DIGITAL MARKETING – THE NEW ERA

DIGITAL MARKETING – THE OTHER SIIDE OF THE COIN

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ABSTRACT:-

The millennium generations dialogue is created by technology. The computer is their native language. Through technology they are able to create, share, and provide solutions in one transaction. This generation has gradually become more technology savvy. The baby boomer generation can take the credit for inventing technology. The boomers have shaped the course of technology as well as the direction of the digital revolution. Undisputedly we are surrounded by technology every minute of every day, which is why technology has become so important in our everyday lives. Whether we are resting or working, we are always utilizing technology. It is technology that has brought the world closer together as a whole. Agreeably, we all utilize it, we all depend on it and we couldn't live without it. Digital marketing is the current ongoing thing and is to stay here for a longer period of time. The main focus of this paper is (i) to point out where digital marketing has not yet reached and can be reached; and (ii) to list out the channels of digital marketing.

Key words: - Digital marketing, technology, consumers and computers.

INTRODUCTION

The millennium generations dialogue is created by technology. The computer is their native language. Through technology they are able to create, share, and provide solutions in one transaction. This generation has gradually become more technology savvy. The baby boomer generation can take the credit for inventing technology. The boomers have shaped the course of technology as well as the direction of the digital revolution. Undisputedly we are surrounded by technology every minute of every day, which is why technology has become so important in our everyday lives. Whether we are resting or working, we are always utilizing technology. It is technology that has brought the world closer together as a whole. Agreeably, we all utilize it, we all depend on it and we couldn't live without it. Technological innovations are imperative to our nation and fuel our economy's expansion. We are globally competitive because of it. We can create jobs and have improved quality of life from new drugs and cures, to agricultural advances. The most important are the advancements that technology has captured in the ability to protect our nation. By detecting dangers to hardening the infra-structure of our homeland, technology holds promises for everyone's future. Integrating technology into the business world has its pros and cons. The new forum of technology has changed how businesses all over the world operateand function. We convert forward while emerging and holding our breath. Over the past fifty years technological advances have altered the way we communicate in the workplace. For instance, the World Wide Web has led to several inventions that have created faster and more convenient ways of communicating such as: email, professional networking sites, Face book, Twitter, blogs and lap tops.

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HISTORY OF INTERNET

The internet was first created by the United States Advanced Research Projects Agency, a Department of United States Defense. "It was in 1970, that two computer scientist's, Robert Kahn and Vinton Cerf, developed the transmission system for sending data between different networks**.** The system that they developed was called Transmission Control Protocol and Internet Protocol. This was the technical achievement that made the internet possible" (Chandler, 2009)**.** Tim Berners-Lee in 1991, created a system that allowed users to access information by clicking on a link within a document (Berners-Lee, 1991). This achievement was the creation of the World Wide Web as we know it today. It was also when email was accessible to thousands of computer users. Email allows users to send a message almost instantly. Most employees prefer email because they may be away from their desk telephone for hours or even days. It is quicker and more accessible to check your email as opposed to your voicemail. Colleagues do not have to worry about crossing time zones when sending an email as opposed to calling over the telephone. Emails also allow employees to send mass emails internally and externally. Therefore email is convenient, allows employees to reach several users at one time and is time efficient.

YEAR	TECHNOLOGY INNOVATION
1981	Osborn 1 system created. Size of sewing machine. Required outlet to run
1982	GRID Compass (first real laptop). Used by NASA
1983	Compaq portable introduced. 1st commercially successful laptop
1987	Toshiba laptop introduced.
1988	Compaq was the first laptop manufacturer to produce a machine that could display VGA graphics.
1989	Macintosh Portable was the first Apple laptop.
1991	Apple PowerBook brought Apple into the laptop age

(Atkinson 2009)

LIERATURE REVIEW:

According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. McDonald's uses online channel to reinforce brand messages and relationships. They have built online communities for children, such as the Happy Meal website with educative and entertaining games to keep customers always close to themselves (Rowley 2004). Reinartz and Kumar (2003) found that the number of mailing efforts by the company is positively linked with company profitability over time. The primary advantages of social media marketing is reducing costs and enhancing the reach. The cost of a social media platform is typically lower than other marketing platforms such as face-to-face sales or sales with a help of middlemen or distributors. In addition, social media marketing allows firms to reach customers that may not be accessible due to temporal and locational limitations of existing distribution channels. Generally, main advantage of social media is that it can enable companies to increase reach and reduce costs (Watson et al. 2002; Sheth& Sharma 2005). According to Chaffey (2011), social media marketing

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involves "encouraging customer communications on company's own website or through its social presence". Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to "marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles" (Chaffey & Smith, 2008). Giese and Gote (2000) finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture. Waghmare (2012) pointed out that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies. Zia and Manish (2012) found that currently, shoppers in metropolitan India are being driven by e-commerce: these consumers are booking travels, buying consumer electronics and books online. Although spending per online buyer remains low, some 59% of online consumers in metropolitan India already make purchases online at least once in a month. Dave Chaffey (2002) defines e-marketing as "application of digital technologies - online channels (web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profit acquisition and customers retention (within a multi-channel buying process and customer lifecycle) by improving customer knowledge (of their profiles, behavior, value and loyalty drivers) and further delivering integrated communications and online services that match customers' individual needs. Chaffey's definition reflects the relationship marketing concept; it emphasizes that it should not be technology that drives e-marketing, but the business model. All types of social media provide an opportunity to present company itself or its products to dynamic communities and individuals that may show interest (Roberts &Kraynak, 2008). According to Gurau (2008), online marketing environment raises a series of opportunities and also challenges for social media marketing practitioners.

CHANNELS/ ELEMENTS OF DIGITAL MARKETING:-

(i) Online Advertising

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

(ii) Email Marketing

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services .

(iii) Social Media

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Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services. According to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. Through Twitter, company can increase the awareness and visibility of their brand. It is the best tool for the promotion of company's products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company's product and services. Google+ is also social media network that is more effective than other social media like Facebook, Twitter. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner.

(iv)Text Messaging

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cellphone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. One can send order confirmations, shipping alerts using text message. Using SMS for campaigns get faster and more substantial results. Under this technique, companies can send marketing messages to their customers in real-time, any time and can be confident that the message will be seen. Company can create a questionnaire and obtain valuable customer feedback essential to develop their products or services in future.

(v) Affiliate Marketing:

Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company. Industry has four core players: the merchant (also known as "retailer" or "brand"), the network, the publisher (also known as "the affiliate") and the customer. The market has grown in such complexity resulting in the emergence of a secondary tier of players including affiliate management agencies, super-affiliates and specialized third party vendors. There are two ways to approach affiliate marketing: Company can offer an affiliate program to others or it can sign up to be another business's affiliate. If company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to company's website. Company's main goal here is to find affiliates who can reach untapped markets. For example, a company with an e-zine may become a good affiliate because its subscribers are hungry for resources. So, introducing one's offer through "trusted" company can grab the attention of prospects which might not have otherwise reached.

(vi) Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

(vii) Pay per Click (PPC)

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than "earning" those clicks organically. Pay per click is good for searchers and advertisers. It is the

best way for company's ads since it brings low cost and greater engagement with the products and services.

RESEARCH METHODOLOGY

Primary i.efirst hand information has been collected by the researcher with the help of a structured questionnaire. The sample for the study has been selected randomly using convenient sampling technique in the area of NagaramDammaiguda. 150 customers have been taken as a sample to collect the data. Correlation analysis has been calculated with the help of SPSS to find out the relationship between the different variables. The variables have been ranked on the basis of correlation value. Where ever necessary graphs and tables have also been used to portray the information collected.

Table no- 1
Pearson's correlation calculated to find out the relationship between the variables

| S.NO	FACTOR / ITEM	VALUE CALCULATED	RANK
1	Relationship between the online marketing and education	0.62	5
2	Relationship between the income level of the people and online purchasing	0.89	2
3	Relationship between internet banking and online purchases.	0.80	3
4	Relationship between employment and online purchases	0.91	1
5	Relationship between age of the customers and online purchases	0.73	4
6	Relationship between family responsibilities and online purchases	0.53	6

Interpretation of the Table:-

a. From the above table it can be clearly analyzed that there exist a positive relationship between the age, education and income level of the people. Those with higher and regular income uses online purchasing services, where as the one with lower income does not afford online purchasing.
b. There exist a very high positive relationship between the internet banking and online purchases.
c. There is positive relationship between the age and online purchasing among the people.
d. Job profile and family men generally prefer online purchasing.

1. The customers has come to know about digital marketing through
Table no-2

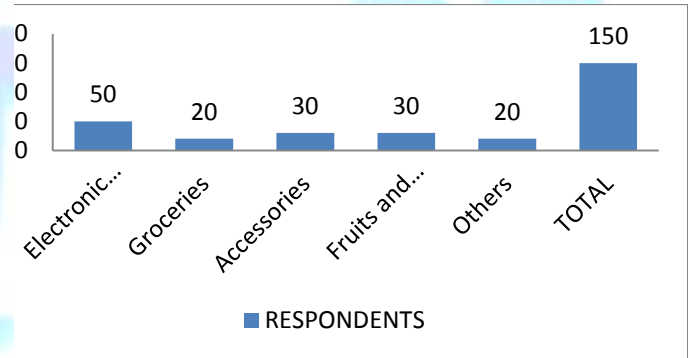| OPTIONS	RESPONDENTS
Friends'	30
Relatives	30
Advertising	50
Others	40
TOTAL	**150**
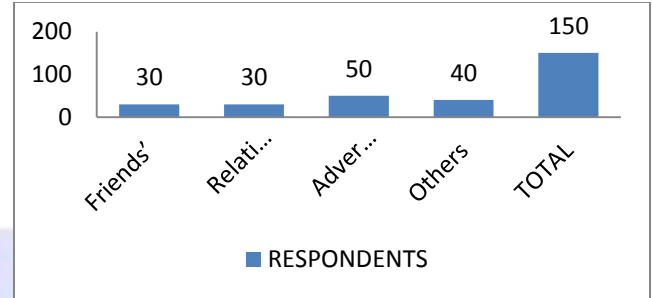
Interpretation: -

From the above value and graph itcan be clearly analyzed that majority of the customers visit an online portal for sales and come to know about its existence through medium of advertising.

2. Customers shopping online-products

Table no-3

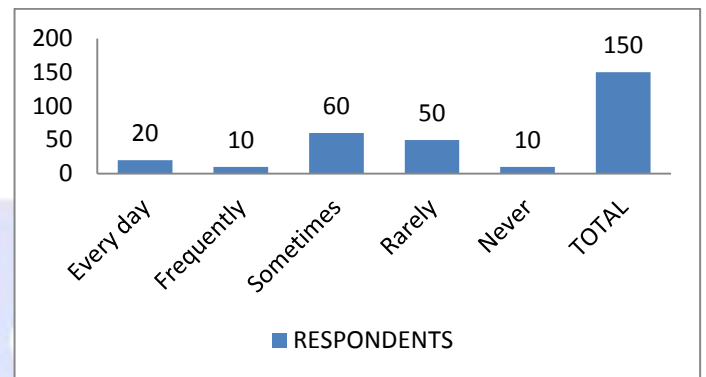| OPTIONS	RESPONDENTS
Electronic items	50
Groceries	20
Accessories	30
Fruits and vegetables	30
Others	20
TOTAL	150

Interpretation: -

As it seen most of the respondents generally prefer shopping for electronic goods (cell phones) are also included in this

3. Frequency of visiting online portals for Purchase.

Table no-4

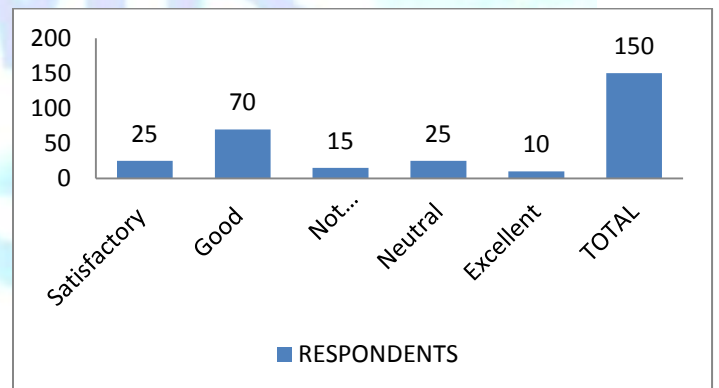| OPTIONS	RESPONDENTS
Every day	20
Frequently	10
Sometimes	60
Rarely	50
Never	10
TOTAL	150

Interpretation:-

Many respondents have said they shop online sometimes and generally prefer traditional form of purchasing as it helps them in making physical verification of the goods and also satisfaction of personal selection.

4. Perception of customers about online delivery services.

Table no-5

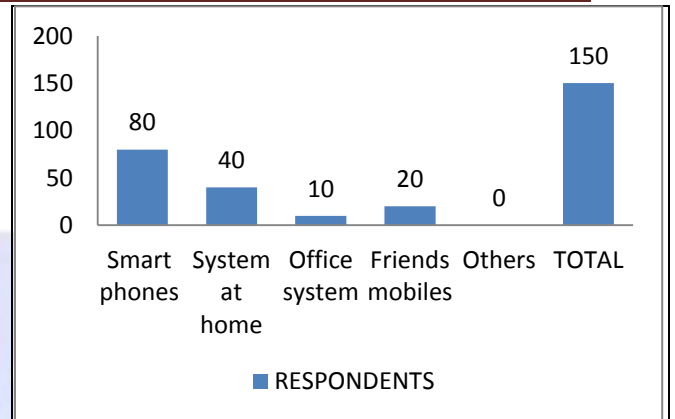| OPTIONS	RESPONDENTS
Satisfactory	25
Good	70
Not satisfactory	15
Neutral	25
Excellent	10
TOTAL	150

Interpretation:-

Customers who use digital purchasing have rated the delivery services as good while others have rated it as satisfactory and not satisfactory.

5. Medium of using online marketing.

Table no-6

OPTIONS	RESPONDENTS
Smart phones	80
System at home	40
Office system	10
Friends mobiles	20
Others	0
TOTAL	150

Interpretation: -

Majority of the respondents have said that they use their smart phones to make online purchasing and those who don't have smart phones make purchase via their colleagues, friends and/or their relative's phones.

Findings and Suggestions:-

From the analyses it is clear that only that with high income and with internet banking facility does opt for digital marketing services whereas the poor and low income group people still prefer traditional methods of purchasing. It can further be said that customers in the age group of 30's and 40's are regular users of digital marketing and purchase all the regular necessities of daily life such as groceries, fruits and vegetables as well as it saves the time and the additional exercise of travelling. It has been found out from a general discussion that customers are generally with family (wife, children and parents) and are into shift jobs specially software get tired and find hardly any time for family outings in such scenario digital marketing has been the saving grace.

It is noted during the survey that some of the respondents who are domestic helpers does use online purchasing with the help of the family in which they work.

Though everyone does have a bank account thanks to *Jan DhanYojana Scheme*introduced by PM Mr. NarendarModibut many are not even aware of internet banking and those with desk jobs though have bank accounts with regular income have not utilized or activated their net banking facility either due of time of negligence under such scenario an awareness camp can be organized with the help of bank officers and help the desk job holders in activating the internet banking facility which is a deterrent in using online purchasing.

Over and all it can be concluded that digital marketing is a hit among the educated high income group people but have reached in complete to the urbanwhere asrurals are still a question mark.

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