

## A NEW ERA IN MODERN MARKETING: - WHY TO GO FOR DIGITAL MARKETING IN INDIAN SCENARIO

by

**Dr.Gurvishal Sinha** | Assistant Professor | Sharda University, Greater Noida

### ABSTRACT

This paper is an attempt to identify the indicators that are influencing the digital marketing and synthesize a continuous pressure on corporate world to change accordingly. These indicators are Guiding light for future profits of corporate world. These indicators such as economic, social, technological, and e business pushed strongly from traditional marketing environment to change for digital marketing tools and techniques.

**Keywords:** Digital, marketing, indicators, e-business.

### INTRODUCTION

Start of 21<sup>st</sup> century registered the gigantic growth of technology in every field of human world. Indian business becomes global business, business man to corporate there is 24 by 7 changes in overall environment but the mark able change enters and reshaped the business for next millennium is with dawn of internet explosion and converted the future human dynasties to technology savvy individuals and accelerated the marketing potentials to million folds. This statistic presents the digital population in India as of January 2017. During this period of time, it was found that India had 462.1 million internet users, of which 442.7 million were mobile internet users (<https://www.statista.com/statistics/309866/india-digital-population/>). While a majority of users access the web on their phone, nearly half of the mobile phone users (17 crore) are still on the snail-paced 2G. The average GSM subscriber used just 236 MB of data in a month and spent Rs.28 on it (Krishnan, 2017 <http://www.thehindu.com/business/how-many-indians-have-internet/article17668272.ece>). Indicators from usages are available that are showing. A remarkable presence of internet users registers the growing potential for digital marketing and startup phase for digital India via smart phones and laptops.

### LITERATURE REVIEW

The digital business represents the more recent of the business contexts and the one with the greater need for a differentiation of the mix (Dominici, 2009). Successful marketers should realign their techniques in order to positively engage these vocal consumers. Internet-empowered consumers are ready to “jump on the bandwagon” if the digital message appeals to them (Smith, 2010). This requires firms to understand how both digital and traditional advertising drive sales within the same channel (e.g., digital advertising affecting online sales) and across channels (Dinner, Heerde & Neslin, 2011). As these digital networks become more visible and influential, researchers have become increasingly interested in understanding their social and economic impact (Sundararajan, Provost, Singer & Aral, 2012). Economic suitability of a country for business is another external factor that firms should consider when strategizing to start a business (Odeniyi, et al. 2015). There will be a consistent interaction between the man and the machine. In this case, the computer acts as an extension to the human mind (Koppaka, 2016). Further, there is increasing penetration of digital forces underlying a ‘fourth industrial revolution’ and simultaneously showing volatility in financial markets; raising the global issues of migration, protectionism, and turbulence in many parts of the world. (Agrawalla, 2017). Definition for digital marketing:- Digital marketing is a general term for any the effort by a company to connect with customers through electronic technology, including email, geolocation and mobile marketing, social media, online customer

communities, webinars and other video-based content (<http://searchcrm.techtarget.com/definition/Digital-marketing>). With the digitization of business communication, The traditional communication strategy has been adapted including Tools such as: Website; Emailing campaigns, Social Network (Facebook, Twitter, LinkedIn, Pinterest , Instagram, etc.);Blogs, Webinars, Online contests(Baltes, 2016).

Literature showing very profound insights about technological changes, economic requirements, internet usages, tools in variety, suggests for strong transformational changes.

### OBJECTIVE OF STUDY

- a. To examine the indicators responsible for digital marketing.
- b. After analyzing suggesting changes these indicators brought to corporate world.

### SUGGESTING INDICATORS

**1:- Economic indicator:** - The Indian economy is entering a "productive growth phase" and real GDP growth is likely to rise to 7.9 per cent by December (economic times, May16, 2017). Growing economy of India is suggesting increase in income and buying power if Indians but how swiftly, the corporate can tap, economic indicator as future protector for profits requires, Speedy market coverage not by increasing the cost but channelizing the available potential of market. The Indian mobile handset market posted revenues of Rs 35,946 crore in FY 13 compared to Rs 31,330 crore in FY12 showing a growth of 14.7%. This was mainly due to the increasing uptake in Smartphone by the Indian consumers (voice and data survey, 2013). Increase in sales of smart phones suggest corporate world that now every product and services is just a finger touch in Indian market. Digital marketing is the answer to this profit and market equation.

### 2:- Technological indicator:-

India's technology and BPM sector (including hardware) is likely to generate revenues of US\$ 160 billion during FY16 compared to US\$ 146.5 billion in FY15, implying a growth rate of 9.2 per cent .The contribution of the IT sector to India's GDP rose to approximately 9.5 per cent in FY15 from 1.2 per cent in FY98( <https://www.ibef.org/industry/information-technology-india.aspx>). India is close to replace US as the second largest enabled market with numbers inching towards 300-million-Internet-users mark, the largest being the China(vamsi,2016, Indian express), a strong evidence suggesting growth of infrastructure for digital marketing. In the 21st century, India has risen to the position of one of the largest IT capitals of the world. As of 2006, technologically inclined services sector in India accounted for 40% of the country's GDP and 30% of export earnings (Vijayasri, 2013). Infrastructural facilities (IT companies) are the backbone of digital marketing. They supply hardware and software tools to digital marketing business orientations, advance techniques can be used to tap customers through web pages (search engine optimization) is one of the examples of it.

### 3. Social indicator:-

Delivering a strong, positive, and enduring customer experience is still a critical challenge that most companies face, but the way people experience almost everything is being completely transformed (Lemon, 2016).Introduction of **new technologies , data's and new gadgets** has transformed the society manifolds. Digital marketing activities are having smooth path for profits because of societal acceptance of mobile phone, internet with know how crowds of internet users. Many platforms are now available for **social interaction** that has changed the whole society in to single community of (*electronic virtual neighbors'*) short form (EVN'S).**Education** is also a new catalysts in social indicator that drastically changed the Indian society and laid down the foundation stone for digital marketing. India has become the second largest market for e-learning after the US. The sector is currently pegged at US\$ 2 billion and is expected to reach US\$ 5.7

billion by 2020. The distance education market in India is expected to grow at a Compound Annual Growth Rate (CAGR) of around 11 per cent<sup>#</sup> during 2016-2020 (<https://www.ibef.org/industry/education-sector-india.aspx>). Target markets is now well informed due to educated customers about new phenomenon of corporate via internet and various hardware and software applications. **Increased income** is also the vital indicator for good profits through digital marketing, India's per capital income rose by 7.4 per cent to Rs 93,293 in 2015-16, compared to Rs 86,879 in the preceding fiscal, government data showed today (economic times may, 2016). **Less time for shopping as a traditional activity** acts as an energy for digital marketing from customer perspective.

**4:- E- Business:** - India is the 7th largest country by area and 2nd by population. It is the 12th largest economy at market exchange rate and 4th largest by Purchasing power parity (PPP). India's pool of entrepreneurial, scientific, and intellectual human capital is a source of strength for success of India growth and development ([www.thehansindia.com](http://www.thehansindia.com)). Indian businesses are faced with a choice: to continue to globalize or to focus on the Indian market. India is one of the few economies where the emerging middle class and the benefits of a young demography provide a strong internal growth engine ([www.businesstoday.in](http://www.businesstoday.in)), some updates showing growth of e-commerce and digital market in India.

#### **eCommerce@India Statistics:**

- India's e-commerce market was worth about USD 3.8 billion in 2009, it went up to USD 17 billion in 2014 and to USD 23 billion in 2015 and is expected to touch whopping USD 38 billion mark by 2016. (Assocham)
  - India's e-Commerce revenue is expected to jump from \$30 billion in 2016 to \$120 billion in 2020, growing at an annual rate of 51%, the highest in the world. (ASSOCHAM-Forrester)
  - India's e-commerce market expected to cross Rs 2 lakh crore in 2016. (IAMAI)
  - The number of digital buyers in India alone is expected to reach 41 million by 2016, representing some 27 percent of the total number of internet users in the country. (Statista) (<http://digiperform.com/101-digital-marketing-e-commerce-facts-in-india-in-2016/>)
- Increase in business revenues with consolidated large number of digital buyers 'reflects digital growth of India. Increase in internet users proves positive growth that suggests business to go ahead for digital marketing initiatives by corporate.

#### **SUGGESTIONS**

1. Customers are now available 24 by 7 for digital exploration so companies are having opportunities for digital presence in India.
2. E-commerce is now having potential for online growth this provides a foreground for increases the product lines by companies digitally.
3. Coverage is multifold and e-commerce has given platform for digital marketing.
4. Companies must save cost by opting digital marketing.
5. Digital presence is must for fast growing business for tapping online purchasers.

#### **CONCLUSION**

Last but not the least, without digital presence and utilizing digital marketing tools no business can survive, SEO (Search engine Optimization), content management and customer attention no business can survive. Corporate world now recognized digital marketing as major application for future profits.

#### **REFERENCES**

1. Dominici, G.(2009), "From Marketing Mix to E-Marketing Mix: A Literature Overview and Classification", International Journal of Business and Management, Vol. 4, No. 9, pp. 17-24, 2009.

2. Sundararajan, A., Provost, F., Singer, O.G., Aral,S.,(2012), “Information in Digital, Economic and Social Networks”, Information Systems Research, Forthcoming 48 Pages Posted: 5 Sep 2012 Last revised: 19 Oct 2012 .
3. Dinner. M.I, Heerde Van. J.H & Neslin.S, (2011), “Driving Online and Offline Sales: The Cross-Channel Effects of Digital Versus Traditional Advertising”, Tuck School of Business Working Paper No. 2012-103 50 Pages Posted: 7 Nov 2011 Last revised: 19 Aug 2014 .
4. Smith .T.k(2010), “Digital Marketing Strategies that Millennials Find Appealing, Motivating, or Just Annoying”, Journal of Strategic Marketing, 27 Pages Posted: 15 Oct 2010 Last revised: 5 Nov 2010 .
5. Agrawalla,K.R.(2017), “A Systems Model to Make, Market, and Lead Your Way towards Sustained Growth”, Tata Consultancy Services Ltd., Bhubaneswar 751024, India
6. Systems **2017**, 5, 41; doi:10.3390/systems5020041, www.mdpi.com/journal/systems
7. Koppaka.S (2016), “Google Glass - Dazzling Yet Brittle Technology”, INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 5, ISSUE 05, MAY 2016 ISSN 2277-8616.
8. Odeniyi., Ayodeji, O., N. Lawal., Kareem,T.N., Adebowale, E. A.,(2015), “An Appraisal Of Group on E-BusinessModel”, NTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 4, ISSUE 01, JANUARY 2015 ISSN 2277-8616.
9. <http://searchcrm.techtarget.com/definition/Digital-marketing>
10. BALTES, P. L. (2016), “THE IMPACT OF DIGITALIZATION ON BUSINESS COMMUNICATION”, SEA, Practical Application of Science, Volume IV, Issue(11) / 2016.
11. <https://www.statista.com/statistics/309866/india-digital-population/>
12. <http://www.thehindu.com/business/how-many-indians-have-internet/article17668272.ece>
13. (Article by Aarati krisnan, march 2017).
14. <http://economictimes.indiatimes.com/news/economy/finance/indias-gdp-growth-to-rise-to-7-9-by-december-2017-report/articleshow/58697535.cms>).
15. <http://cybermedia.co.in/voicedata-survey-of-indian-mobile-handsets-market-2012-13/Voice&Data> Survey of Indian Mobile Handsets Market 2012-13.
16. <https://www.ibef.org/industry/information-technology-india.aspx>.
17. <http://indianexpress.com/article/technology/tech-news-technology/internet-users-in-india-to-grow-by-50-million-yearly-till-2020-report/>( Internet users in India to grow by at least 50 million yearly till 2020: report) article by krishna vamsi april 13, 2016.
18. Vijayasri.V.G.(2013),” THE ROLE OF INFORMATION TECHNOLOGY (IT) INDUSTRY IN INDIA”, *International Monthly Refereed Journal of Research In Management & Technology*, ISSN – 2320-0073, Volume II, August’ 13.
19. Lemon.N.K.(2016), “The Art of Creating Attractive Consumer Experiences at the Right Time: Skills Marketers Will Need to Survive and Thrive”. New Skills /Vol. 8, No. 2, 2016/ GfK MIR.
20. <https://www.ibef.org/industry/education-sector-india.aspx>.
21. <http://economictimes.indiatimes.com/news/economy/indicators/indias-per-capita-income-rises-7-4-to-rs-93293/articleshow/52524152.cms> (may 31st ,2016)
22. <http://www.thehansindia.com/posts/index/Young-Hans/2017-02-20/India--the--global--growth-engine/281969>. (feb 20, 2017)
23. <http://www.businesstoday.in/magazine/exclusive/india%27s-best-ceos-2016/will-international-business-be-more-connected-by-free-flow-of-ideas-people-and-trade-or-will-we-see-the-drawbridges-of-protectionism-being-erected-afresh/story/242165.html>( Jan 1, 2017)
24. <http://digiperform.com/101-digital-marketing-e-commerce-facts-in-india-in-2016/>