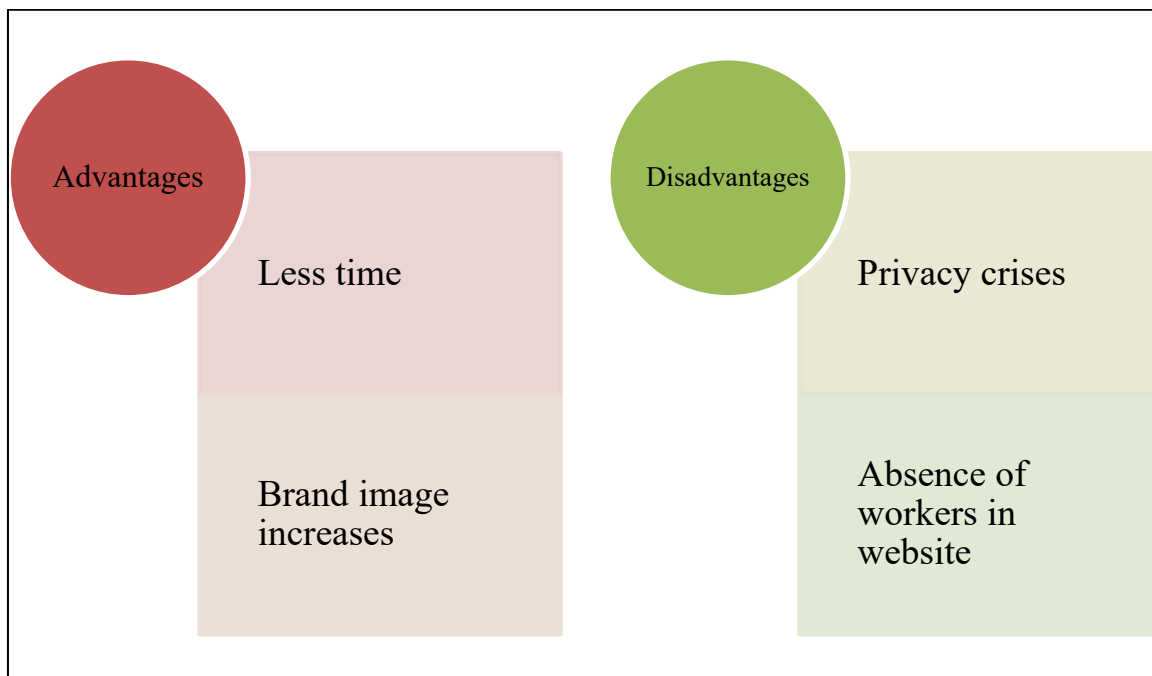


Figure 2.1: Advantages and Disadvantages of online marketing

(Source: Saji, 2020)

Digital marketing control a significant massive impact on the modern business world. The brand value of the company increases through social media marketing. As stated by Kushwaha

(2020), the brand equity of products increases through integrated social media marketing. The advantages of digital marketing give organizations a stable position in the business market globally.

Disadvantages of digital marketing affect organizations to an extent. Digital marketing is dependent totally on technology. When some issues occur on the internet, then marketing immediately stops at that point, which negatively impacts the business; as Gyawali (2022) argued, security issues in online marketing decrease the customer satisfaction rate of companies. In social media marketing, high competition occurs because many companies promote the products. Negative feedback from the customers has a significant negative impact on the organization.

2.5 Advantages and disadvantages of the door-to-door marketing

The chapter will discuss the advantages and disadvantages of door-to-door marketing for the sales of organic products in Indian market. Door-to-door marketing is a traditional marketing process in India. The modern world is full of advancement; from ancient times, door-to-door marketing significantly impacted business. As per the view of Al Noor (2019), door-to-door marketing develops a good relationship between the organization and customers, which is positive for the organization. There is no issue regarding privacy and security; for this reason, this process is effective for the organization. Door-to-door marketing allows the customers to see the products correctly. As stated by Nandamuri (2020), distinguish the organization from the global competition in business through this door-to-door process. The door-to-door marketing business ensures people for all offers in the organization.

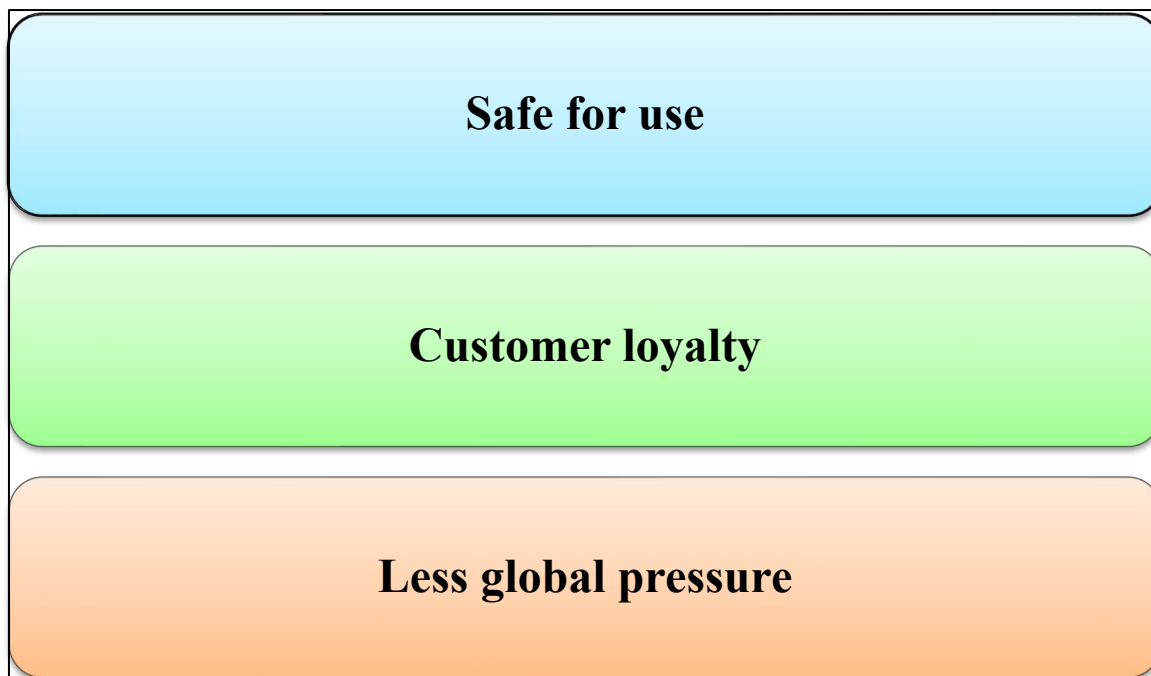


Figure 2.2: Advantages of DOOR-TO-DOOR marketing

(Source: Al Noor, 2019)

There are many disadvantages to the door-to-door business; first, the door-to-door process takes a long time to sell the products, which affects the business in IMC LTD for selling organic products. The organization cannot establish a business in the international market; the explanation does not include company business, which negatively impacts the organization. As stated by Mishra (2020), door-to-door marketing, in practice, is not practical for the expansion of business at the international level. The modern world is growing rapidly the single time many projects occur in a short time (Gupta, 2021). On the other hand, door-to-door marketing takes a lot of time to sell organic products. In an organization where door-to-door marketing is ineffective for the organization's success, the brand image of the company is not formed.

2.6 The difference in effectiveness between digital marketing and door-to-door marketing for organic products

This part will discuss the effectiveness of digital and door-to-door marketing in selling organic products in the Indian business market. Patanjali Company is famous and popular for products, mainly organic products. As per the view of Al Noor (2019), social media campaigns for the organic products in Patanjali Company essential role in the progress of the business,

Bala (2018) commented that frequent communication in digital marketing increases customer loyalty, engaging many people in the modern business world. Digital marketing optimizes the communication rate between the organization's employees and customers. In the door-to-door marketing process, customers do not see all the products simultaneously. On the other hand, in terms of social media marketing, digital marketing can give customers many products quickly, which is effective for an organization. As per the view of Gupta (2021), the company's brand image increased through digital marketing, which is impossible for door-to-door marketing. As commented by Mustaphi (2020), the company's profit level increased for the use of digital marketing to promote products for business purposes. The company's financial condition improved with social media marketing for advertising products. Patanjali is a well-known company in India with a brand image (Mustaphi, 2020). The success of the Patanjali company is significantly influenced by social media marketing.

2.7 Future recommendations for organic products in digital marketing Influencing factors for enhancing the business performance in digital marketing

This section will discuss the importance of implementing quality web and mobile sites to improve digital marketing in organizations. As per the view of Mustaphi, (2020), introducing quality web online -marketing for the progress of the business.

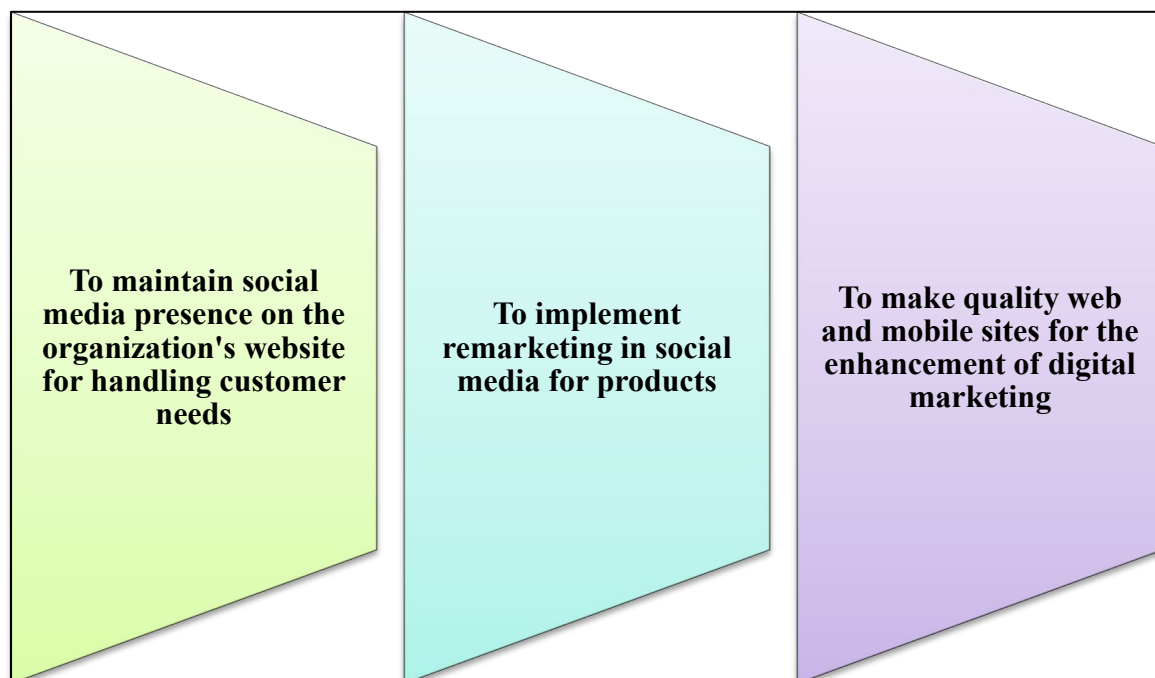


Figure 2.3: Recommendations for DOOR-TO-DOOR marketing

(Source: Kundu, 2021)

Figure 2.3 shows that Social media presence is essential for promoting organic products in the international market. According to Kundu (2021), employees must always be present to fulfill the customers' needs to succeed in the business.

Remarketing facility is essential for attracting customers to the organization. As stated by Pandey and Shinde (2019), logistic marketing strategy plays an vital role in the improvement of the business in the organization. Remarketing facilities in an organization satisfy many customers, which is effective for the company. Companies pay rapid rate increases in an organization when remarketing facility available. It helps to put a remark on social media to ensure the purchase rate of the customers.

2.8 Discussing suggestions for organic products in door-to-door marketing

To implement the marketing team

Employee engagement in the organization maintains the marketing through the door-to-door process. The company's manager needs to train the marketing team for the future growth of the organic product and develop the business. Trained employees or marketing teams influence the customers to purchase their products (Jarraret *al.* 2020). The trained marketing team communicates with the purchaser on the customers' doorstep and represents the organic product.

To build a relationship that lasts

Better communication with the customer can enhance the productivity of organic products. The organizations need to communicate with the customer to meet their needs for purchasing the products. The door-to-door process is more effective for the growth of the products and the customers that last. As explained by Burghate (2018), a long-lasting relationship enhances customer satisfaction and increases product development. To improve organic products, “IMC LTD” Company needs to build a strong relationship with the customer to get information about the purchasing need of the organic products. Health-conscious customers ask for eco-friendly and genuine natural products. Therefore, the company needs to gather all the information to maintain the quality of their developed product.

To grow the customer base



Figure 2.4: Strategy for door-to-door selling for an organic company

(Source: Kushwaha *et al.* 2020)

From figure 2.4, It can be stated that the door-to-door process helps to grow the customer base as per their needs. To gain a customer base, the company needs excellent customer service. The company needs to know about the prospects of the company to grow the customer base needs to maintain the prospects and customers, which helps to enhance the performance of the business and increases customer satisfaction (Kushwaha *et al.* 2020)

2.9 Impact of digital marketing on profit percent in the organization

Digital marketing is an important part of increasing the profit percentage in the organization. It helps to develop the organization's financial condition by involving well-structured strategic management that attracts investors to collaborate with that organization. As mentioned by Khan *et al.* (2021), the digital marketing strategic plan increases the organization's competitive behavior and develops the organization's demand. It saves the value of the organization. It increases the organization's products and generates the customer satisfaction rate that increases the profit percentage of the organization by involving a well-developed manufacturing system that further increases the economic state of the organization (Sumalatha, 2018). It improves the

organization's communication and catches the investors' attention to connect with the organization and develop its financial condition.

Digital marketing helps to show customer reviews and feedback, and the positive feedback influences the decision-making abilities of the consumers to collaborate with that organization. As Checchinato and Lala (2018) mentioned, the positive review of the consumers on the digital platform helps increase customer engagement and the organization's profit. It increases the organization's financial condition by saving them time and helps measure the information by providing secure privacy. It increases the organization's sales, which leads to the financial development of the assembly and provides the best quality of customer service that improves the organization's sales. It helps to optimize and maintain social platforms that influence the profit scales of this organization. It creates a well-structured strategic plan to perform customer services and make the assembly raise a good competitor in the competitive market. Therefore, it further increases the profit of the organization and develops the growth of the organization. Well-developed digital marketing increases the user's social platform, which impacts the organization's profit percentage. It helps to connect the organization globally, and this promotes the growth of the profit of that organization. It shares the customer's experiences in the digital platform that influences the consumer to connect with that organization, and it leads to an increase in the profit percentage of the organization. It helps to analyze the risk and problems arising in the respective brands.

2.10 Theoretical interpretation

Digital marketing is more effective than the door-to-door process for the marketing of the “**Patanjali**” organic product. The research topic of the effectiveness of digital marketing than door over door follows some theoretical interpretations to know the marketing strategy of the development product.

Technology acceptance model

The technology acceptance model is a theoretical Perspective to determine the marketing strategies for product development and to enhance business performance. Shukla and Sharma (2018) explain that this technology acceptance model defines how the users accept modern technologies and use them to complete their work. The table above illustrates that the technology acceptance model has external variables that provide perceived usefulness and ease of use to enhance the marketing strategies for the organic product.

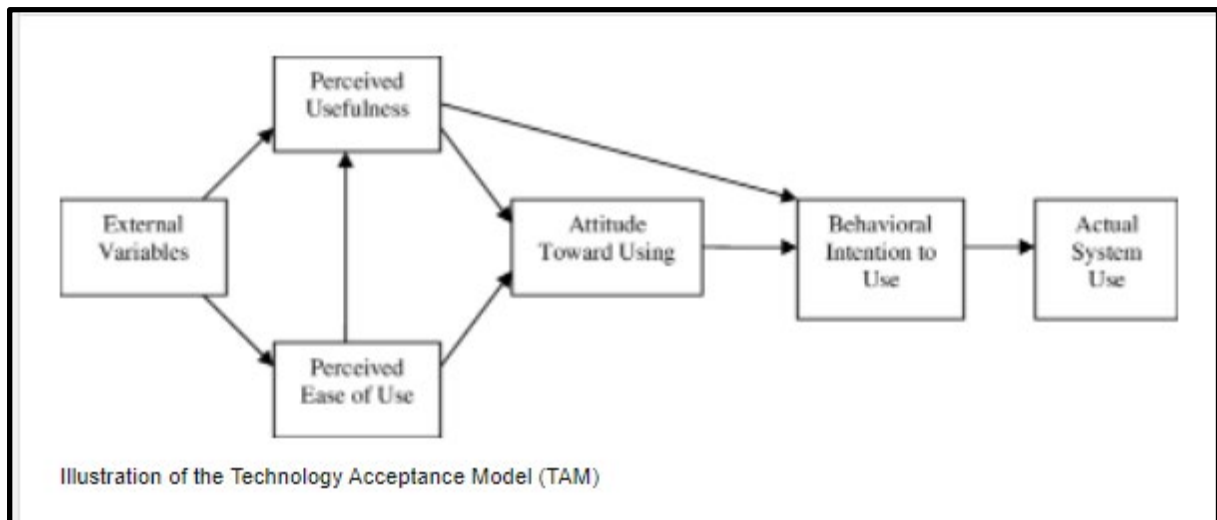


Figure 2.5: Technology acceptance model

(Source: Shukla and Sharma, 2018)

Figure 2.5 describes how the perceived ease of use and usefulness relate to each other. This perceived usefulness and ease of use build toward using this acceptance technology model, which in turn enhances the digital marketing of the organic product. The perceived usefulness is internally connected with the behavioral intention to use the technology acceptance model. This technology acceptance model enhances the technical knowledge among the marketing team and the employees to enhance the productivity of the organic products. The technology acceptance model allows the organizations to follow the advanced information for improving and enhancing the digitalization that influences the marketing team and the organization to work efficiently.

Actor-network theory

Actor-network theory is a theoretical perspective that defines a social theory where social and natural worlds constantly shift networks of the social and environmental relationship. This actor-network theory assists that nothing exists outside the relationship. Actor-network theory is interconnecting with various factors.

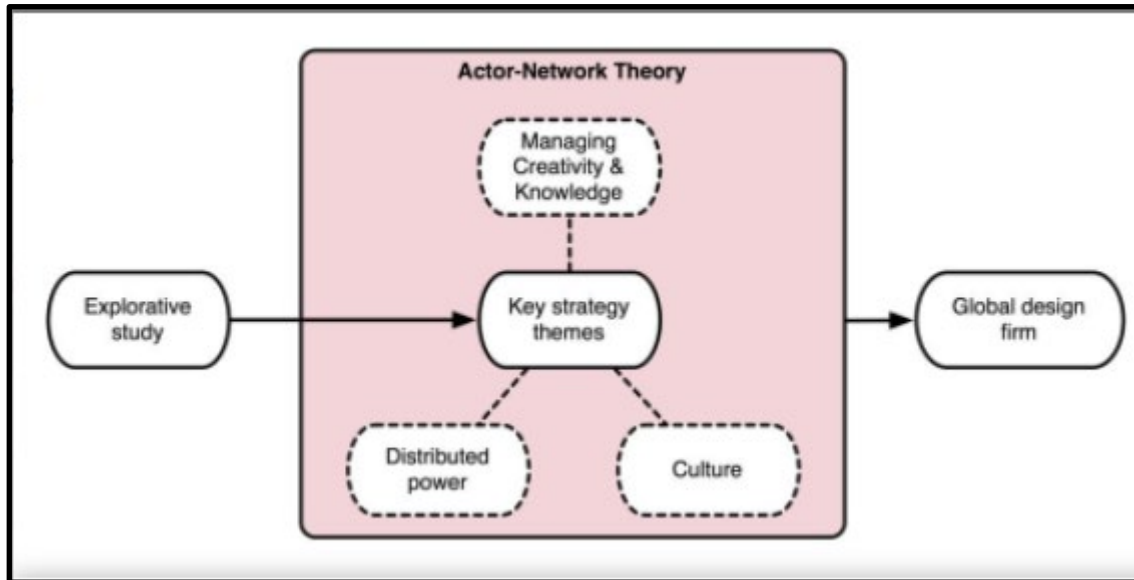


Figure 2.6: Actor-network Theory

(Source: block *et al.* 2020)

The actor-network theory has the key strategic theme for maintaining digital marketing. Approach-network management creativity is an effective strategy for enhancing the digital marketing for organic products in India. These fundamental strategy themes ideal act work theory with distributed power and the culture of the organizations. The actor-network theory is an explorative study that enhances the managerial strategy for improving the marketing business. This actor-network theory firms the global design for marketing purposes; therefore, it can influence the marketing team, the bus company, and the development of organic products. These theoretical perspectives maintain the digital marketing and the door-to-door process to investigate the effectiveness of digital marketing over the door-to-door process for any organization (block *et al.* 2020). The actor-network theory connected the customers with the organizations to enhance the customer and improve productivity.

2.11 Literature gap

In this research topic, the researcher explained many advantages and disadvantages of digital marketing and the door-to-door process to get information about marketing. Many authors stated several aspects to following the correct managerial approaches for marketing organic marketing. In or how those definitions, the researcher found many explanations for digital marketing and the door-to-door process, but this literature review does not explain the correct way to maintain managerial strategies. As Sinha (2018) suggested, this chapter could not find an approach for organic marketing products. The literature review discussed the

recommendation on how to implement the employee and how to maintain long-lasting relationships between the customers and the organization. This topic did not keep how to preserve relationships for long-lasting results to enhance customer satisfaction. In the literature review part, some authors stated that digital marketing is effective for marketing, and some door-to-door processes are effective for marketing (Zheng, 2021). Therefore, there is no powerful statement for enhancing the business and maintaining the marketing process.

2. 12 Conclusions

This research topic analyzes the literature review of this research study. It explores the concept of digital marketing and door-to-door marketing. It expresses the importance of door-to-door marketing in organic production. It stated the impact of digital marketing in increasing the profit percentage of the organization. It demonstrated the theoretical interpretation and the literature gap of this research topic.

Chapter 3: Methodology

3.1 Introduction

The chapter will discuss the methodology for detecting digital and door-to-door marketing effectiveness for selling organic products in the Indian market. Here primary quantitative and secondary qualitative analyses were taken for the research. A survey occurs among 151 people to know the importance of online marketing in the Indian business market.

3.2 Method outline

Research Philosophy	Positivism
Research approach	Deductive
Research design	Descriptive
Data collection	Primary quantitative, secondary qualitative
Data analysis plan	Thematic and excel

Table 3.1: Methodological outline

(Source: Self-created)

3.3 Research onion

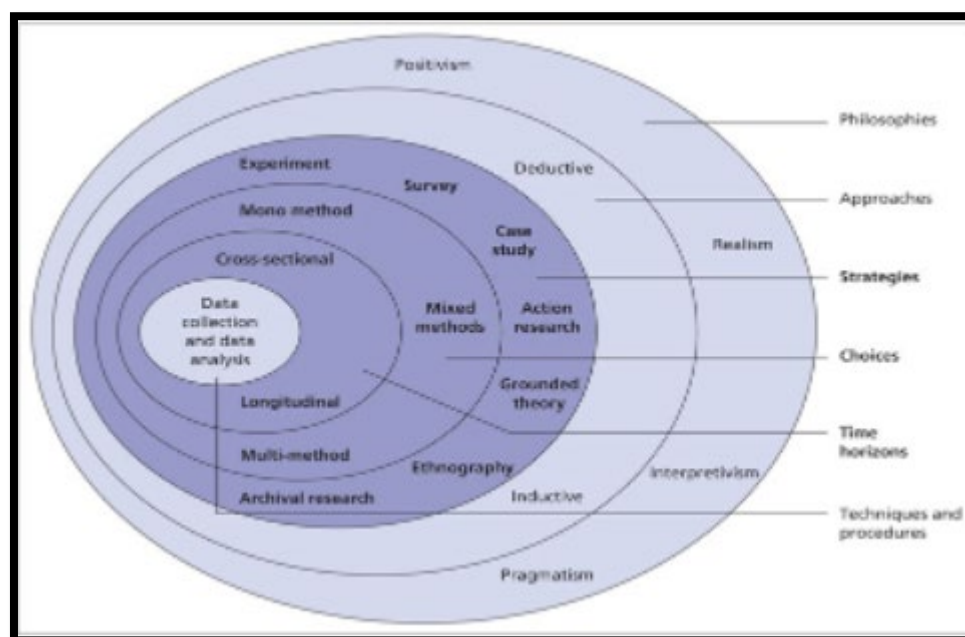


Figure 3.1: Research onion

(Source: saunders, 2018)

Figure 3.1 represent the research onion to describe the overall research methodology concept.

3.4 Research philosophy

This research has chosen a positivism research philosophy to analyze the effectiveness of online digital marketing and door-to-door marketing in the Indian market.

Positivism philosophy

Positivism research philosophy is helpful for quantitative analysis. This research uses statistical numerical data regarding the “business performance” of the companies in the international business platforms. The mixed-method used for the study is the primarily quantitative and secondary qualitative analysis done here. As per the view of Bala and Verma (2018), positivism research philosophy applies the scientific data to determine the factor, giving clear information regarding online marketing aspects. Here are basic statistics used for measurement of everything clear manner.

3.5 Research approach

This research has chosen a deductive approach to determine the essential factor of the study.

Deductive research approach

As per the view of Qali (2020), the hypothetical, theoretical deductive research approach has a significant impact on research. The reasoned policy applies the investigation, which gives a substantial factor to know the importance of digital marketing and learning about the door-to-door marketing method in business. This research approach applies to scientific investigation. The quantitative research approach involves accurate scientific data for the research, which gives accurate information. Quantitative research is helpful for the data analysis process. The statistical data analysis process is used here; for this reason, the primary quantitative data analysis process significantly impacts the research (Fletcher, 2020). Based on 151 people, the survey gave essential information regarding online business.

3.6 Research design

The research design is the most crucial factor in the research. Here the section talks about the research design taken for the analysis. The research has chosen a descriptive research design to compare the effectiveness of digital marketing and door-to-door marketing.

Descriptive research design

The *Descriptive research design* plays a vital role in evaluating the research's factors. The descriptive research design systematically gives information regarding the condition of the study, and the phenomenon of the research also talks about different factors which significantly impact research. Descriptive research investigation analysis is the reason for obstacles coming in the path of doing research that is effective for the examination. Descriptive research design is working on the weak points in the study and giving an outline to improve the matter.

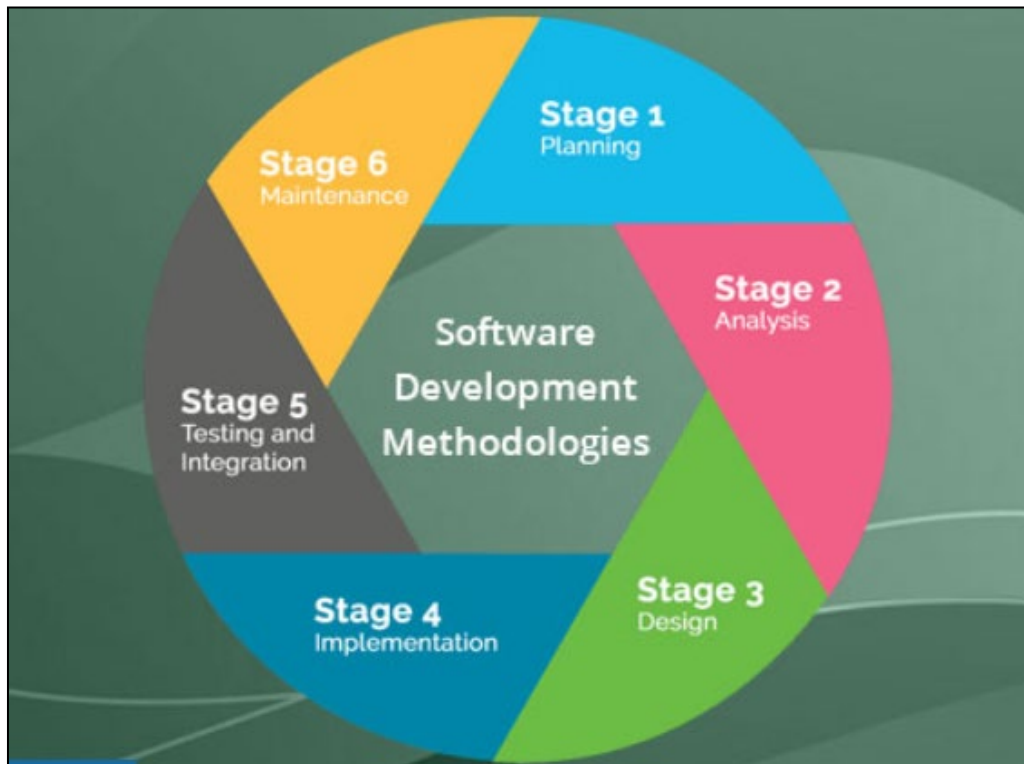


Figure 3.2: Advantages of methodology

(Source: Kumar Sharma, 2020)

Many types of research design exits are used in various types of research to know the fundamental fact of the investigation. Observation is part of the descriptive research design, and case studies and surveys are part of the descriptive research method. There are many advantages of descriptive research design, which have a positive impact on research. According to Kumar Sharma (2020), descriptive research design analysis details the research problems to determine the facts in the study. This process is also helpful in inherently determining the human reaction to the research. Descriptive research design gives an overall conclusion regarding the research. As per the view of Pandit (2020), statistical formulas are used in the descriptive research design, which is the central important part of descriptive research design.

3.7 Research Strategy

The research strategy plays an important role in achieving success in the research. Research strategy is essential for evaluating the value of social media marketing in the modern business world. It gives direction for doing systematic action to successful the research. As per the view of Sanfilippo (2020), a research strategy is an outline for conducting every step of the research. Research strategy gives a schedule for implementing every step in the research to compare the effectiveness of online marketing and door-to-door marketing for organic businesses in the Indian market. The survey, experiment, and theory are the step of the research strategy to get success in the research.

3.8 Data collection

Here the portion talks about the data collection process used in the fundamental research for determining the effectiveness of digital marketing and door-to-door marketing for the selling of organic products in the Indian market. Here primary method applies for quantitative data collection, and the secondary process applies here for qualitative survey based on the effectiveness of digital marketing and door-to-door marketing in Patanjali Company and IMC LTD.

3.8.1 Primary

The *primary method used in* the overall research for data collection. A online survey has conducted for the research study to get specific information for the effectiveness of digital marketing.

As per the view of Kumar Sharma (2020) direct personal interview, as well as indirect personal interviews, are used as the primary data collection method. In the primary process, data are collected through randomly asked questions from anyone. Data are collected through local sources for the primary research method. As stated by Qali (2020), telephonic surveys are useful as the primary data collection method. The organization is using the official mail for collecting data to determine the fact regarding digital marketing and door-to-door marketing. According to Flick (2021), data comes in primary method via correspondents and enumerators, which give a significant impact on the research. The primary quantitative method is useful for determining the real fact regarding the research. Here the survey gives a positive impact.

3.8.2 Secondary

Here *secondary qualitative occurred* to gain the information regarding the details of the digital marketing and door-to-door marketing in the Indian business market. Secondary qualitative reviews give a remarkable impact on the research for detection of the effectiveness of digital marketing and door-to-door marketing (Schwartz, 2021). Secondary qualitative data analysis is important to get information on the effectiveness of online marketing in the organic products business in India.

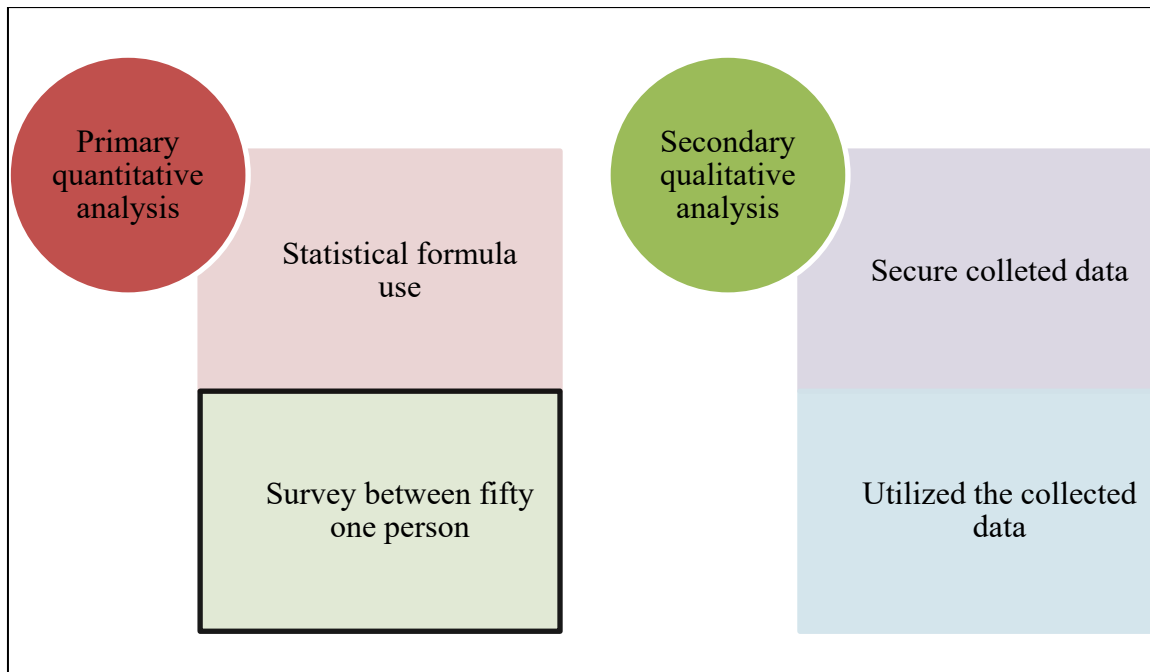


Figure 3.3: Data collection method

(Source: Qali, 2020)

The secondary qualitative analysis is effective for the research study to gain specific information regarding the business performance of the “patanjali”.

3.8.3 Search strategy

The search strategy is important for the research. This research uses various websites to collect information regarding the importance of social media in business in India. The research also searches various websites for evaluating the effectiveness of online marketing and door-to-door marking. Here the organization took journals and articles from Google Scholar", "Government website of India", "current business landscape of Patanjali and IMC Company" and "types of the digital marketing strategy of Patanjali company for organic products".

3.8.4 Inclusion and exclusion table

Inclusion criteria	Exclusion criteria
Ten articles are taken for the research	Did not take over 10 articles
Take five themes for the search	Did not take over five themes
Take reference in the 2018	Did not take any reference before 2018
Take only English reference	Did not take any article without English

Table 3.1: Inclusion and Exclusion

(Source: self-created)

3.9 Sampling

A survey occurring among the 151 people gave a significant impact on the research, which is based on an evaluation of the effectiveness of online marketing. The survey gives also impacts the effectiveness of the door-to-door marketing for achieving success in the research. The survey gives important information regarding the online marketing of organic products of the Patanjali Company. This research has been conducted survey among 151 participants through online medium.

3.10 Data analysis plan

A data analysis plan is important for the research to compare the role of online digital marketing and door-to-door marketing in business. Here the study has chosen the primary quantitative data analysis method and secondary qualitative analysis happens. The mixed-method is used here for the overall research. Data analysis is a trending term in the modern business world. This study has been used both statically and thematic to analyze research data.

The research objective is required for the data analysis process. As per the view of Fletcher (2020), identification of the data set is the prior step in the data analysis process. Variables of research are important for the data analysis process, statistical formula plays an important role in a data analysis process. Another factor of the data analysis plan is creating a table for the shell. Data collection is an important part of the data analysis plan, data cleaning is essential for the data collection method.

3.11 Ethical consideration

Ethical consideration is an essential factor in any business. Ethical corporate culture plays an important role in the modern business world. Ethical consideration is a basic of bunch of principles followed by organizations to get success in every project. In the rules of ethical consideration voluntary participation of the workers involved, and anonymity of the employees is part of ethical consideration. Workers gain confidence from the following of ethical behavior in the workplace. As per the view of Pandit (2020), research ethics are important to maintain the integrity of scientific data and important to maintain the dignity essential. The ethical consideration saves the right of the participant involved in the research. The validity of the research is the most important part, which is enhanced by the following ethical considerations in the organization.

3.12 Time plan

Milestones	Task Descriptions	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
1	develop project aim	Yellow											
2	Ideas development and analysis		Green										
3	digital marketing			Blue	Blue								
4	Data Collection				Purple	Purple							
5	Numerical analysis					Blue	Blue						
6	risk management							Red					
7	reduce risk							Dark Blue	Dark Blue	Dark Blue			
8	Discussion									Dark Red	Dark Red		
9	Draw conclusion												Orange

Figure 3.4: Timetable

(Source: self-created)

3.13 Summary

The section has discussed the summary of the overall research which gives light on the effectiveness of social media marketing and the door-to-door marketing. Primary quantitative data and secondary qualitative data analysis gave much information regarding the research.

Chapter 4: Findings and Analysis

4.1 Introduction

In the given case study, this section of finding and analysis increase the chances of data precessings with this variable data structures of important research varaibilities. This sections also provided the variables of demographic study designing process in the factual data result. In the demographic survey analysis was analyzing the implication of study of resulting purposes.

[Refer to appendix 4]

4.2 Primary data analysis

The primary data of survey question provided 151 responses in the questionnaire methods in previous survey analysis phases. In the age varaiation was provided for the analytical survey review process in two degraphic analysis and 9 varaiable questions of this research topics. In the methods of survey analysis of research structures.

4.2.1. Age:

The survey analysis is selected between the age differences in comparison to the analytical differentiation between the phases. According to Bala (2018), this is followed by the primary data qualitative methods, which was followed by the analytical survey review process in the age groups of another process of differentiation. The differentiation of the age between various groups is selected in survey analytical periods.

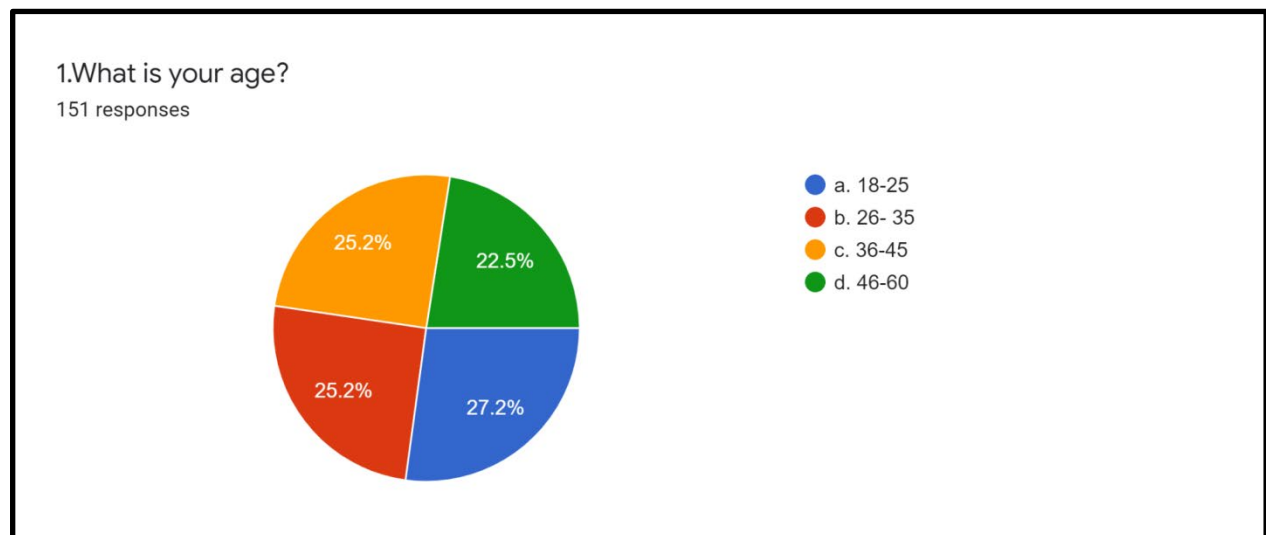


Figure 4.2.1: Age

(Source: Excel)

The *above figure 4.2. 1* show that **25.2%** of the surveyed members belong to 18-25 ages **27.2 %** In this group was the analysis of the survey where correspondents were among the strongly agreed persons who are responded in the between the age differentiation.

In the age group, the 26 to 35 respondents were followed by **25.2 %** in the demographic questions of analysis, that were differentiated in the process of findings and analysis. This survey of age groups allocated the 10 different responses of variation that were created in this survey method. The primary data analysis followed these 10 respondents in the 26 age groups that were viewed in the primary survey process of analysis in prior. This analysis process of the age perfection followed all 35 respondents between these age groups.

This respondent of age different agitation was varied in the perfection of age between the **36 to 45** that was created in the survey analysis process that was shown **25.2 %** in comparison to another respondent. All of the response reports were viewed by the next stages of primary data saving methods, which were followed in the data extraction and quality review of the text analysis process (Pandey, 2021). The age differentiation of the age **46 to 60** in between the aging process, the all of data of next primary survey method. The primary data survey methods were followed in the more quantitative data structures, which provided more age-perceptual values structures in the process of survey analysis.

4.2.2 Gender

This primary data analysis was been allocated in the process of difference perfection of data variables, which was followed by the relevant survey responses, that were created by the survey questions methods. The survey of responses was selected for various age variability of various age group.

Figure 4.2.2: Gender

(Source: Excel)

The *above figure shows 4.2.2* that all of the data was selected for the next survey of selection process, which was analyzed in the research methods of the analysis process in **60.9 %** of the survey methods. The data of gender differentiation was selected in responses of males and females in comparison of **50.9%**. The survey responses of males were provided in numerical data values in the primary survey methods. The percentage of female persons who gathered more responses in the survey analytical process was **28.5%**. The primary data screening was

necessary to extract the gender perfection data of quality review, which was followed in the process of survey methods in **10.6 %**.

4.2.3. Digital marketing affect the Patanjali door-to-door marketing

The all-over process of the survey methods showed various age differentiation processes of process matriculation in this process of a systematic review.

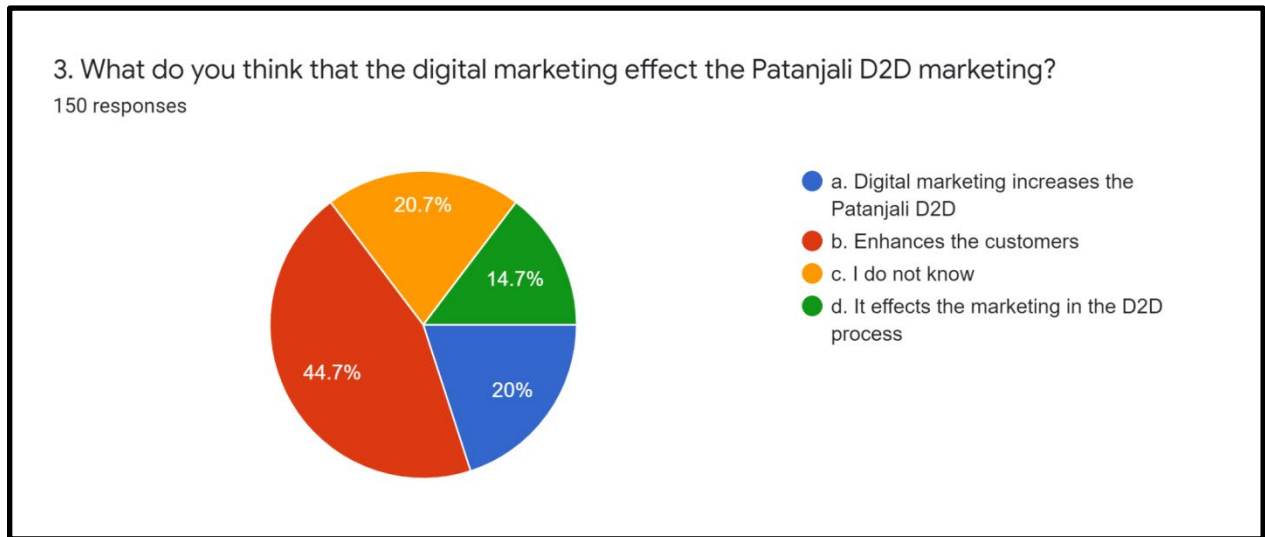


Figure 4.2.3: Digital marketing affects the Patanjali D2D marketing

(Source: Excel)

Digital marketing All the values were given more numerical data structures that were allowed in the next survey analysis process. The responses of different variables were given, and more perfection among the respondents of the survey process in door-to-door marketing provided **20 %** values of enhancing survey methods. This criterion showed the not findings data that was **14.7%**. The effect of enhancing the door-to-door percentages was **44.7%**. The affecting of the marketing process was increased by the comparison with enhancing the customer process was **14.7%**.

4.2.4 Information technology affects the digital marketing

The survey analysis was processed in primary survey methods that were followed in the process of demographic question methods in the impacts information technology process.

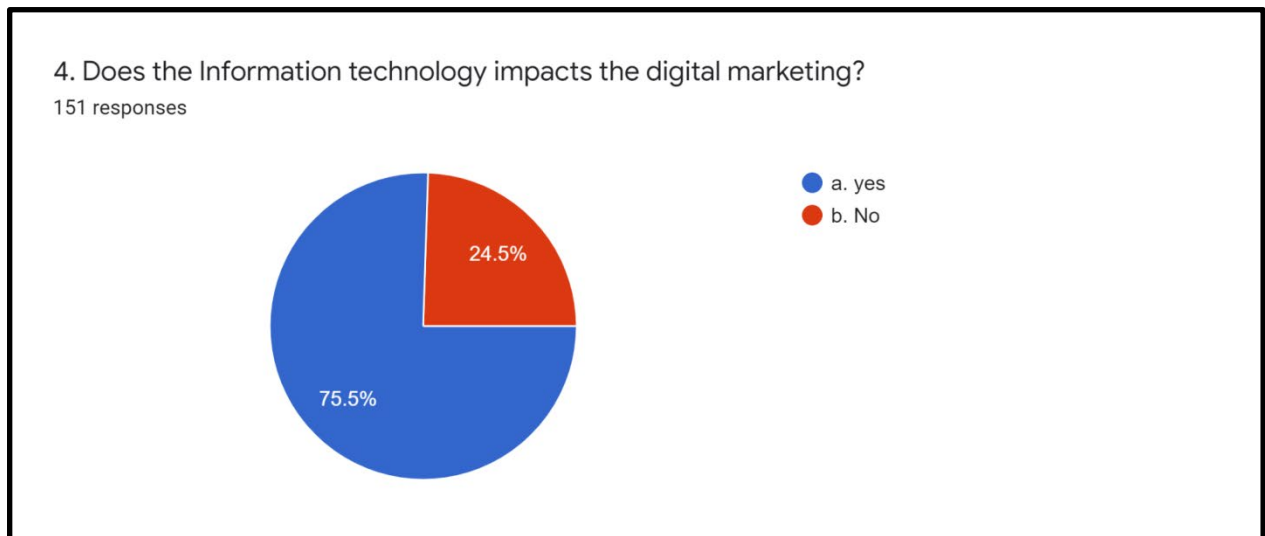


Figure 4.2.4: Information technology impacts the digital marketing

(Source: Excel)

Above *figure 4.2.4* showed that the analysis of the 5 respondents were viewed by this primary data method that was critical over reviewed in the process of responses in between these information technology digital marketing responses process in **75.5 %**. The all-over respondents were responses in the primary data analysis process of research findings that were analyzed in the critical extraction methods. The positive values were evaluated in the data of **75.5 %** and the negative data is **25.5%**.

4.2.5 Advance technology influence the digital marketing

All the values were given more numerical data structures that were allowed in the next survey analysis process. The responses of different variables were given, and more perfection among the respondents of the survey process.

5. Do you agree advance technology influence the digital marketing?

152 responses

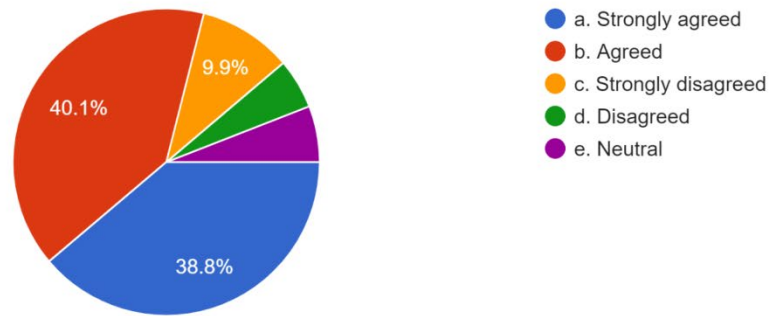


Figure 4.2.5 Advance technology influence the digital marketing

(Source: Excel)

The *above figure 4.2.5* showed that **40.1 %** agreed with the responses and **9.9 %** strongly disagree with the percentages and **38.8 %** strongly agreed that were involved in the tremendous impacting process of the digital marketing process.

4.2.6 Effectiveness of the digital marketing enhances the economical growth

The selected survey process has been described in the analysis process of data findings. Primary quantitative methods increased their chances of enhancing the economical differentiation between the age proceedings of different materials (Krishen, 2021). The all-over project was followed in the survey process of the effectiveness of economical growth.

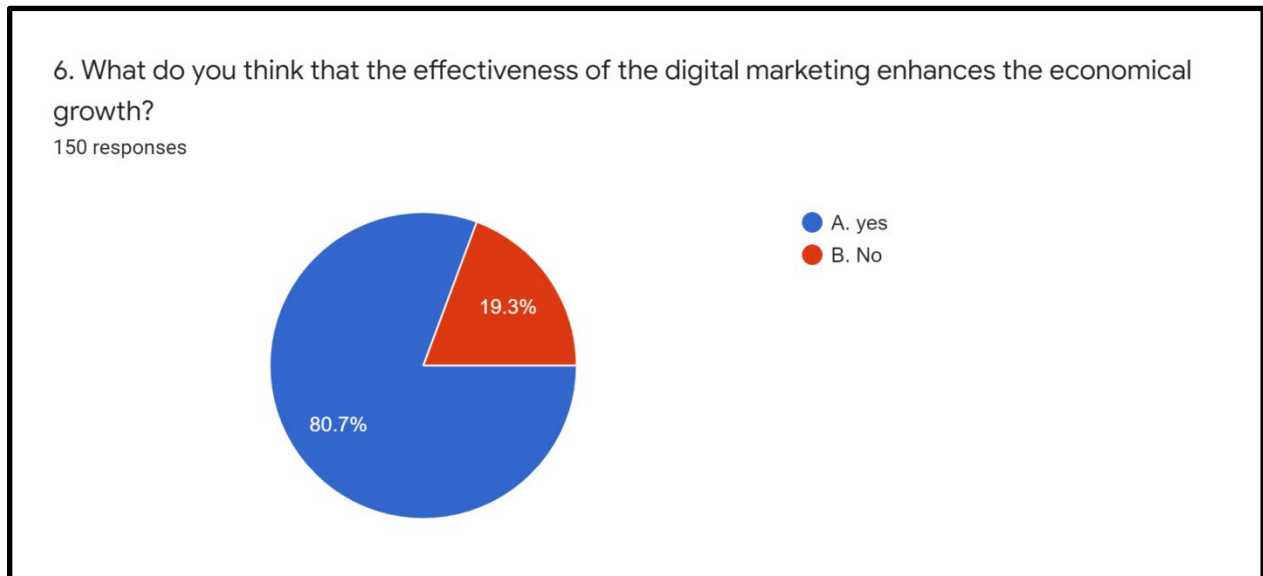


Figure 4.2.6 Effectiveness of the digital marketing enhances the economical growth

(Source: Excel)

The *above figure 4.2.6* showed that **80.7 %** of the positive effective power of enhancing digital marketing was supported in economic development. The decreasing values were provided at **19.3 %**.

4.2.7 Challenges of door-to-door marketing impact the digital marketing for Patanjali

All the values were given more numerical data structures that were allowed in the next survey analysis process. The responses of different variables were given, and more perfection among the respondents of the survey process.

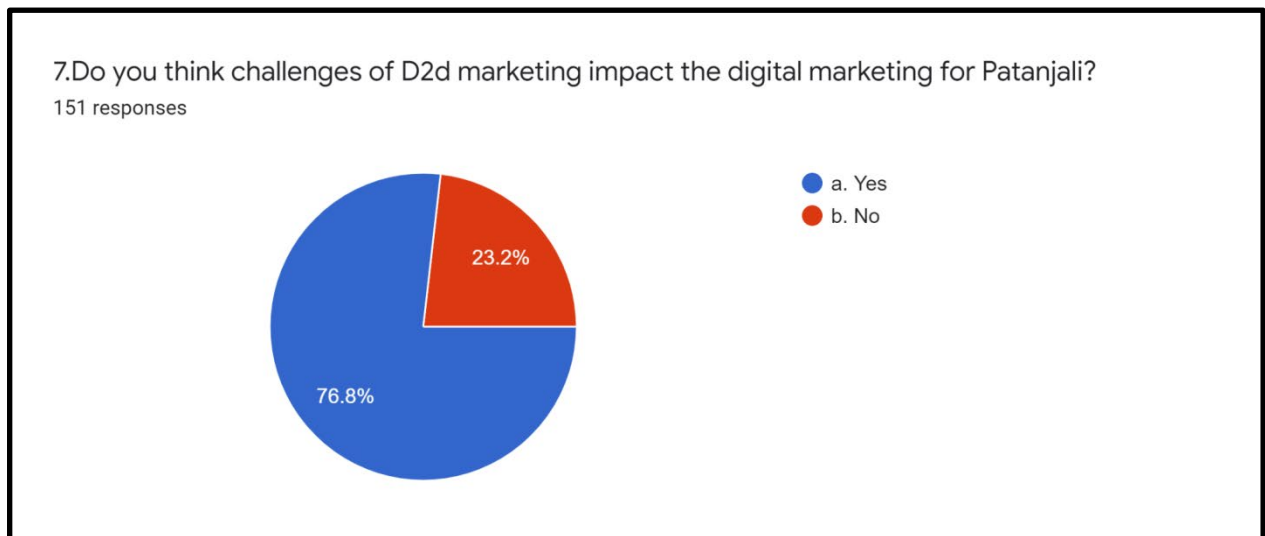


Figure 4.2.7 Challenges of D2d marketing impact the digital marketing for Patanjali

(Source: Excel)

The above *figure 4.2.7* showed that challenging factors that were greatly influenced in the percentages was **78.3 %** and the decreasing the overcome of challenges were raised the value was **23.2 %**.

4.2.8 Employee engagement increases the positivity of the digital marketing

All the values were given more numerical data structures that were allowed in the next survey analysis process. The responses of different variables were given, and more perfection among the respondents of the survey process in the door-to-door process.

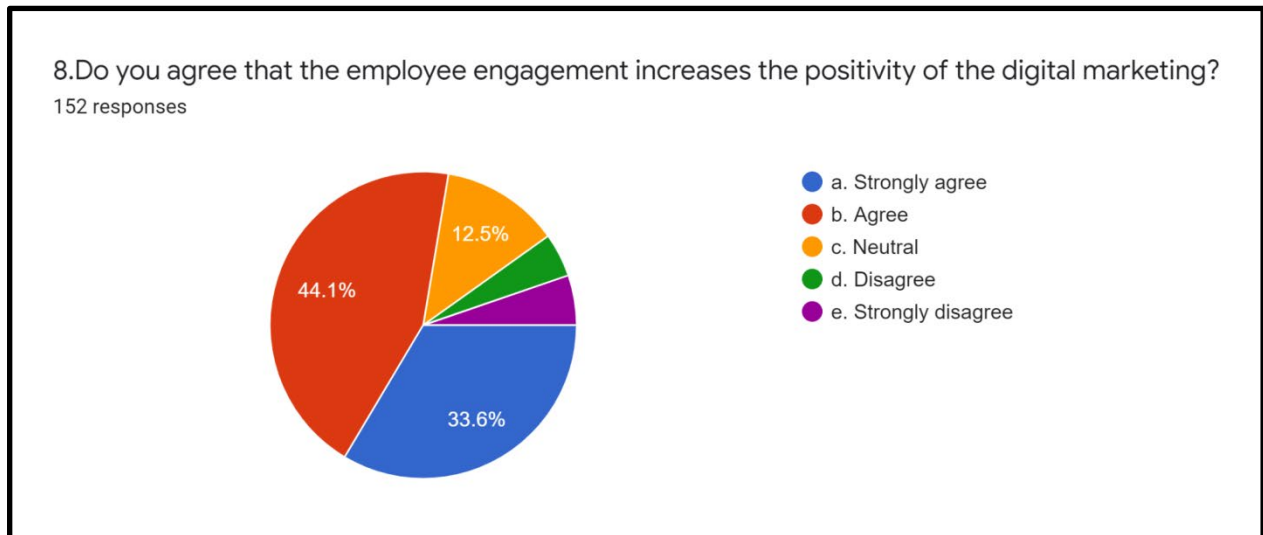


Figure 4.2.9: Employee engagement increases the positivity of the digital marketing

(Source: Excel)

The above *figure 4.2.9* showed the employee engagement values were **44.1 %** that was increased employee power for demanding the digital marketing process. The neutral values were **12.5 %** and the negative evaluation was **33.6 %**.

4.2.10 Door-to-door process enhances the customer satisfaction

The door-to-door process enhanced the "customer satisfaction" that influenced the process of digitalization. It brought more satisfaction to the process of digitalization.

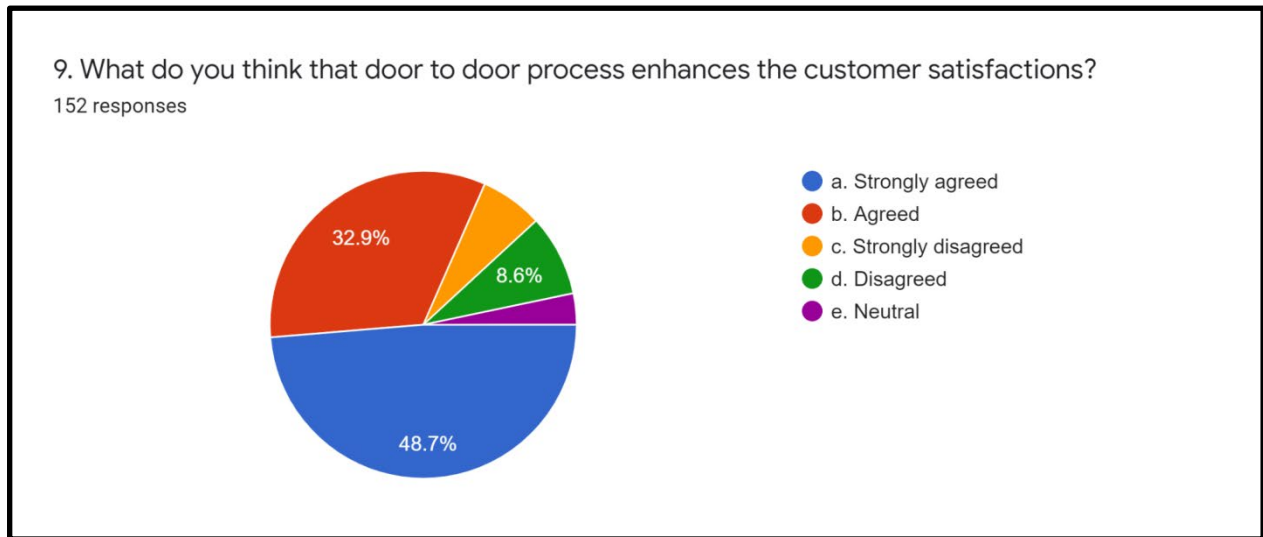


Figure 4.2.10: Door to door process enhances the customer satisfaction

(Source: Excel)

The *above figure 4.2.10* showed the agreed survey responses were **32.9 %** and the disagree percentages were **8.6 %**. The increasing behavior of strongly disagree percentages was **48.7 %**.

4.2.11 Recommendation helps the company in increasing the digital marketing procedures

The recommendation increased the procedures of digital marketing process with great transaction values in the market demanding criteria that was evaluated in the set up of door-to-door process of evaluation.

11. Do you agree that given recommendation helps the company in increasing the digital marketing procedures?

152 responses

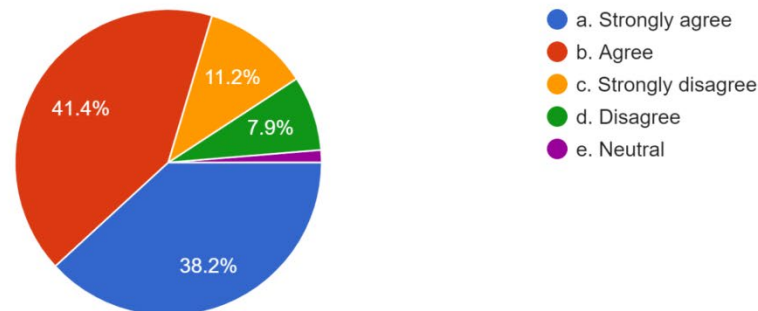


Figure 4.2.11 Recommendation helps the company in increasing the digital marketing procedures

(Source: Excel)

The *above figure 4.2.11* provided more numerical survey responses in the gathering various survey process that showed in their market domination with values of strongly disagrees were **32.5 %**. The agreement of responses was **41.4 %** and disagree percentage was **7.9 %**. And strongly disagree were **11.2 %**.

4.2.12 Evaluations of the information technology increase the digital marketing process and meet the customer's demand

The evaluations of the information “*technology-enhanced*” digital marketing process are shown in the data of the survey process. The customer demanding factors enhanced the process of the digital marketing process.

12. Does the evaluations of the information technology increases the digital marketing process and meet the customers demand?

152 responses

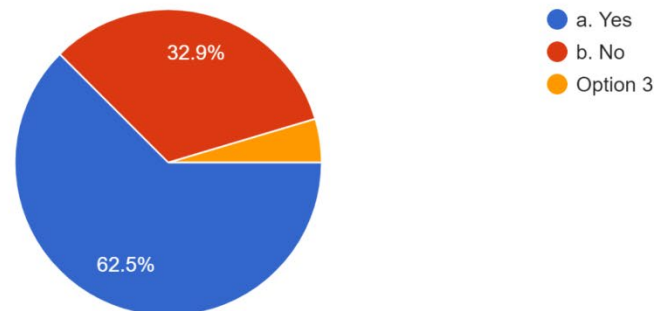


Figure 4.2.12 Evaluations of the information technology increase the digital marketing process and meet the customer's demand

(Source: Excel)

Above figure 4.2.12 showed the variables of positive and negative responses in the enhancing digital marketing process, **62.5 %** showed the increasing values of the process of negative evaluation was gone by **32.5 %**. The comparison values were defined as the gap between the increasing and decreasing values was **30 %**.

Chi square analysis is the statistical hypothesis that provide the statistical values of technology increasing phases. It provide the performing structures of null hypothesis state of specific analysis of marketing evaluation data methods. In the statistical value is regared the demographic graph analysis phases of maximum values of technology reagradation process that was effected the positive data of 62.5 % and negative implication provide the decreasing values of customer deanding factors. The negative value shows the 32.9% and it effects on the customer demanding factors.

4.3 Secondary systematic data analysis

4.3.1 Quality review

This quality review is performed to identify the effectiveness of digital marketing in comparison to the marketing process of international marketing corporate limited.

Authors	Study design	Number of resources or samples	Results	Quality review
Yadav (2018)	Primary data	200 data samples	Understanding the marketing strategies of the Patanjali company	The process of growth of the Ayurved company of Patanjali is identified
Saha <i>et al.</i> (2021)	Primary data	450 records	The importance of making quality products are understood in this study	The 4 p's are identified from this study that is "product", "price", "place", and "promotion."
Moovendhanet <i>al.</i> (2020)	Primary data	250 data sample	The expansion of business in promoting the Indian herbal toothpaste products	Business strategies of multinational companies are identified in this research
Sharma <i>et al.</i> 2019	Primary data	160 full-text data	Current trends in the Patanjali Ayurved market are identified	The utilization of the online marketing channels for the increase in sales and market share
Pandey and Paul, (2020)	Primary data	119 respondents	Demonstration of the position of Patanjali in the Fast-moving consumer goods organization	The annual growth rate of the company is determined by the sales of the herbal products
Shukla (2018)	Primary data	9 records	The economic growth of the company is measured in this relevant study	The mixed marketing strategy followed by the Ayurved company of Baba Ramdev

Mahapatra and Patra (2018)	Primary data	117 full-text data	The positive effect on the Indian customers in using the ayurvedic products	The Ayurved company recognizes the health consciousness of the customers
Suresh and Vijai(2018)	Secondary data	300 data collected from various fields	The change in global business due to the creation of Indian products	The growth of profit of the Patanjali goods is identified.
Garg (2018)	Primary data	11 records	The expectations of the consumers regarding the products are known	In this study, the demand of the customers is fulfilled by making green products
Goyal and Srivastava (2021)	Primary data	120 data sample	Marketing strategies are understood in this study	The innovation of new tools and methods is done in the pandemic situation revealed in the country.

Table 4.3.1: Quality review

(Source: Learner)

Table 4.1 refers to the Quality review where the customers' views regarding the collected data. The data collected are related to the competition regarding the business strategies between the **“International marketing corporation”** and the **“Patanjali Ayurved Company”**.

4.3.2 Data extraction process

The process of data extraction is conducted to extract relevant data from the article studied that is required for this research.

In the data extraction suggest the techniques of collecting disparate types of data structures of various article reviewing process. In overcome many variabilities of data structures for gathering information process of designing process. The secondary data analysis used for providing existence of data structures of previous research study that allow for finding

answer of existing articles. It establishing the data manipulations of purposes of resseratrch study methods and define their existences of collections of seconsdary data.

Author name	Publication year	Study design	Data extraction process
Yadav	2018	Primary data	The information is collected from the discussion section of the article as it contains the discussion of the overall chapters regarding the topic.
Saha <i>et al.</i>	2021	Primary data	The data derived from the methodology section for its description regarding the data collection method and the sampling method
Moovendhanet <i>al.</i>	2020	Primary data	The data drawn from this article are from the background section, as the collected information is relevant to the research topic.
Sharma <i>et al.</i>	2019	Primary data	The data are taken from the chapter on the methodology of this article, as this section has a broader sample size.

Pandey and Paul	2020	Primary data	The data collected from the background of the study as it discusses the background of the study with a relevant problem statement.
Shukla	2018	Primary data	From this article, a portion of the literature review was taken out for conducting the study as it contains critics of various authors.
Mahapatra and Patra	2018	Primary data	The data was extracted from the methodology section and the data analysis section for its more comprehensive range of sample sizes.
Suresh and Vijai	2018	Secondary data	This data was extracted from the literature review section of this specific article.
Garg	2018	Primary data	The data extracted from the findings and analysis section the data analysis section consists of data related to graphs and mathematical expressions.

Goyal and Srivastava	2021	Primary data	The data collected from the articles are from the literature review section for its greater sample size.
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Table 4.3.2: Data extraction process

(Source: Learner)

Table 4.3.2 refers to the data extraction process where the primary data collected from the different sections of the selected articles is helpful for the research purpose.

4.3.3 Thematic coding

The coding of themes is done qualitatively to analyze the data extracted from the articles. These themes help analyze the research purpose and the benefit of conducting the research.

Author	Code	Theme
Yadav (2018)	<p><i>“PatanjaliAyurvedic Limited”, “FMCG”, “marketing mix”, “AIDA”, “branded house strategy”</i></p>	<p><i>Theme 1: discussing the marketing strategies of the fast-moving consumer goods sector</i></p>
Saha et al. (2021)	<p><i>“Ayurvedic, Patanjali”, “Sri SriTattva”, “strategic marketing mix strategy”</i></p>	
Moovendhanet al. (2020)	<p><i>“Toothpaste brands”; “marketing mix”; “marketing practices comparison”; “herbal product”.</i></p>	<p><i>Theme 2: survival of herbal toothpaste brands against multinational firms</i></p>
Sharma et al. 2019	<p><i>“Ayurved”, “Compound Annual Growth Rate”, “FMCG”, “GDP”, “Industry”, “Portfolio”</i></p>	
Pandey and Paul, (2020)	<p><i>“Digital marketing”, “herbal products”, “pricing”, “trust”, “value creation”</i></p>	<p><i>Theme 3: the value of Patanjali marketing Ayurved</i></p>

Shukla (2018)	“Small sector BPO”, “Large sector BPO”, “MNC”, “Corporate Culture”, “Mental Fatigue”	
Mahapatra and Patra (2018)	“Ayurveda”, “FMCG”, “E-commerce”, “Advertising”, “Brands”, “Consumer Goods”	Theme 4: effect of swadeshi marketing on the consumers
Suresh and Vijai(2018)	“Environment”, “Eco-friendly”, “Global climate change”, “FMCG”, “Marketing Strategies”, “PatanjaliAyurved”.	
Garg (2018)	“FMCG”, “customer preference”, “advertising”, “buying behavior”	Theme 5: behavior of customers in the products of Patanjali
Goyal and Srivastava (2021)	“Internal Marketing”, “Disruption”, “Innovation”, “Managing Workforce during Covid-19”	

Table 4.3.3: Thematic coding

(Source: Learner)

Table 4.3.3 refers to thematic coding, where the different codes are collected from the research articles against which relevant themes are formulated. The principles are related to the article of the respective authors, and these authors have made a reviewed article concerning the codes.

4.3.4 Thematic analysis

In the process of thematic analysis allowed the description of article in secondary structural process with completion of overall recruitment. In the thematic analysis the Coding reliability thematic analysis that was developed for analyzing secondary data structures is by the Barun and Clarke. It gathered more information by following framework that provided data confirmation in various articles.

The study has based on the case study of digital marketing and door-to-door marketing in the IMC Company in India. This thematic analysis is essential to get knowledge about the specific matters in business.

Theme 1: Discussing the marketing strategies of the fast-moving consumer goods sector

The sector of consumer goods adopted specific strategies that help in the growth and development of the marketing companies. As stated by Das (2021), fast-moving sectors adapted the digitalization tools that are more effective for promoting the products. The growth of the company of Patanjali gains the ultimate success in being conscious of the health of the customers (Rishi, and Kuthuru, 2021). Therefore, creating toxic-free and green products leads to the development of the business to a more significant extent.

Theme 2: Survival of herbal toothpaste brands against multinational firms

The durability and the sustainability of the herbal toothpaste products are obtained from the gradual development of the Ayurved Company that manufactures herbal toothpaste. As stated by Misraet *al.* (2018), the ingredients of the herbal products are different from the components of the other ayurvedic companies available in the market. The quality of the outcomes of the multinational companies and the Indian Ayurved company can be analyzed by observing the online channels in which the descriptions of the products are available (Adlakha and Sharma, 2020). People can easily access those channels and can verify the ingredients used in making the products.

Theme 3: the value of Patanjali marketing Ayurved

The increasing demand for green products by the customers has increased the value of the marketing and the business of the “***Patanjali Company***”. The preference of customers for the

herbal materials is due to their fewer side effects as compared to the materials manufactured by other industries that comprise more materials that are toxic. As stated by Kukreja (2020), **“the quality of the products”** enhances the significance of the marketing process as customers are attracted to healthy products for their excellent body health. The **“price of the products”** is an essential factor in sustaining the increased value of the products. Every customer wants products for the value of money with quality. Therefore, the role of the companies also lies in providing discounts to potential customers regularly.

The attractive offers in the online system of marketing motivate customers in preferring buying Patanjali's products. . As stated by Malik *et al.* (2022), the **“location of the company”** is also an essential factor in making the transport facilities easier for the company's stakeholders to create effective communications. Therefore, the transportation charges are held (Adlakha and Sharma, 2020). Finally, the company's promotion is an essential factor in developing the value of the market.

Theme 4: Effect of swadeshi marketing on the consumers

The "swadeshi marketing" is increasing the reputation of the business in the native country. A large number of people are connected with the business organization for the emotional attachment to the swadeshi marketing. As per the view of Aravind (2019), implementation of the "swadeshi marketing" in the business is adequate to increase the sale of products among the native citizen. The application of ayurvedic materials for making the products in the Indian companies is favorable for the growth in the business sector. This research study has evaluated the essential facts regarding the research topic, which have a positive effect on people's minds about "swadeshi marketing" in the current century. Door-to-door marketing failed to reach a large number of candidates in a short time, which affected the business. Social media marketing is essential for the progression of the business to an extent level.

Theme 5: Behaviors of the customers in the products of Patanjali

Patanjali is a well-known business organization all over the world. The headquarters of Patanjali Company is present in India. The customer satisfaction rate is quite high for the company, which is fruitful for the business and achieves the massive business goals in the current time. As per the view of Pandey (2020), a high customer satisfaction rate is favorable for enhancing the financial condition of the business. Organic products are useful for consumers, which is favorable for the growth of the business to an extent level. The use of herbal things to produce products is the main reason for attracting people to the business organization. According to Prasad (2019), people are interested in "organic products" now.

Making organic products is essential for the success of the business in the present time to get success in the business.

There are various types of customer analysis that is found in the product consumption phases. Habitual buying behavior is also good essential factors for analysing the customization of product variations. In the development of complex buying behavior the enhancement of product consumption increase the market consumptional phases in the development of patanjali market process. Individual buying habit referes to the buying intensity of market consumptional phases. Organic products are increasing the market consumption of future demanding purposes.

4.4 Summary

The study has provided detailed information regarding digital marketing in terms of social media marketing in the present time, and this study has described the limitations of door-to-door marketing in the current situation in the business world. Digital marketing is vital to reach the maximum number of people for the promotion of the products, which is effective for the progress of business in the modern time.

Chapter 5: Discussion

5.1 Introduction

This chapter of the research mainly will focus on the key findings of the work and discuss the impact of the result. The data has been collected by following both the process of primary and secondary. The gathering of primary data has helped to analyze the current situation of a market. The discussion of research findings allowed for analysis of information about the literature review points in the basis of important factors. This topic mainly describe the advantages and disadvantages of important findings in future stages of examing factors in door to door marketing process. In the development of digital marketing it was showed in increase the customer satisfaction process was overview of door-to-door business marketing . The profit of the organization and develops the growth of the organization. Well-developed digital marketing increases the user's social platform that plays an impact on the profit percentage of the organization. It helps to connect the organization globally and this promotes the growth of the profit of that organization. The concept of digital marketing provide more suitability of advanced technology process in future analyzing phases of door to door marketing process that enhances the marketing growth of future progressive of study progress.

5.2 Discussion of the important findings

This research work has collected data by making a survey of over 151 participants and also gathered other kinds of information from published journals and articles. Dumitriu *et al.* (2019), state that focusing on the aim supported the research work for gathering relevant data by making proper survey questions. The data gathered by making survey questions supported the research work to find the effectiveness of the digital marketing of Patanjali over door-to-door marketing strategy. From the research work, it has been found that different age groups between 18 to 60 like the products of this company in an equal manner. The survey result shows that mainly the youths of the society show more interest in the products of the company. According to Melovic *et al.* (2020), in recent days youths of society mainly preferred the organic material available in the market. Youths of society are more health conscious rather than other age groups. This kind of result supported the marketing managers of Patanjali in making advertising over different social media platforms.

As the youths of Indian society spend more time on social media, the company leaders make advertisements on those platforms. In addition, the primary data collection process also found that males in the society used the products in a large number while comparing with other genders. Hence, it can be stated that, making an effective marketing strategy for digital platforms based on the algorithm supported attracting other genders to using the products of the company. This research work also follows the secondary data collection method. According to Rasal (2019), effective communication in various gender groups of society supports the business developers in attracting more customers. Increasing communication with different gender groups helped the marketing team to increase the popularity of their products among females of society.

This research work also finds the impact of digital marketing on the door to door business marketing and the impact on IMC LTD and Patanjali. The data gathered from the primary process helped to find that digital marketing mainly affected the mindset of the people and increased the number of customers of this company. As per the view of Omar and Atteya (2020), a digital marketing strategy mainly affected the decision-making process of the customers. The result finds that digital marketing supports Patanjali in increasing their sales by making more communication with their customers. The primary data analysis process found that in different marketing sectors including the organic food market digital market have a huge impact and its mainly affected the buying habit of the customers (Kaur, 2019). The survey results state that, more people with the fact that improving information technology affected the performance of the digital marketing process.

In digital marketing use of different advanced technology supports the business developers in attracting new customers. The use of advanced technology supports the influencers to reach a huge number of people and create a positive vibe on the mine set of people. On the other hand, Fernández-Uclés (2020) stated that the use of different web pages attracts more people from society. The primary data collection method shows a result that more of the respondents agreed with the fact that digital marketing helps a company including Patanjali for improving their economic condition.

Thereafter, using modern technology along with digital marketing supports the development of a huge customer base. On the other hand, According to Rasal (2019), there are some challenges in door-to-door marketing that affected the business market of Patanjali. The survey result also found that making more engagement of the employees in a company supports in

making more positivity in the digital marketing process. In addition, the result found that more of the respondents did not agree with the fact that making more employee engagement can improve the digital market. Developers have to engage more influencers and have to gather feedback from the customers (Fernández-Uclés). Thereafter, publishing those on different digital platforms supports improving the positivity of digital marketing. The results also found that door to door process developed the satisfaction level of the customers. This process makes more interaction with the customers allowing for solving the queries. For those reasons, more people agreed with the fact of the marketing process.

In addition, recommendation sometime helps for increasing the sales of a company. In digital marketing, the introduction of some influencers and making proper advertisement about the benefits of consumption of organic food supported attracting more customers. At the same time, using of digital platforms supported the business leaders in making a proper analysis of the purchasing habit of the customers. Thereafter, the marketing leaders of Patanjali can easily identify the demand of the customers (Omar and Atteya, 2020). On the other hand, data gathered from the secondary data collection process allowed for gathering the correct information regarding this research topic. This kind of data collection technique identified the impact of digital technology while attracting customers toward the use of organic products.

5.3 Comparison of the result with the other published works

The gathered information on the research topic has to be compared with other published articles and journals. Making this kind of comparison identified the benefits of the research result. The research work mainly followed both the process of data collection methods including “primary and secondary”. Using both the process of data collection helped for reducing the business of the result. The primary data collection method was done by making a survey of over 151 respondents. As per the view of Simms *et al.* (2019), the number of respondents has an impact on the potentiality of the research result. The selection of an odd number of participants reduces the chance to develop biases in the result. The primary data collection method has found that customers from different gender show different buying habit (Schroeder, 2021). Making advertising over different social media platforms by making a proper analysis of the algorithm of the using pattern supports for increase the number of customers. On the other hand, Bharucha (2018), stated that youths of India use different social media platforms including “Whatsapp, Facebook, and many more”. Thereafter, business leaders of different business organizations

including Patanjali make their advertisements on those platforms that help to make more communication with different customers.

In addition, the primary data of the research also indicated that the digital market has an impact on “door-to-door marketing” strategy. According to Yoga *et al.* (2019), the involvement of modern technology supports the development of the business activity of different firms. In the case of Patanjali, the business developers collaborate with different social media platforms which support the company in developing its economic condition (Financialexpress, 2022). The data collected by the primary data collection process indicated that the implementation of new technology supports the marketing team for making more communication with their customers.

On the other hand, the primary data also tried to collect information regarding employee engagement and its impact on digital marketing. According to Khoa and Hoa (2021), the development of different modern technologies and the arrangement of some courses works and training sessions for the employees help for developing their skills. Thereafter, increasing the skills of the employees regarding the use of modern technology supports gathering customer-related data from the market. At the same time, the secondary data collection method found that “*international marketing corporation*”, eliminated the middle man of a business organization (Khan and Kumar, 2020). Patanjali has violated the policies of “*The Advertising Standard Council of India (ASCI,1985)*” which affected its business growth (Ficci, 2022). In order to overcome, these kinds of issues leaders of the company now started to use different social media platforms for making their advertisements. This kind of factors has an impact on the marketing process of Patanjali. Hence, using digital platforms also supports the market developers in making more profit while comparing with door-to-door marketing.

5.4 Strength and the limitations of the study

The primary data collection method can provide more real-time information. In other words, it can be stated that through the survey questionnaires, the researcher has gathered important information or data on a particular chosen topic. The research has the ability to control all the data that is collected by the primary data collection method. Privacy has been maintained by following the primary data collection method (Lobe *et al.* 2020). In this paper, the researcher chooses random people for asking questions to get to know the current market demand of these

brands and their products among the customers. This strategy has been beneficial to understand the current market position of these brands that are acquired by both Patanjali and IMC LTD.

The marketing sector plays an important role in case of getting the attention of the customers. Thus, for this paper, the primary data collection method can be beneficial for collecting the up to date information (Nayak and Narayan, 2019). On the other hand, the secondary data collection method is beneficial to get past information about the chosen topic which will be beneficial for comparing the past data with the present collected data. Another strength of using the secondary data collection method is that this method is cheap and takes less time. All the information can be gathered within less time and the researcher does not have to spend a lot of money gathering the important information (Li *et al.* 2019). On the other hand, it can be stated the secondary data collection method can provide the access to gather information from different regions which can be collected within less time.

The limitation of this study is that in this research only the graphical analysis of the response has been done and based on that statement has been generated. However, only graphical analysis is not enough to show the real picture. Hence the data analysis section needed statistical analysis which could be done by Excel or SPSS software. In this research, statistical analysis has not been done which could make the research finding more justified and it is one of the most important limitations of this research.

For the survey, the researcher has been asked questions to the random participants to get their views on the chosen products as well as their marketing. In this case, it is important to mention that all the participants may not be using the products but still they are providing their opinion. To some extent, this information may be beneficial to understanding the current market demand but not product specific. On the other hand, if the participants are using one of these two products, their opinion can make a huge difference. Both the primary and secondary data collection methods have some drawbacks (Fraccastoro *et al.* 2021). In this case, the researcher had to ask several questions to different participants to get the data.

This process is not only time-consuming but at the same time, the researcher also had to put in physical labor while collecting the data (Klepek and Bauerová, 2020). Another important factor that should be considered as one of the limitations of the primary data collection process is gathering the information from random participants. In objective four the researcher stated the identification of the challenges which had not been successfully done by following the primary

or secondary data collection method (Li *et al.* 2019). Objective four can not be successfully done because the researcher did not choose any participants who belong to the marketing sector.

Gathering information such as the types of challenges that the marketing sector faced or mitigation strategies that have been followed by the marketing sector can be shared only by the people who belong to the marketing sector. This strategy has not been followed while collecting the data and thus, it can be stated that objective four could be more successfully done by choosing particular participants who belong to the marketing sector.

5.5 Summary

The chapter mainly focused on the data collected in this research work. This research followed both primary and secondary data collection methods. The gathering of survey data from 151 respondents supported the research work in reducing data biases. On the other hand, discussing secondary data also supports the research work for finding the impact of those published data.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Overall conclusion

From the discussion, it can be concluded that the main aim of digital marketing is to reach more people in less time. Thus, the companies are trying to grab their attention by doing online marketing where they are below the people who are spending most of their leisure time. This strategy is beneficial for getting the attention of the young generation along with young adults. However, it is also important to state that all people such as the elderly age group are not very active on online platforms. Thus, the companies which only focus on the digital marketing sector are unable to get the attention of the elderly people. This can be connected as a drawback of the online marketing strategy.

On the other hand, needless to say, e-marketing is in the future and thus most companies are trying to focus more on the digital marketing section to increase their revenue. However, a group of people do not believe in online food marketing and try to stick with the traditional way of marketing and buying. Thus in case, those companies which are following the traditional ways are getting their attention. The above analysis is satisfying the first research objective.

In the case of online marketing, people have the ability to rate a product after buying and understand the quality which will be beneficial for other customers but can be sometimes harmful to the company. The negative feedback can demotivate the company and it can affect its revenue. One of the most important drawbacks is maintaining privacy in the case of online marketing. However, on the other hand, in the case of the door-to-door marketing, this marketing strategy is more time-consuming. While the budget is low for marketing, the door-to-door marketing strategy can be the reason behind reducing the revenue of the brand because the marketers may not be able to reach more customers and grab their attention. The above analysis is satisfying the second research objective.

In the case of door-to-door marketing, organic products can not be carried or they can be hazards to the company. Thus, the companies are focusing on the digital marketing section to promote their products. On the other hand, in present days every group of people are somehow connected with different online platforms. Without a doubt, digital marketing is the way of the

future, and when businesses must continue marketing during the COVID 19 pandemic, they can only rely on this approach.. The above analysis is satisfying the third research objective.

However, on the other hand, in the case of Patanjali and their marketing, the company has to incorporate a third-party team for the management process. Incorporating a third party in the business sector can be risky sometimes. It can be harmful to the reputation of the company. If the reputation of the company gets hampered, and the economic revenue the company can also face consequences. In this dissertation paper, the marketing strategy of Patanjali and IMC Ltd organic products company has been discussed. This dissertation paper elaborately discusses the strengths and limitations of both the marketing strategies followed by these two companies. The above analysis is satisfying the fourth research objective.

6.2 Recommendations

Recommendation 1: Improve privacy matters and thus installation process at the time of using digital marketing

Online marketing can be beneficial for grabbing the attention of every age group of people at the same time. However, on the other hand, it also has been identified that online marketing has no privacy and the reviews can be impactful. The reviews can not just impact the buying nature of the customers but at the same time, they can also decrease the motivation rate of the employees of the company (As stated by Chamberlin and Boks (2018),). Thus, it can be recommended to focus on privacy matters and thus installation of different software systems can be beneficial to successfully implementing digital marketing.

Recommendation 2: Conduct both online and offline marketing for brand promotion

After understanding the current market demand and the market structure, the researchers can focus on the right marketing process that can be beneficial to reaching more people at the same time. Some companies that only sell their products through online marketing, lose a group of customers in the initial stage. According to Bughinet *al.* (2018), in the case of food products, many customers do not believe in online product marketing because in this case, the customers have to believe in the perspective of the company. Thus, incorporating both the marketing system, the online marketing style and the traditional marketing style can be beneficial for gaining the trust of all age groups of customers. Hence it is recommended to make both online and offline marketing for brand promotion. Patanjali chooses digital marketing for its brand

promotion and on the other hand, IMC Ltd chooses door-to-door marketing for its brand promotion.

Recommendation 3: Employ more marketing professionals for improving the quality of digital marketing

Social media marketing has become a part of digital marketing. As opined by Appel *et al.* (2020), people spend their leisure time in different social media platforms and thus, if companies successfully incorporate brand advertisement into different social media platforms. Following this strategy can be beneficial where the people can not get the option of skipping the advertisement, which can be beneficial to get the attention of the common people which will be beneficial for increasing the revenue of the company. Hence for the Patanjali needs to recruit more marketing professionals who have strong knowledge of digital marketing to improve the quality of digital advertisements.

6.3 Limitation of the study

The two common limitations that have been faced by the researcher while collecting the important information and the data for this research paper are lack of time and lack of budget. Needless to say, for the primary data collection method, a certain amount of time is needed to collect the data (Nayak and Narayan, 2019). For the primary data collection method, it can be stated that this process of data collection can be time-consuming and in this case, the researcher had to collect the data within a lesser time. Thus, all the important information and authentic data can not be gathered because of the lack of time (Kiran and Reddy, 2019).

On the other hand, for collecting authentic data by following the secondary data collection method, the researcher needs to access all the authentic sites. These sites can be able to provide all the important information to make the research paper enriched with relevant data. The access has to pay to get full access to some of these sites (Sherif, 2018). However, in this case, the research has some budget constraints, and thus much information has not been accessed which needed subscription charges to get access. All these problems can be considered as the limitations that are faced while working on this research paper.

6.4 Future implications

In future days research on different digital marketing modes that can be applied to the company can be discussed. In this paper, different problems have also been identified while working on this research paper. Focusing on mitigation strategies can be considered a new research topic which will be beneficial not only for the readers but for the companies as well (Nayak and Narayan, 2019). In this research paper, the researcher elaborates on the marketing strategies followed by Patanjali and IMC Ltd organic food company. From this research paper, the readers are able to get an overview of the chosen marketing strategies by these two companies. The researcher also elaborate discussed the challenges and limitations of choosing a particular marketing strategy.

This research paper is able to provide some recommendations that can be beneficial for providing in-depth knowledge about this sector. However, the researcher chose random participants and did not follow a proper sampling technique for choosing the participants for the survey questionnaires for this research paper. Thus, the researcher fails to satisfy research objective number four successfully. It is recommended that choosing the proper participants from different marketing sectors, or choosing the participants who are currently using these products can be beneficial for satisfying the research objective four successfully (Kiran and Reddy, 2019). Needless to say, the people who belong to that sector can only be able to state the challenges and the mitigation strategies that they usually follow to overcome those problems. Thus, it can be stated that choosing the right participants and the right sampling technique is required for further study.

6.5 Summary

In this dissertation paper, the discussion has been based on the effectiveness of digital marketing and the effectiveness of door-to-door marketing. The chosen companies are Patanjali and IMC Ltd Organic Product manufacturing company. Dissertation's first chapter gives a general summary of the work, outlining the study's history, its issue statement, and its scope. The aim and objectives of the research paper have also been started in this section which can be considered one of the most important factors of the paper. The further chapters and the themes will also be developed based on the aim and objectives of the study. Research questions are also developed in this chapter of the dissertation paper.

In the second chapter or in the literature review section, different themes have been developed based on the objectives of the research paper. Discussion of these themes can be beneficial for discussing the chosen research topic elaboratively. In the first theme, the concept of digital marketing has been started which will be beneficial for the readers to get an overview of the concept of digital marketing. In the second theme, the discussion has been based on providing an overview of the door-to-door organic product marketing concept. In the third and fourth themes, the discussion has been based on the advantages and disadvantages of online marketing and door-to-door marketing strategies.

In the other three themes, an overview has been provided where the differences and effectiveness of the marketing strategies have been stated along with the recommendations to increase the effectiveness of both the marketing policies. The impact of digital marketing on the profit percent of a company is also stated in this paper.

In the third chapter or the methodology section, the discussion has been based on the tools and techniques or the methods that have been chosen to collect the important information and authentic data to make the paper more enriched with useful information. Primary and secondary data collection methods had been followed for this research paper which will be beneficial to provide elaborative practical and theoretical knowledge. The chosen research philosophy is positivism, the chosen research approach is deductive approach, and the chosen research design is the descriptive research design. For analyzing the data, thematic analysis has been done.

In the fourth chapter of the result section, the survey analyzes answers collected from the participants have another hand, different journals and articles have been collected. They

elaborate analyzed to get authentic information to meet the satisfaction level of all the objectives.

The discussion part of the study mainly focused on the impact of the collected data. In addition, doing surveys with over 151 participants supported the research work for reducing biases in work. On the other hand, the gathered data helped the market developers of Patanjali to use more digital marketing rather than “door-to-door marketing.” At the same time, secondary data also helps develop the collected data's potentiality. Hence, analyzing the strength and limitations of the work supports the development of a practical result.

In the sixth chapter of the dissertation paper, recommendations have been provided which can be beneficial for the companies to identify the factors that can be improved to increase the efficiency rate of the marketing strategies. Some recommendations have also been provided that can be beneficial to overcome the challenges faced while working on this dissertation paper. All the suggestions can be helpful for the readers to get an overview of the chosen topic as well as to increase the future scopes.

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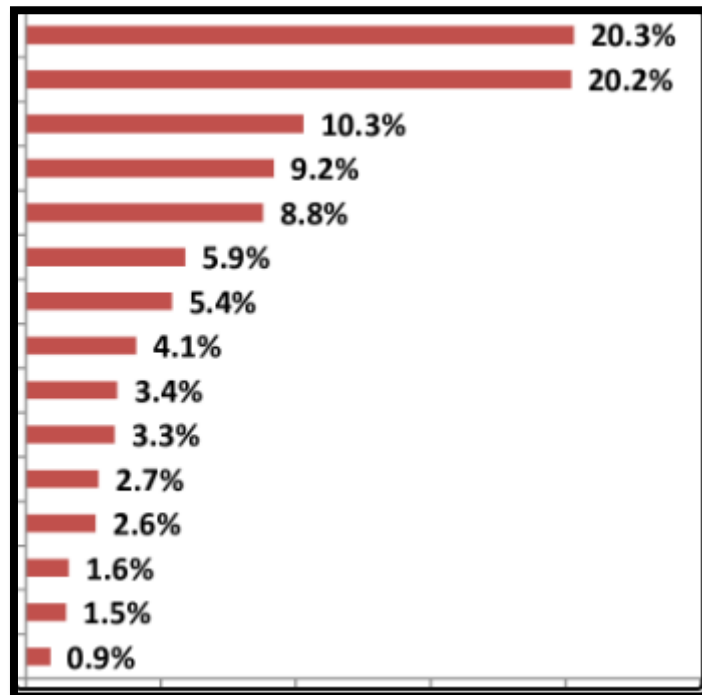
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Appendices

Appendix 1: Impact of Digital Marketing on Organization



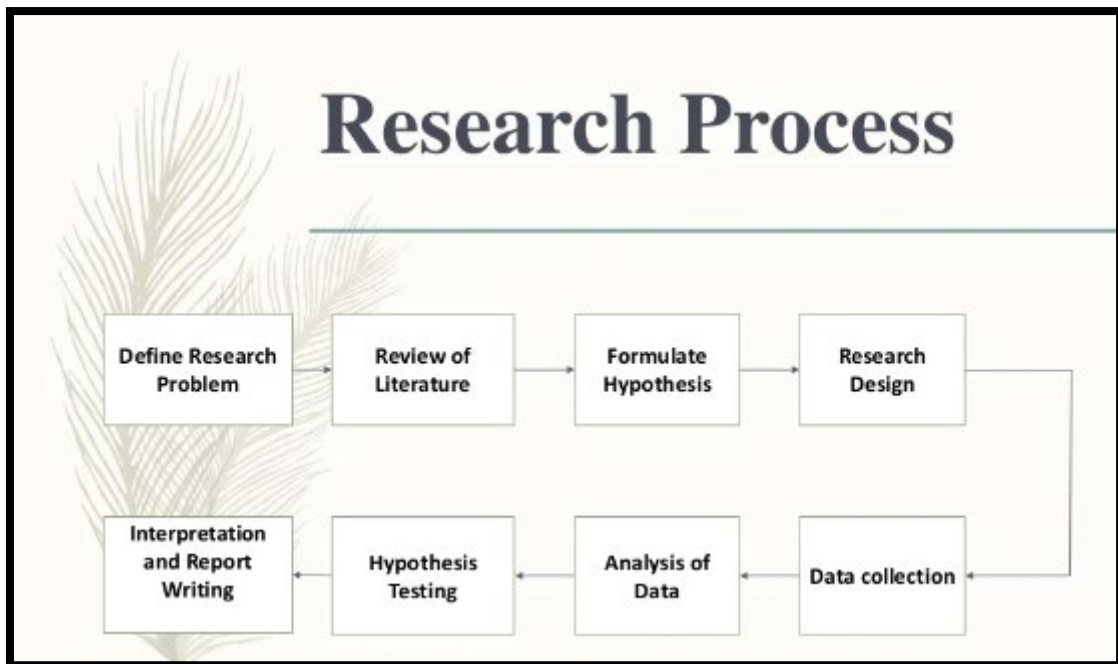
(Source: researchgate.net/figure/Digital-Marketing-Commercial-Impact-Source-http-wwwwmartinsightscom_fig1_328253026)

Appendix 2: Digital Marketing



(Source: <https://digitalmarketing.netmax.co.in/digital-marketing-vs-traditional-marketing>)

Appendix 3: Research process



(Source: <https://pt.slideshare.net/SerajulHaque/process-of-research-research-methodology>)

Appendix 4: Survey question

1. What do you think about the digital marketing affect Patanjali D2D marketing?
 - a. Digital marketing increases the Patanjali D2D
 - b. Enhances the customers
 - c. I do not know
 - d. It affects the marketing in the D2D process
2. Does Information technology impact digital marketing?
 - a. yes
 - b. No
3. Do you agree that advanced technology influence digital marketing?
 - a. Strongly agreed
 - b. Agreed
 - c. Strongly disagreed
 - d. Disagreed
 - e. Neutral
3. What do you think that the effectiveness of digital marketing in enhancing economic growth?
 - A.Yes
 - B. No
5. Do you think the challenges of D2d marketing impact digital marketing for Patanjali?
 - a. Yes
 - b. No
6. Do you agree that employee engagement increases the positivity of digital marketing?
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
7. What do you think that door to door process enhances customer satisfaction?
 - a. Strongly agreed
 - b. Agreed
 - c. Strongly disagreed
 - d. Disagreed

e. Neutral

8. Does the challenges faced by the digital marketing diminishes the marketing efficiency of the Patanjali company?

a. Yes

b. No

9. Do you agree that given recommendation helps the company in increasing the digital marketing procedures?

a. Strongly agree

b. Agree

c. Strongly disagree

d. Disagree

e. Neutral

10. Does the evaluations of the information technology increases the digital marketing process and meet the customers demand?

a. Yes

b. No