Impact of Digital Marketing: A Descriptive Study

Nidhi Harjai
(Manager, IDBI Bank Ltd, Rohtak)

Abstract: Effectiveness of digital marketing in the challenging age playing a vital role these days. Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The objective of the study is to find out the effectiveness of digital marketing in the challenging age. Digital marketing is attracting customers and allowing them to interact with the digital media. The paper also focuses on the challenges and importance of digital marketing. This study has also described various forms of digital marketing. Additionally, the differences between traditional marketing and digital marketing are also described, and the ubiquity of digitalization is one of the primary forces behind innovations across a wide range of product and service categories. With the help of the study, we come to know that digital marketing becomes a back bone of the progressive world. Descriptive research design is used in the paper. Finally, the new major is discussed in the context of specific challenges associated with the new age of marketing.

Keywords: Digitalization, Marketing, Effectiveness and Element of digital marketing.

I. INTRODUCTION

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and many other forms of digital media.

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity.

With the help of digital media, consumers can access information any time and any place where they would like. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can pursue what the media, friends, associations, peers, etc., are saying as well.

Online Customers:

The Internet is no longer a novelty in the minds of today’s population as it is the availability of having internet connection. In fact, the Internet and digital information have taken over many aspects of our lives from communication to information consumption, to new ways of doing business. These changes in meaning can be discovered as well in the word “user” it can mean a surfer or a visitor. Now, in the 21st century, borders represented by gender, occupation, and education in using or navigating the Internet and other digital mediums have been sponged away by habit, supported by changes in system technologies.

Online Marketing:

Online Marketing is the art and science of selling products and/or services over digital networks, such as the Internet and cellular phone networks. The art of online marketing involves finding the right online marketing mix of strategies that appeals to your target market and will actually translate into sales. The science of online marketing is the research and analysis that goes into both choosing the online marketing strategies to use and measuring the success of those online marketing strategies. Online marketing uses internet to deliver promotional marketing communication to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

II. LITERATURE REVIEW

Peter S.H. Leeftlang et al. [2014] Internet usage continues to explode across the world with digital becoming an increasingly important source of competitive advantage. A great deal of attention has been focused on the tremendous opportunities digital marketing presents, with little attention on the real challenges companies are facing going digital.

Rakesh Roushan et al. [2015] try to understand the acceptance level and behavior of Indian consumer towards the increasing mobile marketing communication. It demonstrates as to how the acceptance and attitude varies with gender, age, city, education, profession and income groups. A questionnaire based survey was carried...
out for the study. The sample size for the study was 180 respondents. It was found that the customers are reacting to these mobile based communications in a fairly positive manner provided these communications are customized to their needs.

AfrinaYasmin et al. [2015] described various forms of digital marketing, effectiveness of it and the impact it has on firm’s sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques.

AfrinaYasmin et al. [2015] focus on the importance of digital marketing for both marketers and consumers. Author examines the effect of digital marketing on the firms’ sales. Additionally the differences between traditional marketing and digital marketing are presented.

P. Sathya et al. [2015] main purpose of this paper is to recognize the market and to study the impact of digital marketing on consumer’s purchase.

PritiJeevan et al. [2015] the case study analyses show Flipkart.com has brought in an array digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how flipkart has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. And few years from now it will be eventually seen that the conventional marketing being replaced by digital marketing.

Andrew T. Stephen et al. [2015] this article reviews recently published research about consumers in digital and social media marketing settings. Five themes are identified: (i) consumer digital culture, (ii) responses to digital advertising, (iii) effects of digital environments on consumer behavior, (iv) mobile environments, and (v) online word of mouth (WOM). Collectively these articles shed light from many different angles on how consumers experience, influence, and are influenced by the digital environments in which they are situated as part of their daily lives.

AnjalliVachhani et al. [2016] the present study, then, deliberates upon the impacts of internet-fostered interactive spaces on marketing exercise. The marketing opportunities curtail from introduction of this new, virtual space is the next focal point of deliberation. The study continues with challenges, such as problems of security, privacy, etc., evolving in the arena of digital marketing.

Santosh B. Kabade et al. [2016] deals the conceptual knowledge of online marketing or ecommerce, literature review, current and future aspects of e-commerce in Indian context. This paper discussed about the top motivator factors of shopping online. The present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs.

Prof. Pritam P. Kothari et al. (2016) this researcher paper highlights on factors which online Indian customers keep in mind while shopping. After completion of study Researchers found that cognition, sensed usefulness, comfort of use; sensed enjoyment and security are the five components which affect consumer perceptions about online purchasing. Internet has changed the way consumers purchase goods and services at the same time many companies have started using the Internet with the objective of cutting marketing costs, thereby reducing the price of their product and service in order to stay ahead in highly competitive markets.

R. Venkatamuni Reddy et al. [2016] describe the need for a fundamental change in the teaching of marketing in today’s environment performs a curriculum audit of existing digital marketing initiatives and then details of a new curriculum reflective of marketing in a digital age and an approach to implement it. Finally, the new major is discussed in the context of specific challenges associated with the new age of marketing. The approach developed here provides other universities target to serve as one measure of progress towards a curriculum more in tune with the emerging digital environment.

Charles Gibson et al. [2018] the rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to client-centered marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements.

Objective of the Study: The objective of the study to find out the effectiveness of digital marketing in the challenging age.

Research Design: In present study we used Descriptive Research Design.

III. MAJOR FACTORS AFFECTING THE DIGITAL MARKETING

1. India’s literacy rate is at 74.04%. Kerala is the most literate state in India, with 93.91% literacy. Six Indian states account for about 70% of all illiterates in India: Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan, Andhra Pradesh and West Bengal. Thus increasing literacy positively effecting the digital marketing growth in India.

2. Expensive technology: The mobile and internet rates are very competitive and now it is in reach of a common man also.

3. Cost of advertising: The cost of advertising is very low. One can have its own website in just Rs. 5000 in India. One can promote his product on Google with Google Ad sense with just Rs.1000 a month.
4. **Inherited limitation of Technology**: In India the youth is very adaptable towards technology but still large population is not so friendly with the electronic gadgets.

5. **Unavailability of Infrastructure facilities in India**: The internet connectivity is still not available in Indian rural areas.

6. **Believe in Traditional business practices**: The small businessman having running its business in a small area and quite focused on that area only then he prefers Traditional ways of Promotion as it he finds it is more visible to the people around.

7. **Lack of Online Business Experience**: Lack of awareness about the digital marketing is also a major limitation in the growth of the digital market.

**Advantages of Online Marketing**

1. It allows the companies to save money, an aspect that is really taken into account by the companies since the online marketing campaigns don’t require a large amount of investment.

2. The previous mentioned aspect, gives less importance to the differences between large and small companies in some way, thus increasing the competition and giving that way advantages to the customers.

3. Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities

4. Broad and global Reach and highly adaptable to multitasking

5. Residual and continuity effect and all-hour based marketing service


7. Automation versus delegation and convenient, easy and quick service delivery

8. Follow-up and after-sales relationship and advertising to target markets

9. Instant transaction execution with digital payment service and customers’ data collection.

10. Personalization and positive change to marketing and advertising campaign and diversification.

**Findings of the Study**:

The result suggests that professionals are more doubtful towards digital marketing tools and concepts. They do not fully understand the benefits of digital marketing in terms of growth and cost effectiveness. Parsimonious group is more in favour of cost factors of digital marketing and considers it an important tool for growth. This segment of marketing professionals using the digital marketing strategies and reflects new knowledge and training of professional in India.

**IV. CONCLUSION**

Digital marketing has became essential part of strategy of many companies due to its effectiveness. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services.

Digital marketing may succeed more if it considers user needs as a top priority. Just like “Rome was not built in a day” Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

**V. REFERENCES**


7) Andrew T. Stephen, "The role of digital and social media marketing in consumerbehavior", current opinion in psychology special issue on consumer behavior, 2015


9) Santosh b. Kabade, "Online marketing in india", aarmss international journal ofmanagement and social sciences research, volume 2, issue 2, july 2016

