

Impact of Digital Marketing on Indian Consumers

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Abstract

The purpose of the study is to look into the opportunities of digital marketing. Here, Digital Marketing is the application of digital channels to promote or market products and services to consumers and businesses. This is the analysis that also explains about different channels of digital marketing. After the explosion of Internet, marketing strategy has taken an incredible root to reach out to the public. The digital marketing has shown cannot be match up with any other line of attack the retail sector in India is booming both on and offline that will create incredible growth. India is a relative latecomer to the online shopping revolution but it predicted that online sales would grow by 50 per cent annually in the next few years. There are many reimbursement of using digital marketing platform to market the company's products and services but there are some challenges that a marketer using the digital marketing strategy has to face.

Keywords: Digital Marketing Channel; Schizogenesis; Virtual Relationship

Introduction

Digital Marketing is the application of digital channels to promote or market products and services to consumers and businesses.

According to American Marketing Association, "The performance of business activities which directs the flow of goods & services from manufacturer to consumers".

Digital Marketing Channel

Multiple channels facilitate digital Marketing, as an advertiser one's core objective is to find channels, which result in maximum two-way communication and a better overall return on investment (ROI) for the

brand. There are multiple online marketing channels available namely:

1. Affiliate marketing
2. Display advertising
3. Email marketing
4. Search marketing
5. Social Media
6. Social Networking
7. Mobile Marketing

There is a so many sources of digital marketing by approaching of ICT and IOT. The below are the sources of digital marketing in present scenario.

- Websites and SEO content
- Blogs
- Internet banner ads
- Online video content
- Pay-per-click (PPC) advertising
- Email marketing
- Social media marketing (Facebook, Twitter, LinkedIn, WhatsApp, Hangouts, Hike etc.)
- Mobile marketing (SMS, MMS, etc.)

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Received on 13.06.2018, **Accepted on** 21.06.2018

Digital Marketing Scenario In India

India is the world's second largest internet population. After the explosion of Internet, marketing strategy has taken an inedible root to reach out to the public. The digital marketing has shown cannot be match up with any other line of attack the retail sector in India is booming both on and offline that will create incredible growth. India is a relative latecomer to the online shopping revolution but it predicted that online sales would grow by 50 per cent annually in the next few years. India is already the second largest nation of internet users with over 120 million and the rapid uptake of mobile. Social media is helping to drive the development of digital marketing. All the time more wealthy population of young internet sense customers is spending more time and money online and in doing so are influence-shopping trends. Along with the popular products online are books, consumer electronics, travel, financial services, apparel, and beauty care. Through this shopping activity is concentrated in major urban conurbations with Mumbai being the main centre followed by Delhi and Kolkata.

Digital India And Digital Marketing

Making smart by adapting the digital initiations are necessary for every society. Even India is also moving with the concept of Digital India" that is biggest step from the side of government for making the people smart in their daily activities. The concept was introduced on July 1st, 2015 by the Prime Minister. The initiative includes plans to connect rural areas with high speed internet networks. Digital India has three core components. These include:

- The creation of digital infrastructure
- Delivering services digitally
- Digital literacy

Materials and Methods

Research included gathering both primary and secondary data.

Primary data is the first hand data, which are selected a fresh and thus happen to be original in character. Primary Data was crucial to know the Impact of digital marketing.

Secondary data are those which have collected by someone else and which already have passed through statistical process. Secondary data has taken from internet, newspaper, magazines, and companies' web sites.

Objective of Study

Hence, these objectives were translate into three key focus areas –

- Focusing on importance of digitalization in marketing
- Find the impact of government policies in relating to digitalization.
- Understand the advantages and challenges in digital marketing.

Sampling Unit

It gives the target population that will sample. This research was carried in Sri Krishnadevaraya University campus and surrounding areas. These were 100 respondents.

Data Completion and Analysis

The tabulate and findings of the project were presented followed by analysis and interpretation to reach certain conclusions by after the data has collected. The table 1 shows the response of people about impact of digital marketing. This response is base on the satisfaction level after using the digital marketing. Here, level of satisfaction is impacted on stars like 5 star (Highly Satisfied), 4 Star (Satisfied), 3 Star (Good), 2 Star (Not Bad) 1 Star (Not satisfied).

Table 1: Survey Results

S. No.	Impact of Digital Marketing	5 Star	4 Star	3 Star	2 Star	1 Star
1	Customer Feasibility	48	26	14	8	4
2	Brand Awareness	18	38	22	14	8
3	Virtual relationships	10	48	34	8	0
4	Expenditure	8	62	14	4	12
5	Accessibility	24	58	10	6	2
6	Growth	6	16	22	42	14

Impact and Objectives By 2019

- Provided that Broadband in 2.5 lakh villages, (universal phone connectivity)
- Zero Imports by 2020
- 400,000 Public Internet Access Points (PIAP)
- Wi-fi in 2.5 lakh schools, all universities~ Public wi-fi hotspots for citizens
- 1.7 Cr trained for IT, Telecom and Electronics Jobs
- Direct 1.7 Cr. and Indirect at least 8.5 Cr. Jobs
- E-Governance & e-Services
- India to be leader in IT use in services health, education, banking.
- Digitally empowered public cloud, internet access

Advantages of Digital Marketing

Digital marketing has an huge scope to exploit the rural marketing in its promising stage in India. With the increase in number of internet users and increased sign up on social networks, we are witnessing a heavy penetration of digital media into the earlier unexplored segment of population. This opportunity not yet realized fully but definitely, in the coming years it would be one of the popular medium of marketing. In fact, the urban markets respond very well to the digital marketing techniques it can safely assumed that rural markets would follow. In adding together, the urban markets are now soaked, thus, marketers need a new place to channelize their resources and vigor.

The below are the advantages of Digital Marketing:

1. *Wider outreach to customers:* A product can advertised in any remote locations using digital media for marketing. This will give it more number of consumers to target with the available pool of resources.
2. *Active Feedback:* On ground, marketing has a major downside in terms of feedback to marketing strategy implemented. To analyze the customer's response to the product, more number of Man-hours is investing and most of the time it becomes tedious task to carry out the response surveys. In dissimilarity, digital marketing can easily keep a track of consumers who are interested or partly interested in product only by counting the number of clicks on the advertisements. Also, with use of modern software anyone can easily analyze the data and behavior patterns. Further, number of bouncers can record and other techniques can implemented to bring them on platform too.
3. *Low cost of transportation:* The features that needs to be put-up at strategic locations needs to be transported from the head branches to the target location. Due to terrible roads and far-away placements of rural villages, it results in a very high cost of transportations. In case of digital marketing, this cost is down substantially. All the features can project on respective media through digital means that means no travelling concerned.
4. *More lucrative options:* Digital marketing methods are not limited space or time. Marketers can deploy lucrative means such as videos, audios, teasers, real-time analysis, etc. to capture the attention of the consumers in the segment. Compared to on-ground marketing where only few options are available, these methods have significantly more number of options to expand customers.
5. Digital marketing is considerably more affordable than traditional offline marketing methods. Like e-mail / social media campaign, for example, can transmit a marketing message to consumers for the nearest fraction of the cost of a Television ad / print campaign, and potentially reach a wider audience.
6. Conduct marketing digitally is relieved with which results can tracked and monitored. Rather than conducting expensive customer study, companies can quickly view customer reaction rates and measure the success of their marketing movement in real-time, enabling them to plan more effectively for the next one.
7. It is easy to collect the feedback reports or number of readers instantly unlike the traditional media like T.V, radio or hoardings. In online advertising users can themselves search for any product and grab the information related to that product on any website and can give their feedback instantly. This eventually helps the entrepreneurs to upgrade themselves in a specific domain. Moreover, you can make a long-lasting impact on your target viewers at a faster rate.
8. It helps in promoting a business through digital medium like internet or mobile thus reaching millions of customers in a moment. Many small and large businesses are following the strategies of online marketing to endorse themselves globally. It includes tools like SEO, email, RSS, pay per click, blogging, instant messaging, social media, video streaming podcasting and many more.

9. The digital marketer monitor things like what is to viewed, how often and for how long, sales conversions, what content works and does not work, etc. While the internet is the channel most closely connected with digital marketing, others contain wireless text messaging, mobile instantaneous messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.
10. Digital marketing is sensibly priced, targetable, and assessable, and hence businesses do it and marketers love it.

Challenges of Digital Marketers

There are many reimbursement of using digital marketing platform to market the company's products and services but there are some challenges that a marketer using the digital marketing strategy has to face. The challenges are as follows:

- *Encouraging of Digital channels:* Providing of consumer preferences digitally which are used to multiple digital channels and a variety of devices that use different protocols, specifications and interfaces and they interact with those devices in different ways and for different purposes.
- *Escalating competition:* This is the required task to perform by every marketer by digital channels because digital equipments are comparatively cheap, compared with traditional media, making them within reach of practically every business of every size. With this, it is better to get the attention of Consumers.
- *Setting off data volumes:* Consumers is having an enormous follow of data in digital channels. It is very difficult to get a handle on all that data, as well as find the right data within exploding data volumes that can help you make the right decisions.

Digital Marketing Rules

Successful companies capture the power of digital word-of-mouth encouragement through these effective Eight Rules.

1. *Virtual relationships:* The world works on 24/7. The consumers with the disposable income have the least amount of time. However, they have high-speed Internet lines at home and at work. In addition, they want to buy what they want to buy when they want it.
2. *Virtual Identification:* Consumers use their eyes in every purchase and they carry the image in their subconscious. Visual brilliancy costs a lot, but its value is invaluable. Your digital marketing must also be radiant.
3. *Allowing customer needs:* Success requires curiosity and courage, instinct, and a taste for the jugular. It requires the customers to look beyond simple answers and impulsive consumer rejection (the customer does not always know what they want...we must show them). Digital marketing allows you to show them.
4. *Focus on biggest fans:* Research supports the "rule of 2-20-80-150." The 2 percent of customers (apostles) are personally responsible for 20 percent of sales. However, when they advocate to friends and acquaintances they are responsible for 80 percent of sales (and up to 150 percent of a company's profits).
5. *Welcome customer's scorn:* A complaint is a gift (according to Toyota). 'Complain once, let me fix it. Complain twice, shame on me. Complain three times, and I should be replaced'. When the complaints are really bad, listen and get ready to change. Also, find out not only what your customers really, really want, but also when and why they really want it.
6. *Passionate Employee disciple:* Container Store calls this "man in the desert" selling... listening, helping, engaging, and suggesting. Passion generation knowledge, Knowledge equals solutions. Solutions work out into sales. It is so simple but so from time to time exercised. connect your employees in the digital marketing journey.
7. *Take giant leaps:* Continuous improvement, incremental advances, and consolidation never changed the world. To change the world, you must show foresight, fearlessness, and fortitude. Big wins require big dreams. Think big in your digital marketing.
8. *Schizogenesis:* The laws of schizogenesis mean that relationships are not stable. Brands are always moving up, up, up, or down, down, down. Therefore, companies must learn how to use quantitative metrics, track customers like the third leg of the Profit & Loss — Revenues and Profits, Share of the properly defined universe, and advocacy.

Conclusion

Here, I conclude, every marketer must understand the psychology of their target segment, so, that they can be a successful marketer in the days to come in the competitive economy. The Digital marketing which has revolutionized the economy in common and marketing in details pose many threats and challenges to the marketer in the competitive market. unreliable buying behavior require the marketers to know the youth in a better way to devise suitable marketing strategies to keep the present and to capture the potential market, so that the market can move on from the sheer customer oriented marketing approach to “Technological Customer Oriented Marketing Approach” in the near future.

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