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ROLE OF DIGITAL MARKETING IN INDIA

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Abstract

Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Start ups who use digital marketing many times get failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.

Key Words: Digital marketing, social network, ecommerce online retail, startup and commandments.

Introduction

Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline. According to Institute of Direct Marketing "the use of internet and related digital information and communication technologies to achieve marketing objectives."

According to CAM Foundation "Digital marketing is a broad discipline, bringing together all forms of marketing that operates through electronic devices-online, on-mobile, on-screen. Over the years, digital marketing has developed enormously, and it continues to do so"

Search Engine marketing or Pay per Click Advertising, Social Media Marketing, Content Marketing, Mobile Marketing, Web Analytics, Marketing Automation, Content Writing & Rate Optimization are the popular and most-demanded areas in digital marketing.

It is the creative use of management information system(MIS) and technology which supports customers interaction with e-

marketers. Marketers need to use technology and information and intuition to set brands and grab opportunities. E-Commerce has unleashed the revolution which is changing the way of doing business. In 1997 U.S. gov't. allowed use of internet by commercial organisation. This gave impetus to new way of conducting trade and commerce.

In 2015 e-commerce activities get boost up with rapid expansion, multiplicity of campaign, deals based user acquisition and more. This shift in e-commerce become more noticeable with higher focus on consumer knowledge and retention, improvement in experience, and depth of assortment across an ever wider range of categories. E-commerce players are focusing on retention on existing customers and acquisition of new users. To enhance loyalty of customers towards e-commerce as a category they are differentiating in leveraging data and assortment trends to finally move towards one to one marketing principle. Customers are rewarded for their loyalty with better

experience across delivery, pricing, exclusive offer and return policies Early e-commerce trialists and adopters have clearly understood and experienced the immense benefit of e-commerce. Therefore companies are scaling down mass media advertising description of e-commerce targeted early trialists and adopters. Main digital platform such as Google, Face book, Twitter, You Tube etc. are rolling out more advertiser friendly products that are allowing smaller as well large players to market with high efficiency to early adopters. This is resulting in increase in digital marketing spending. Due to innovation of digital media coupled e-commerce players system is moving from application download and visit metrics to user metrics instead.

Investment made so far to generate early adopters of e-commerce are rotating into targeting late adopters through regional and vernacular offline media. Advertisers have finally accepted that there will be end of long form of advertisement and branded content will rise. Digital video- advertising even started issuing advisories asking consumers to keep edit length short. Brand are experimenting, to large extent, with expressing themselves through digital and youth content. This has driven wider choices of content, sharper entertainment propositions, and increase in the smart phone viewership dividend. Sustained advertiser investment depends on how fast the emerging digital content industry adopts scientific measurement tool. Innovations in the core products are generating big impact on user acquisition and retention due to digital store and service experience. The players who are delivering gaining more consumer friendly products and service improvement are gaining more.

Digital Marketing in India

Digital landscape is changing in India. India has all the potential to be a world leader in digital communication. More and more people by every passing year are joining the internet both from urban and rural fronts. increased possession of digital devices, falling prices of digital devices and data plans, increased connectivity, improved internet compatibility of various digital devices, felt need for internet and increased awareness, are leading the digital revolution in India which have not only put the digital industry in the fastest growing business league, but are also impacting the consumer behaviour.

Indian internet user base reached 40 crores (400 million) in the year December, 2015 (Sharma, 2015). India now stands at number two just after China in terms of number of internet users. The rate at which new internet users are adding to the existing pool was also the fastest for India. There were 15.6 crores (156 million) internet users in the year 2012 which reached to 30 crores (300 million) in the year 2014. Another 10 crores (100 million) users were added in just one year and number reached to 40 crores in the year 2015 as per Department of Electronics and Information Technology India (DeitY India, 2015). The number is further expected to cross 50 crores (500 million) mark by the end of year 2016 (PTI, 2015). Fig. 1.2 is depicting the no. of internet users in India since the year 1998 till 2015. The sharp growth can be attributed to decreased prices of internet enabled smart phones. People from rural India are contributing the most towards the increased internet user base; whereby they are accessing internet through their smartphones (DeitY India, 2015).

Purpose of the Study

It was observed from the past studies and recent reports that digital marketing is digital devices and data plans are increasing and customers are making use of digital marketing communication in buying decision making. Digital statistics of India, including the number of internet users, mobile devices ownership and subscription, mobile internet users and social networking sites subscription are also experiencing a steep increase. Marketers are increasing their marketing budget on digital platforms to promote their goods and services. So, taking a review of the state of affairs and past researches, it was thought appropriate to assess the impact of digital marketing communication in Indian passenger product market on the consumer buying decision process. Myriad digital channels are available in the market offering instant, cost effective and relevant information to the customers throughout their buying decision making journey. The purpose of the study was to know the impact of digital marketing communication on the entire product buying decision process. The study also aimed to identify the channels through which customers got access to digital information across various stages of product buying decision process. The study intended to

understand the most preferred digital channels of communication and demographic profiles of the customers using digital marketing communication in their buying decision process. The study also proposed to reveal the attitude, general difficulties faced by customers, influence of other important people and factors related to oneself, technology and resources towards usage of digital marketing communication while buying a product.

Statement of the Problem

It has been shown that the most common reasons for which customers switch over to the competitors is the insufficient communication with the customers (Merisavo et al. 2007). Modern digital technologies enable active and affordable interaction with the customers which enables the customers to produce valuable content both for himself and the company (Immonen and Joensuu, 2009). Marketers also find digital marketing communication substantially less costly than its traditional counterpart as well as interactive, measurable and individual in nature. The present study deals with Indian passenger product market, the fifth largest in the world which is expected to be third largest in the world by the year 2016 in terms of vehicle sales (Information Handling Services Automotive, 2013). There is a huge demand for the said product in Indian market and vast potential exists for strong penetration level with the backing of factors like size of the population in India, increasing purchasing power of people and exporting opportunities abroad (Booz and Company, 2011). Indian automobile sector has emerged as the one of the top digital media spender in past few years. An empirical academic study which focuses on digital marketing communication and its impact on consumer buying decision process would reveal the meaningful insights for the marketers like the preferred digital channels used by customers, the impact of digital marketing communication on various stages of consumer buying decision making process and potential deterrent and motivators of digital consumer behaviour. The study would also reveal the key demographical traits and their association with particular digital channel of communication that would further help marketers understanding the buying decision process of their prospects when buying is planned and facilitated by technology usage.

Review of Literature

Lee, Dolen, and Kolik (2013) did an exploratory research based on survey of secondary data captured from blogs, with the background of controversy on obesity issues and the role of social media in responsible food business. The study pertains to tracking press-releases of specific companies, as put up in their web-sites and analysing the online blog posts immediately following those press releases, as retrieved via Google Blog Search. The study was conducted considering the content and the level of fit between the CSR initiatives and the organisation.

Kaur, Sharma, Kaur and Sharma (2015) in a research focussed on the objectives of exploring the perception regarding Social Media and Employer Attractiveness among employees of Indian SME firms in Indian IT industry. They went on to analyse the impact of Social Media on Employer Branding in order to propose strategies for using the Social Media for the same.

Scope of the Study

In digital marketing facilities are far-off. So the village people formed digital marketing to fulfil their improvement on technology needs. The researcher has attempted to study the role of digital marketing in India.

Objectivities

- To study the functioning of digital marketing.
- To study the role of digital market in India.
- To analyse the buying motive towards the functioning of the digital marketing in India.
- To Review the role of digital marketing in India.
- To present finding conclusion and offer suggestions based on the findings of the study.

Methodology and data collection

This study consists of both the primary and secondary data.

Primary Data

Primary data will be collected through a well structured interview schedule after a project as through pilot study. Based on the experience in the pilot study and discussion with the guide the interview schedule will be thoroughly revised to suit to collect the primary data from the respondents.

Secondary Data

Besides online sources the secondary data will be collected through journals, books, magazines and past studies related to this study.

Sampling Design

To collect primary data, 30 respondents will be selected based on Proportionate random sampling method from the selected Digital Marketing in India.

Tools for Analysis

The following tools were used to analyse the collecting data. Thus the sample frame is as given in Table.

Overall Experience wise

Table Overall Experience

Code	Category	Frequency	Percent
1	You Tube	82	17.5
2	Twitter	35	7.4
3	Facebook	153	32.6
4	LinkedIn	32	6.8
5	Whats App	154	32.8
6	Others	14	2.9
Total		470	100.0

Source : Primary Data

Findings of the Study

- The study aimed to describe the demographic profile of consumers using digital channels of communication, the most preferred digital channels of communication, marketing communication on consumer buying decision making process
- Most of the respondent join digital marketing because of technology improvement in India.
- Majority of the respondent size of Ideal digital marketing 12 to 15 members.

Suggestions

- The study concluded that digital marketing communication affects the product buying decision process.
- It was found in the study that respondents used many digital platforms and digital channels to get information in each and every stage of product buying decision process.
- Respondents leveraged the potential digital media to gain information about various product brands and dealers, evaluating the product brands, making the selection 180 and purchase decision and expressing their post-purchase feelings.

Conclusion

Digital marketing communication has number of characteristics that make it the preferred communication alternative of modern era. The impact of digital marketing communication has been significant in categories like electronics, fashion, online music and games and many others. India, with the increasing number of internet users, rural population joining the digital revolution, decreasing data prices, internet enabled cheap priced devices and overall enthusiasm around digital platforms, technology and devices; has put itself one of the leading countries on global platform in terms of digital statistics. Indian passenger product market has been one of the largest digital spenders for last decade and consumers are resorting to digital platforms for completing important activities before buying a product. It is concluded from the study that digital marketing communication is affecting the consumer buying decision process while buying a product. According to the study, website emerged as the most used digital channel of communication while buying a product followed by social networking sites, smart phones communication has eased the evaluation process by facilitating easy comparison which also helped respondents making an informed decision. Respondents also altered their selection in terms of dealers, brands and models after researching online about the vehicle. Respondents paid greater attention to other rather the while making a product buying decision. Respondents also appreciated the use of digital communication while buying a product.

Respondents however, were hesitant in making online payment for booking of the product. The study also detailed the reasons for use of various digital channels in product buying decision process. The study revealed the important customer segments that are most likely to use digital channels of communication while buying a product. Respondents had positive attitude towards digital marketing characteristics due to inherent features of the latter. Respondents expressed their trust for digital marketing make use of digital communication due to its technical nature and lack of knowledge about digital technologies. Theory of Planned Behaviour (Decomposed) model was used to predict the intentions to use digital marketing communication while buying a product. The model was successful in explaining the usage

intentions and explained 63% variation in the intentions to use digital marketing communication while buying a product. Perceived usefulness, perceived ease of use and compatibility affected the attitude while buying a product. Compatibility identified in the study that friends, family and online friends affected the subjective norms and eventually the usage intentions. Self-efficacy, which dealt with being comfortable with the technology and ability of an individual to use digital technologies witho, affected the perceived behavioural control which ultimately affected the usage intentions. Usage intentions were also found affecting the actual usage of digital marketing communication while buying a product.

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