



DIGITAL MARKETING – THE NEW FACE OF MARKETING COMMUNICATION

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Abstract

Digital technologies are increasingly present in the daily lives of the customers. They have a huge impact on people's lives, as almost all aspects of human life have changed with the use of digital technology. We notice the changes in the business processes, the search for new skills, new ways of spending free time so we can see the impact not only on the business, but also on the whole way of living. Over time, companies began to take advantage of the benefits of the modern digital age, especially when they promote their brand. Their business processes and relations with the customers are based on the use of digital technologies so they can easily get to know them and get in touch with them. On the other hand customers or consumers can learn more about the company and their activity and can compare their experiences and thoughts for certain products and services. The digital marketing has many channels and fields that help us advertise, present and sell our products or services and communicate with our (potential) customers.

Keywords: Digital Marketing, Digital Technologies

INTRODUCTION

Digital marketing was defined in Wikipedia as “marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing

applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks”.

Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing.

Digital Media Marketing or 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.

This research work on “Digital Marketing” is one completely discussing about digital or new media agencies. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.

Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is

made (and still then, the statistics are far from exact numbers).

Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

OBJECTIVES OF THE STUDY

- The main objective of the study is to understand the consumer buying journey in Digital era.
- To know affinity in customers for collecting information before purchase.
- To determine out the media, which is most important in creating stimulus in Indians?
- To understand the media consumption of Indians.
- To figure out how Indian will purchase a product.
- To understand post purchase behaviour of Indian.

RESEARCH METHODOLOGY

The descriptive research design is used for analyzing and studying the process of Business Development. It is very simple & more specific than explanatory study.

Data Sources:

Primary Data: -

The different way of collecting primary data is personal interview, questionnaire, survey etc. As the descriptive research design is used for the research work, there is no primary data collected as such.

Secondary Data:-

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies.

To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office

executives, and company data. An online questionnaire to understand the consumer buying behavior of Indians in digital era

SAMPLE SIZE:

A sample of 100 customers of Hyderabad region is taken for the research.

LITERATURE REVIEW

Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013).

Marketing has been around for a long time. Business owners felt the need to spread the word about their products or services through newspapers and word of mouth. Digital marketing on the other end is becoming popular because it utilizes mass media devices like television, radio and the Internet. The most common digital marketing tool used today is Search Engine Optimization (SEO). Its role is to maximize the way search engines like Google find your website.

Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was started in 1991 with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994 companies started to maximize their ranking on the website (Smyth 2007).

Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011).

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Möller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013). Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, Cristiana, Rădulescu, 2012). This study is very valuable for marketing professional as it highlights the importance of digital marketing.

The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002). In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing.

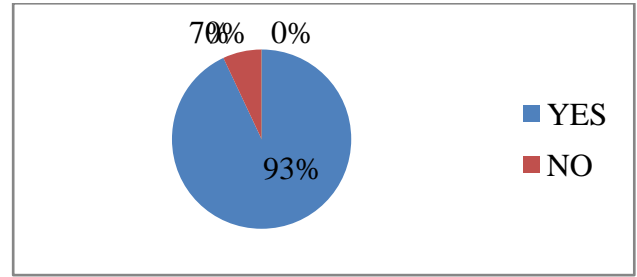
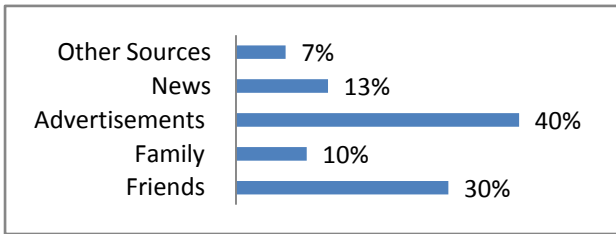
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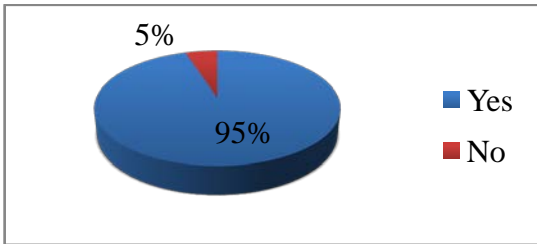
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DATA ANALYSIS

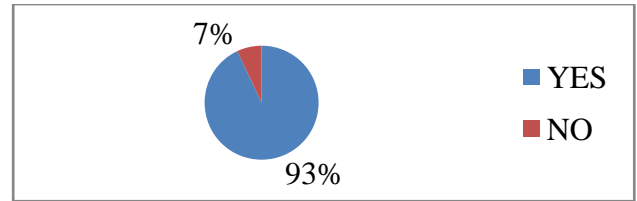
- How do you get information about new Products?



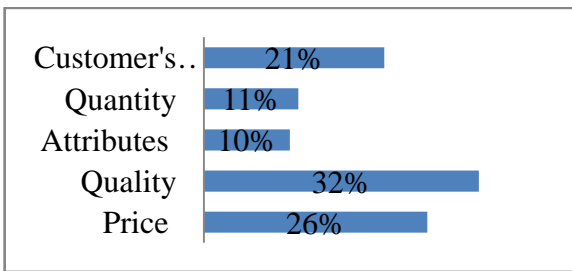
• Do you Collect information before purchasing the products?



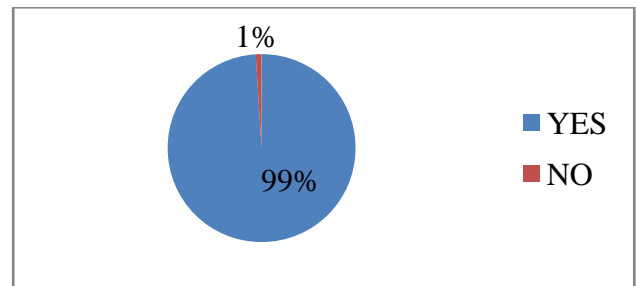
• Do you read Newspapers?



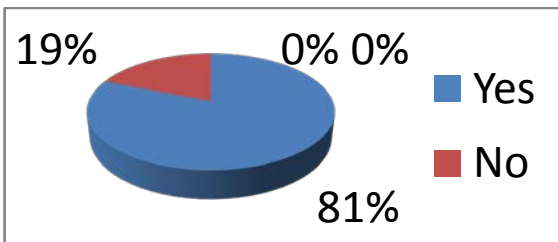
• What type of information will you collect?



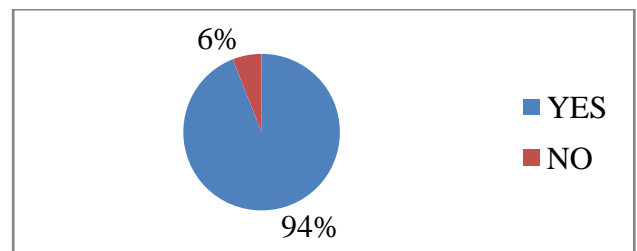
• Do you have mobile phone or smartphones?



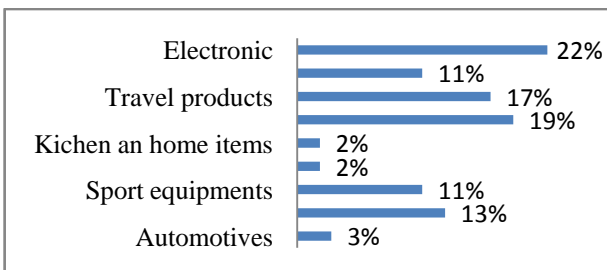
• Did you ever purchase from an online site?



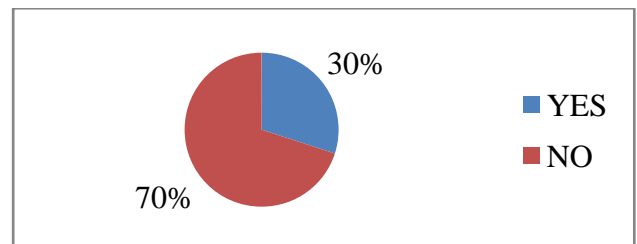
• Do you have a laptop or PC?



• If yes, then what type of product / services did you purchase online?

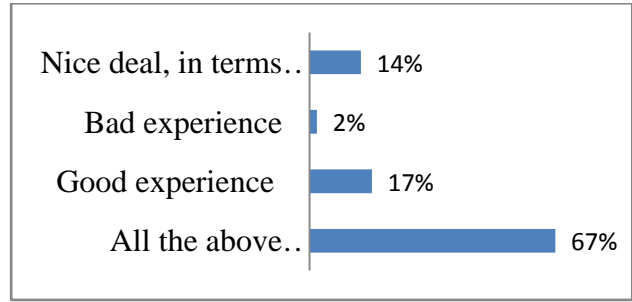
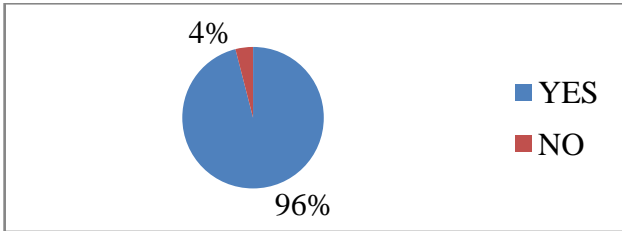


• Do you have a tablet?

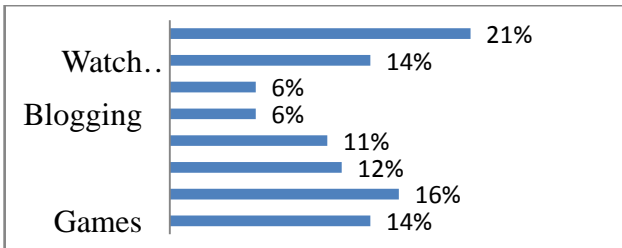


• Do you watch television?

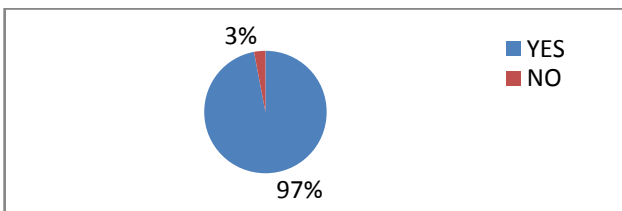
Do you have an internet connection in any of the above mentioned gadgets?



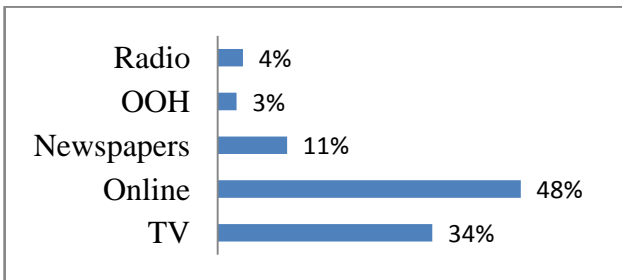
- When do you use these gadgets?



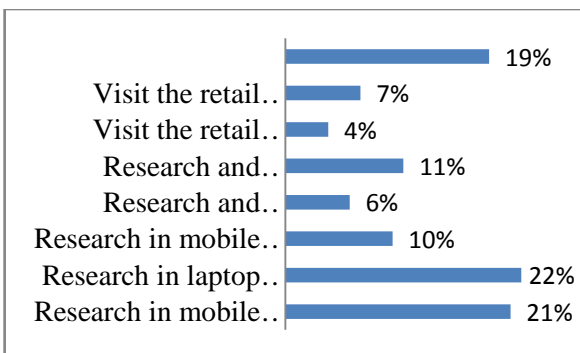
- Do you ever notice advertisement?



- Mention one from of media, which you give more importance?

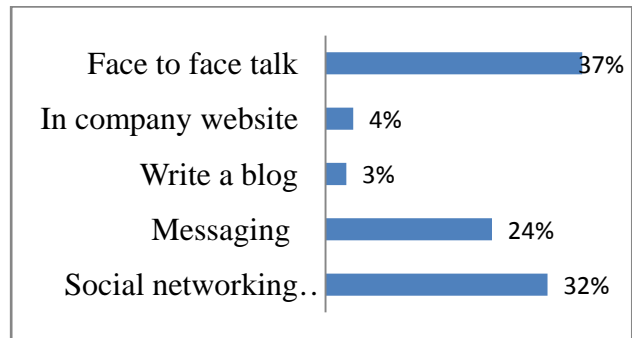


- How do you normally purchase a product?



- After purchase, what type of experience will you share with others?

- How will you share your experience with others?



LIMITATIONS OF THE STUDY:

- Very small sample size is taken. The research work is limited to 100 respondents only.
- The study is limited to Hyderabad city only.

CONCLUSION

This research work indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital

platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

The research focused on the consumer buying behavior shows that, Indian consumers are highly information seeker and they will do research about a product before going to a retail shop. So brands want to give platforms to consumers to understand their product or to get a really feel of that brand.

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