



A STUDY ON DIGITAL MARKETING IN INDIA

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KEYWORDS :

American Marketing Association defined marketing is the motion, set of association and processes for create, communicate, deliver and exchange aid that have value for customers, clients, allies, and society at large. Throughout the history, it has always been important to market the product to its audience and it's the best way to get the brand name out and make sales. Though promotion can be made through many ways, but it's necessary to satisfy the objectives of the organization by minimize the expenses. Digital marketing is the way to satisfy. Chaffey (2012) The application of the internet and related digital technologies in combination with conventional communication to accomplish marketing objectives Digital marketing is the use of the channels in order to reach the desired target market via some of the following channels social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing (polls, game adds, mobile marketing). Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses. Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location. Digital marketing has been recently referred as one of the best means to cut through the mess and interact directly with the consumer. Hence, with the trend toward direct, one-to-one marketing, additional attention is being paid to the use of the digital channels as a means of effectively advertising to consumers. While considering digital channels, the recent development is mobile marketing. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income consumers, and is forecasted to attain millions of users in the upcoming decade. Thus, research on digital channel advertising would impact greatly on the way business is done. The development and widespread use of internet technologies have transformed the way society communicates both in their daily and professional life. One of the for the most part important indicator of this transformation is emergence of new communication tools. New communication tools emerging with the development of technologies are called "digital marketing".

Digital marketing includes platforms like:

- Social media like Face book, Twitter, or Instagram.
- Business networking sites like LinkedIn.
- Promotional ads via emails.
- Paid pop-ups.
- Blogs
- Click bait links for viral content.

History of Digital Marketing:

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance. While the term 'digital marketing' may not have been used until the 1990s, digital marketing itself has roots to the mid-1980s when the *SoftAd* Group, now *ChannelNet*, developed advertising campaigns for several major automobile companies, wherein people would send in reader reply cards found in magazines and receive in return floppy disks that contained multimedia content promoting various cars and offering free test drives.

The rapid evolution of digital media has created new opportunities and avenues for advertising and marketing. Fueled by the proliferation of devices to access digital media, this has led to the exponential growth of digital advertising.

In 2012 and 2013 statistics showed digital marketing remained a growing field.

Digital media growth is estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioral Advertising (OBA) to tailor advertising for Internet users. Though an innovative resource, OBA raises concern with regards to consumer privacy and data protection. Such implications are important considerations for responsible communications. Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term 'digital marketing' has grown in popularity over time, particularly in certain countries. In the USA for example, 'online marketing' is still prevalent, and in Italy it is referred to as 'web marketing,' but in the UK and worldwide, 'digital marketing' has become the most common term, especially after the year 2013.

Digital technologies are becoming increasingly important in most sectors of economic activity. Due to high levels of interconnectivity, the Internet has been likened to the wheel and the airplane in terms of its ability to affect the future development of business and society. Consequently, the Internet has provided the impetus for many companies to rethink the role of technology, and evidence already indicates the extent of its global impact.

An interview was conducted with Mr. Yazan Taha, Digital Media Manager in MEC Agency, a global marketing company that specializes in online marketing. In the interview we discussed the importance of digital marketing, and its impact on business.

Mr. Taha introduced me to the digital marketing world by explaining its primary components, the strategies of good digital marketing plans, as well as the challenges facing this marketing sector. The contents of the interview are analyzed in the next section of this report.

Meaning of digital marketing

Digital marketing is a broad term that refers to various and different promotional techniques deployed to reach customers via digital technologies.

Digital marketing is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable and interactive.

Digital marketing includes a raft of Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels

that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), callback and on-hold mobile ring tones, e-books, optical disks and games.

Objectives of the Study:

1. To understand the present digital marketing system in India.
2. To know the benefits of digital market.
3. To know the challenges faced by digital market in India.
4. To compare the traditional marketing system to digital marketing.

Methodology of the Study: The present study based on empirical evidence. The primary data were collected through structured questionnaires by sample survey method. Since customer inclination towards digital marketing is the core focus of the study, a structured and close ended question are prepared. Sampling means a part of the population. Sample size is the number of respondents closer for the study. The sample size was 100 and the sample technique used stratifies random sampling as it covers the students, employees, self employees and others.

Limitation of the Study:

- The data was collected using close ended questionnaire.
- The sample size for the purpose of study is restricted to 100.
- Time is one of the main constraints.
- The sample for the study is restricted to educational institution and officers of the different department at Shikaripura city.

Digital Marketing Industry in India

Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made.

Going back to history, International Journal of Advanced Research Foundation reveals the following in 2016.

Between 1971 and 1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce.

1979: Michael Aldrich demonstrates the first online shopping system.

1981: Thomson Holidays UK is first business-to-business online shopping system to be installed.

1996: India MART B2B marketplace established in India.

2007: Flipkart was established in India. Every E-marketing or commercial enterprises uses majorly digital means for their marketing purposes.

In 2011, the digital marketing statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years. During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field.

From 2013 to March 2015, the investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment.

The report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-

Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing.

Benefits of Digital Marketing:

- Internet gives a wide access for the potential customers. Marketing the business to a large group of people is possible only through internet, such as a couple of billion people all over the world use internet and many more becoming aware of it too.
- With the help of the internet it is possible to cross the geographic and national boundaries of the countries.
- The cost of promoting the business through internet is cheaper comparing with the other medium of market.
- Internet allows the ability to stay connected to with customer on a real time basis. If any discount arises. It is very easy to communicate to the customer by which they can buy the product instantly.
- Internet marketing facilitates the instant feedback from the customers. Customers can share the experience after using the product.
- Internet marketing allows the business to be available 24/7, where by which the sales and profit will get increased.

CHALLENGES FACED BY DIGITAL MARKET IN INDIA

Narendra Modi launched his 1.13 lakh crore Digital India initiative on July 3 with a vision to digitally empower each and every citizen of the country. Though the plan is ready and we are good to go, but is it that easy to transform words written on a 'white paper' into a reality? Know all about the challenges of the grand mission before putting your foot forward to become digitally empowered.

Challenges are in every sector right from policy making, changing the work flow up to changing the mentality of the government officers. It is technological change within the most diversified nation. Few of them have been listed below:

High level of digital illiteracy: Digital illiteracy is prevalent in most of the towns and villages in India. Cities have adopted digitalization but limited to certain extent. Full fledged digitalization is cashless transaction on daily basis, use of internet services to get government certificates. This requires administration changes, Taxation changes and change in public mentality. So it's a team work which includes citizen's responsibility and support to the new system

1. **Connectivity to remote areas:** It is a mammoth task to have connectivity with each and every village, town and city. The problem of connectivity is a complex issue because every state has different laws pertaining to its execution. Also it is challenging for the central authorities to make a database where such a huge information can be stored.
2. **Compatibility with center state databases:** Every state has different internet protocols because every state is diversified. Diversified not only in the sense of religion but also in language. Hence software compatibility with the center is a crucial issue. Information shall be saved carefully.
3. **Cyber Crime:** There is cyber threat all over the globe and digital India will not be any exception. Hence we need a strong anti cyber crime team which maintains the database and protects it round the clock
4. **Inter Departmental Co ordination:** Within the government there are various departments which should be integrated. Integration has technical as well as corporate issue. Corporate in the sense self ego of the officers and staff of our government services are hurdle in the change. Also the middle man policy will be eliminated completely because of digital India, hence there will be imminent resistance from the working staff.

Traditional Market V/s Digital Market

Online marketing is more versatile than traditional marketing, though all the types look similar. Now that we know what traditional and online marketing is, let us find out the winner of the traditional vs. digital marketing contest.

Here are 11 reasons why digital marketing wins the traditional vs. digital marketing battle.

- 1. Reduced cost:-** Newspaper ads, television ads, and the likes cost a lot. Online advertising on the other hand is something even young entrepreneurs can afford right out of some saved up money. So, even school goers can have a startup thanks to the cheap cost price for online marketing. This in turn helps expand the scope of marketing across boundaries of age and finance. Reduce cost increase profits
- 2. Real time result:-** With traditional marketing, you have to wait for weeks, sometimes even months before the boosts start to turn up. In this battle of traditional vs. online marketing, online marketing wins again owing to its quick results.
- 3. Brand development:-** Digital marketing vs. traditional marketing statistics can be measured but one thing these statistics don't take into consideration in comparison to online advertising vs. traditional advertising is the brand image the online advertising gives rise to. This is mainly because with the limited space and frequency of advertisements with traditional marketing, digital marketing clearly wins this category. You can have a whole website instead of a column on a newspaper page. You can put forward things to people whenever you want once you own a blog or a Page on social media. With this space, you can create a consistent image for your Company. This is something one advertisement aired on the radio or posted in the newspapers cannot give you. And will also help in branding your business.
- 4. Non-intrusive:-** People buying the newspaper do not buy it for the ads in it. People listen to the radio for music and the weather forecast. Not to forget the radio is a dying concept already. People buying magazines go for it for the contents list which does not include the ads. So, it is safe to say, traditional advertising mostly goes ignored. With online advertising on the other hand, you can choose whether you want to see it or not. It is not shoved into your face, apart from the annoying popup ads of course. You can choose to ignore that email as long as you want. You can choose to opt out of social media discussions on a particular brand page. You can also target interested audience as the social networking sites keep a tab on what you look for on the internet. Hence, in the battle of traditional vs. digital marketing, digital marketing seems to be the candidate that will know how to intrigue people and not annoy them.
- 5. Higher exposure:-** Now, you can't claim that a television ad or an advertisement on every newspaper in town is going to cover the majority of the population. Any means of traditional advertisement is limited to a certain locality. Whereas online advertisement reaches out to the entire world so you are missing out on nothing.
- 6. Higher engagement:-** With traditional marketing, you cannot really interact with your target audience. You need to wait out for the responses to come in before you can plan your next step. This is a long and tedious process. Online marketing allows you to engage your audience in real time. You can chat and discuss a lot about your brand or Company with the actual audience immediately. Yes, this demands more engagement from your side too. You need to be prepared to invest that much time or a public relations team into the marketing budget.
- 7. Quicker publicity:** Very much due to the real time results of online marketing, you get instant publicity. If you don't, you at least instantly know that this particular ad isn't working for you. Traditional vs. digital marketing is an almost unfair comparison here because the former has no scope to deliver in this regard. Whereas with the latter, there is a chain reaction of shares and comments helping you reach a new audience and earn a new visitor every nanosecond.
- 8. Non Interruptive:-** Audience can choose to skip Ads. Online advertising vs. traditional advertising have some lesser

discussed but crucial differences. For example, the option of choice of ads. With traditional marketing, flyers are handed to you when you are rushing to board that bus. A television commercial comes up on repeat cutting right through a really interesting plot twist of your favorite TV show. Whereas, online marketing will offer you the choice of time and media. Also, you cannot opt to receive a newspaper without ads. You can always skip online ads if you are not interested.

- 9. Good For All Stages Of Fields:-** There are certain matters in which online advertising takes precedence with due course in the battle of traditional marketing vs. digital marketing. You don't have to worry about the size of your business and staff to reach the maximum potential of your online presence and advertising. With traditional advertising, smaller businesses are at disadvantage. Virtual expansion does not require large number of real people handling things.
- 10. Easy analytics:-** With online marketing you instantly know what is working for you and what isn't via Google Analytics. You can measure the inbound traffic, bounce rate, conversion rate, profit, and the general trend of interested audience, all in real time. This helps people using online marketing stay a big step ahead of people relying on traditional marketing.
- 11. Strategy Refinement:-** The very point of getting results and the analytics in real time is to be able to catch up in real time. When you know how things are going down, you will have a chance to improve them from bad to good and good to better. With traditional marketing, a host of negative feedback won't bother you much because your business might already have gone down the drain by the time you receive them.

Table No. 1 Profile of the Respondents

Age	Student	Service	Self employee	Others	Male	Female	Total
18 – 25 Yrs	11	13	---	---	13	15	27
25 – 35 Yrs	17	15	04	---	16	18	34
35 – 45 Yrs	12	01	11	02	17	08	26
Above 45 Yrs	---	01	11	02	04	09	13
Total	40	30	26	04	50	50	100

Sources: Field survey.

Table No. 2 Purpose of Using Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Social Network	41	40.2	41.0	41.0
Media Share	18	17.6	18.0	59.0
Education Purpose	12	11.8	12.0	71.0
Market Information	29	28.4	29.0	100.0
Total	100	98.0	100.0	

Sources: Field survey.

Table No.3 Frequency of being Digital

Code	Response	Frequency	Percent
1	Very low	8	8
2	Low	12	12
3	Moderate	22	22
4	High	30	30
5	Very high	28	28
	Total	10	100

Sources: Field survey.

Table No. 4 Benefits of Digital Market

Occupation		Benefits of Digital Marketing							
		Wide range of information		Easy to Shopping		Time Saving		Low Cost	
Mean		2.2857	.14417	1.6897	.15775	1.5769	.19353	2.3529	.19061
95% Confidence Interval for Mean	Lower Bound	1.9899		1.3665		1.1783		1.9489	
	Upper Bound	2.5815		2.0128		1.9755		2.7570	
5% Trimmed Mean		2.3175		1.6169		1.4744		2.3366	
Median		2.0000		1.0000		1.0000		2.0000	
Variance		.582		.722		.974		.618	
Std. Deviation		.76290		.84951		.98684		.78591	
Minimum		1.00		1.00		1.00		1.00	
Maximum		3.00		4.00		4.00		4.00	
Range		2.00		3.00		3.00		3.00	
Inter quartile Range		1.00		1.00		1.00		1.00	
Skewness		-.550	.441	1.044	.434	1.527	.456	.115	.550
Kurtosis		-1.027	.858			1.073	.887	-.020	1.063

Sources: Field survey.

Table No. 5 Benefits of Digital Marketing over Traditional marketing

	Frequency	Percent
Wide range of information	26	26
Ease of shopping	22	22
Time consume	14	14
Low cost	13	13
Interactive medium	25	25
Total	100	100

Sources: Field survey.

Findings of the Study:-

- It was found that the highest number of respondents is students who fall under the age of 25 – 35 Years.
- Considering the age and gender the digital marketing highly used by females who are between the age of 25 – 35 years.
- It was observed that majority of respondents require more information to take purchase decision but they do not like to spend much time on it.
- It is been revealed that major percentage of respondents is very well knowledge about Internet and 30% of respondents are highly frequential in using internet i.e the respondent frequency of being in digital.
- The purpose of using internet afre social network, sharing site, blogs, podcast and online shopping etc. From which it was observe3d that social networking is considered as foremost purpose by the majority of the respondents who are use internet.

Conclusion:- The study concludes that consumer rely upon more than one medium in order to enhance their brand knowledge. It means they make use of multiple combinations of various sources for making final purchase decisions. Besides the traditional sources, they heavily rely on modern marketing aid like digital advertising. Consumers are in need of detail information they brand and the product in order to evaluate its strength and weaknesses. By collecting this ample number of information, it saves the times of the consumer in making a purchase decision.

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