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National Level Seminar

on

DIGITALIZATION IN BUSINESS “DIB – 18”

17th October 2018

Organized by

Department of Business Administration



Syed Hameedha Arts & Science College

UGC2 (f) & 12 (B) approved & Accredited with ‘B’ Grade by NAAC

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MESSAGE



Alhaj.S.Mohamed Yousuf

Chairman and Correspondent

Mohamed Sathak Trust

Chennai

I am doubly happy to impart my wishes and gratitude to Dr. E. Rajabudeen, Principal of this College and Dr. S. Vimali, Head, Department of Business Administration and the entire crew who programmed this One day National Level Seminar by doing selfless attempt for the benefit of students and young entrepreneurs. Today's business is a dependent of Information Technology. With the help of computers more number of information is saved and managed to move the business to the next level. Information Technology helps the business in Management, Production and Marketing of communication products and modular type more easily. And the other hand, Customer Relationship Management is the vital source of every business here. The main aim of this service is to provide a maximum help to the customers. Information Technology is the only solution for the development of these kinds of business set up in India. Digitalization becomes part and parcel of business to have problem free transactions and gaining more profit with the consumption of a short period. Once again, I congratulate the Principal, Head, Department of Business Administration and the team for their effort to constructing the seminar effectively.

Alhaj.S.Mohamed Yousuf

(Chairman and Correspondent)



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MESSAGE



Dr.E.Rajabudeen

Principal

I feel pleasure to take this opportunity to have a few words on this ecstatic Seminar organized by the Department of Business Administration. I would congratulate Dr. S. Vimali, Head, Department of Business Administration who made the seminar a grand success by constructing the needs and perks to all the participants and paper presenters. Further, I would appreciate the efforts put by all the faculty members of Business Administration to make this event a gala day for the young business Entrepreneurs. Pointing to the topic of this Seminar, really I am impressed to notice the title. As the business world transits from paper work to Electronics progress, many a business organizations are getting changed themselves to adopt digitalization in business for the swift and accurate operations. Mainly, Globalization paves a way to the modern trend of digitalized exchange of money for the easier transactions. Even now, a buyer can acquire and procure required needs for his survival under one market that is Global Business. This market serves to all kind of customer basis on their needs and wants without making any difficulty to purchase their products. Majorly, transferring the money from the buyer to seller is observed with somewhat tedious work to the buyers as they depend upon bank service essentially. But, today digitalization is the gift for the entire business world to transact even high value money within the fraction of seconds from the buyers to sellers. Eventually, I would thank to the Chairman and Management of the Mohamed Sathak Trust who have been a back up to us in every walk of this college. I would convey my wishes and blessings to all the paper presenters and participants for making their presence to valid this seminar. Once again I wish Dr.S.Vimali and the team for their timeless effort for organizing the Seminar with great endeavors.

Dr.E.Rajabudeen

(Principal)



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Dr.M.Sulaipher

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Dear Authors, Esteemed Readers,

Greeting!

I am honored that I write this forward letter to the Proceeding of the National Level Seminar on “Digitalization in Business” organized by Department of Management Studies of Syed Hameedha Arts and Science College on 17th October 2018. It is the festival for researchers, academicians, industrialists, and young learners. It is intended to explore the knowledge and innovation in academic industry.

I hope that this will be a mechanism for the researchers build knowledge from traditional to digital.

I heartily congratulate and wish all the authors and readers.

Dr.M.Sulaipher



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Dr.S.Vimali

*Head & Convener, Department of Business Administration
Syed Hameedha Arts and Science College, Kilakarai*

Dear Authors / Readers,

I am privileged to insert this note on the auspicious occasion of the one day National level seminar on “Digitalization in Business”. I am indebted to discharge my wholehearted thanks to the Management and Principal of this prestigious institute for having made an opportunity to engage a national level seminar like this. And I would extol Dr.M.Sulaipher, Associate Professor and Director, Department of MBA, Haji C.H Mohamed Koya Memorial College for Advance Studies, Kerala, for given his immediate consent to be the predominant speaker for this seminar. Though the theme Digitalization is being discussed widely throughout the world, the exact purpose and concept of Information Technology and Digitalization were not reached the bottom grade people in India. As no such awareness is created amidst the business people to get committed with digitalization process, the business people urgently need to switch over to digitalized development. I hope, this seminar would be a gate way to the young people and research scholars who are going to deal business through digitalization. I wish all my colleagues who supported me to make this event a grand success. And I contribute my sincere words of blessings to all the papers presenters and participants.

Dr.S.Vimali
Head & Convener

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Consumer Insight towards Electronic Shopping in Paramakudi Taluk of Ramanathapuram District in Tamil Nadu

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Abstract

In the last few decades internet has revolutionized the lives of millions of users with its immense applications. With the growing proclivity and economic growth online shopping has increased drastically. The world of electronic commerce, also known as e-commerce, enables consumers to shop at online stores and pay for their purchases being contented at home. By just clicking a mouse, shoppers can buy any product online. Now a day, online shopping has become popular among people, they have become techno savvy and feel very comfortable in using internet. So online shopping has becoming a trend that is why it is necessary to make a study on online shopping usage and perception. The main aim of this research is to study the insight of the customers towards Electronic Shopping. For this purpose, with help of convenient sampling method 100 respondents were selected and data were collected through structured Interview Schedule. On the basis of data analysis it is found that most of the customers were perceived that electronic shopping is better option than manual shopping and most of the customers were satisfied with their electronic shopping transactions. Customers are accessing their net at their home and office.

The study indicate that most of customer having experience of E-shopping. Customer believed that online shopping is better option than manual shopping still they have belief that E-shopping is more economy, and satisfy with delivery of products and service through E-shopping. On the other hand, most of the customers are facing problems like payment option, service delay, home delivery charges, return of bad / wrong product, confusing sites and ineffective customer service. According to, customers most alarming barriers for online shopping are unable to verify product personally, online payment is insecurity.

Keywords: E-Commerce, Electronic shopping, Growth, and Customer Insights.

Introduction

Electronic commerce, commonly known as e-commerce, refers to the buying and selling of products or services over electronic systems such as the internet and other computer networks. Internet

is the rapidest growing media during the past decade. Especially, online shopping is a rapidly growing e-commerce area. Online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home.

Online buying is growing exponentially throughout the world. UK is biggest online shopping nation in the world followed Denmark, Norway and Korea [11]. In Nigeria and other African countries. The number of users is still far below the world average which is around 30%. Now-a-days due to the availability of faster internet networks E-commerce activities are expanding at a faster rate in Nigeria, South Africa and Kenya. In South Africa, 51% of individuals with internet access shop online whereas, in Kenya, only 18-24% makes online purchases. In Nigeria approximately 28% of the population has internet access according to ITU figure. According to the study the swiftness of online shopping in Pakistan is slugging as compared to India and other countries.

India had 60 million online shoppers in 2016, which is 14% of the internet user base of the country. This will rise to over 50% by 2026, the report said. In India, online shopping began in the first decade of 21st century. In last few years consumers are very interested to do online shopping through various websites and mobile apps. They have mixed reactions towards online shopping. Now in this era consumers prefer online shopping rather offline shopping. There are many corporations like flipkart, Amazon, which provide online shopping and large variety of products. There are so many issues in online shopping pertaining to convenience, privacy, security, satisfaction, quality etc. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. Online shopping is beneficial because of convenience, more choice, quick, 24 hours availability etc. But there are also some limitations online shopping such as fake website, information leakage risk, risk of not getting product, purchasing without physical examining of product etc. These affect the perception of consumer towards online shopping.

In Tamilnadu, the following products are popular for online shopping that are Shoes and Other Footwear, Flower gift and cakes, Books and Magazines, Cameras and Optics, Kitchen and Home Appliances and Electronics, Laptops and Computer, Memory Cards, Pen Drives and HDD, Mobile Phones and Accessories, Watches, Photo prints, Movies and Music, Fitness and Sports, Cosmetics and Health, Perfumes, Jewellery, Baby Products and kids toys, Travel, air fresheners, bathroom cleaners, batteries, dishwashing detergents, disinfectants, floor cleaners, furniture cleaners, baby products witnessed significant upward movement.

Review of Literature

The comprehensive literature demonstrates that consumer perception towards online shopping. To justify the need of present study, following literature has been studied.

Niharika & Santinder (2015) to assess the E-marketing is referred to as Internet marketing (IM), online marketing or web-marketing, means using the internet to market and sell goods and services. E- Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. The scope of E- Marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. Here we analyzed to find out the opportunities and challenges of Internet marketing in India.

Marketing Conference (2013) the findings of this case study suggest that global companies could find high potential market where internet users are growing high among the population. In addition, findings also suggest that consumers in Malaysia have intentions to purchase from the online if the market is more convenient and secure. Such opportunities for global companies are prevalent while domestic companies facing difficulties in setting up online business. Therefore, global companies could achieve competitiveness through early entering advantage into Malaysian market.

Objectives of the Study

The broad objective of the study is to examine the Consumer Perception towards Electronic shopping in Paramakudi Taluk of Ramanathapuram District: An Empirical Study.

1. To explore the status and development of e-market or online market in India.
2. To evaluate the insights of the customers towards online shopping or E-Shopping in the study area.

Methodology of the Study

The present study is based on both Primary and secondary data. The primary data which has been collected through structure interview schedule and the secondary sources collected from the various issues and annual reports on e-markets and Indian economy reports, News Papers, Journals, Magazine and Books etc. The scope of this study is limited. The interview schedule has been collected from April to June 2017.

Results and Discussions

Best Indian Online Shopping Websites.

Here is real average for each ranked site (last Updated 17th September 2017)

Table 1 Top Online Sellers in India

Ranks	Name of Online Seller	Best Products
I	Amazon	Books, CDS and Electronics Products
II	Flipkart	Mobile phones & mobile accessories, laptops, computer accessories, cameras, movies, music, televisions, refrigerators, air-conditioners, washing-machines, Clothing, Footwear's
III	Snapdeal	Restaurants, spas, travel to online products
IV	Paytm,	Home Decor, Clothing, Laptops to Mobile
V	Jabong.Com	Apparel to Home needs

Source: indiafreestuff.in

Table 1 indicates that list of major online sellers in India like Amazon, Flipkart, Snapdeal, Paytm and Jabong etc. Online shopping offers fast, easy, money saving and interesting shopping experience, it has many advantages like 24 hours shopping, shopping with coupon to get discount, shopping from home, rich product availability and specifications etc

Table 2 Customers Perception on Online Shopping

Factors	Frequency	Percentage (%)
Knowing About Online Shopping		
Advertisements	52	52%
News Papers	26	26%
Friends and Relatives	14	14%
Existing Customers	08	08%
Total	100	100
Frequency of Purchase through Online		
Occasionally	23	23%
Frequently	51	51%
Once in a Month	26	26%
Total	100	100
Purchase of Product through Online		
General Products	20	20%
Electrical & Electronics	40	40%
Sports	04	04%
Medical	06	06%
Personal items	30	30%
Total	100	100

Source: Primary Data

From the table 2, it can be inferred that a majority, that is 54 per cent of the customers know about the online shopping through advertisements, followed that 26 per cent know the online shopping through news papers, 14 per cent of them know the online buying through friends and relatives and least number of customers to know the online shopping through existing customers. In the context of frequency of purchase of products through online result reveals that 51 per cent of them buy the products through online more frequently, followed by 26 per cent of them buy the products through online once in a month and 23 per cent of them buy the products on occasionally. In the context of major products purchase through online result express that the 40 per cent of the respondents are mostly buying the electrical and electronics products through online shopping, and 4 per cent of them buy the sports equipment through online shopping in the study area because of the customers feel that instead of buying the products manually to buy the products through online is more affordable and easy way.

Table 3 Perception of Customers Online Shopping Factors

Perception	Mean Score	Rank
Better option for online shopping	3.92	III
Satisfaction with online shopping	4.15	II
Security net connectivity for online shopping	3.21	V
Online shopping is more economy	4.39	I
Satisfy with delivery of products through online shopping	3.78	IV

Source: Primary Data, Note: Weighted Mean Score Method

From the table 3, According to weighted mean score method, it is inferred that most of them prefer the online shopping is more economy, followed that online shopping is giving satisfaction to customers, customers feel that the better option for buying the products through online and least importance factors are delivery of products on time is not upto the customers expected level and online security issue is the major constraints for customers to buy the products through online.

Findings and Conclusion

- It is observed that the top e-market or online shoppers are amazon and filpkart in india.
- It is identified the more than half of the respondents to know about the online shopping through advertisements (TV), followed that newspapers.
- It is captured that 51 per cent of the respondents buy the products through online more frequently in the study area due to they are highly educated.
- It is identified that 40 per cent of the respondents are mostly buying the electrical and electronics products through online shopping.
- According to weighted mean score method, it is inferred that most of them prefer the online shopping is more economy when compare to manual purchasing of products in the study area.

E-Shopping or Online Shopping is becoming common in today's life. The study indicate that most of customer having experience of e-shopping. Customer believed that e-shopping is better option than manual shopping still they have belief that online shopping is more economy, and satisfy with delivery of products and service through e-shopping. On the other hand, the customers' most alarming barriers for e-shopping are unable to verify product personally, e-payment is insecurity. It is concluded that future of e-shopping or online shopping in India looks very bright. E-shopping give customers best alternative to save money, time and energy.

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Security Issues in Mobile Banking

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Abstract

The invention of mobile phones makes the human life easier. The purpose of this study is to identify security risks in mobile banking and to provide an authentication method for mobile banking transaction by using bio-metric mechanism.

Current mobile banking authentication is challenging and identified as a major security risk. Literature review shows that customer distrusts mobile banking due to security issues. The authors discuss security risks in current authentication methods in mobile banking.

There are different methods and approaches to handle authentication in mobile banking. In this thesis, we propose a new approach of authentication in mobile banking. The strengths and weaknesses of existing approaches of authentication are identified with the help of Literature Review and interviews. The authors present basic transaction model and include security risks. By Literature Review it is found that finger print mechanism is a suitable method for authentication. Authors focus on authentication method and present a biometric scanning device which can identify the customer's finger print thus enabling the customer to access mobile banking facility. To promote mobile banking, it is necessary to improve customer trust in terms of security.

Keywords: Mobile banking, Security Authentication, SMS based Mobile banking Digital Signature.

Security Issues in Mobile Banking

Mobile banking refers to the use of a smart phone or other cellular device to perform online banking tasks while away from your home computer, such as monitoring account balances, transferring funds between accounts, bill payment and locating an ATM.

Mobile banking has two zones, one is the handset held by the user and the other is the bank zone. Literature shows that possibility of security threat exists for transaction of payment using mobile device.

Mobile banking and Security issues with WAP (Wireless Application Protocol)

WAP is used for communication between devices like digital mobile phones, internet, PDA etc. Through WAP customer can realize more functionality of internet banking. Encryption process is currently used for secure data transmission between bank and users

but the problem is that this encryption process is not good enough for the protection of sensitive data between bank and customer. The reason is that security methods require more powerful computing and high storage capacity. If we take internet banking it is realized that there are powerful computer systems and well defined complex encryption process to ensure the security. Mobile device have low computational capacity and hence we are unable to apply complex cryptographic system.

Due to advancement in technology, it is now necessary to provide end-to-end security. It means that if user uses his/her mobile device for mobile banking then the data transacted are secure at the bank end and not at the user end, thus leaving the data vulnerable to attacks. It was noted that it is difficult to provide end to end security through WAP. The reason is that the data is not encrypted at gateway during the switching of protocol process, which leads to security concern for mobile banking in WAP.

Authentication Risks and Issues

One of the authentication method used in mobile banking is the login method. However PINS authentication method is an old method and many security issues such as password and id theft were discovered in this method. In such cases, the secret may be revealed and this results in customer's distrust on the security service company. Bank follows some security mechanisms in mobile banking. While the customers and the banks are bound to each other. This security mechanism is done by identifying the customer's phone number, SIM card number, pin number etc. Customer likes to use the mobile banking technology because of its mobility as they can access the bank anywhere and in any situation. They can transfer their money from one account to another account faster in a user-friendly environment. And also they can check the current status of their account. But all customers of the bank are not ready to use this service because of some security issues. They are not ready to adopt the mobile banking systems as it brings inconvenience to the users assuming that it cannot prevent direct or indirect attacks.

The security mechanism adopted by the banks face many security issues like being attacked by unauthorized users which is of highest priority in terms of security. If the device gets stolen then the hackers or unauthorized persons may find the password from the log files or saved draft files. Many customers save their password in their mobile or they may keep the password under auto fill settings of the form, this loophole can be easily used by the unauthorized person. Uneducated people are less aware of these issues and thus leading to loss of trust by customers.

Authentication Model

There are two types of services provided to the customer which are as follows:

1. The bank provides the service directly to the customer
2. Banks share their facility to 3rdparty service provider

Bank provides the service directly to the customer architecture.

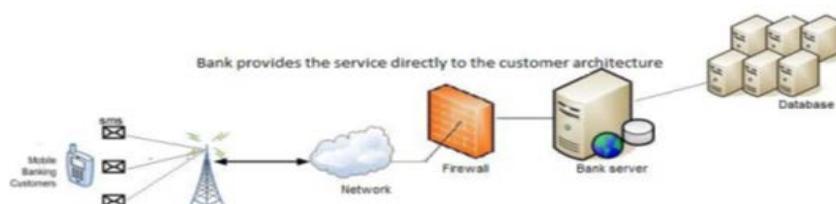


Figure: Provides the Service Directly to Customer Architecture

This is a setup which shows the Internet web server, database, application server and firewall at the bank's side. The above architecture is an example of mobile banking service handled directly by the bank. In this application, server plays an important role to provide services to the customer. The database will be accessed by transactions both from the bank and from mobile device.

If a mobile bank customer wishes to process the transaction, for example, transaction of money from one account to another account he/she must first authenticate themselves to the bank server through firewall. And the security application at the server has to verify the user through password or pin number and the server allows the customer to do transactions. In this method, there are some security issues such as server failure, system crash, and malevolent intrusion. These are serious problems and will not make the server come back in normal form. So many banks do not prefer this method.

Banks Share their Facility to 3rd Party Service Provider

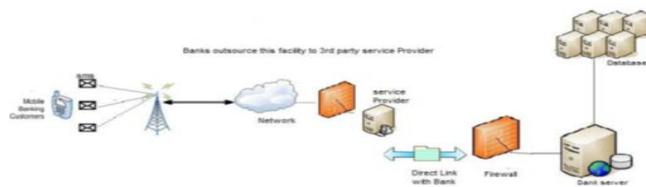


Figure: Banks share their facility to 3rd party service provider

Familiar banks outsource their facility to 3rd party architecture i.e. handling mobile banking customer service to 3rd party service provider. This service provider may lay close to the bank geographically or it may be in other country. They handle the customer through mobile or internet. They are responsible for secure transaction and management of the customer data. This method also has authentication issues as they follow the same authentication method like verifying the pin or password with the database and it also involves 3rd party server. There is no trust in securing the data of customers such as bank account details and customer addresses as they are managed by 3rd party service provider. So customer feels no security to share their password and details to the unknown 3rd party. And also customers need to pay extra charge for their service.

This is a list of issues that need to improve by the 3rd party service.

- Network Security & Control
- Parental Controls
- Customer Privacy & Informed permission
- Liability
- Fraud Prevention (or)Authentication
- Interoperability (or) Standardization
- Data Access & Use
- Financial Risks (or) Reward

SMS based Mobile banking

SMS based mobile banking is a convenient and easy way for accessing bank but there are end-to-end security problems. These problems exist in SMS, GPRS protocols and security issues for transaction of money. Today, most of the banks in the world offer SMS based mobile banking. If we take any mobile banking system we can realize that customers also interact with databases, files and important records through mobile phone.

In this scenario, the user sends PIN number to the bank's server and then the server is ready for accepting the requests. This approach is not fully secure because the data is transmitted and the network operator has full access to the data.

SMS banking is useful for small consumer and for small merchant. SMS banking is also useful for travelers because customer can buy ticket for buses and trains easily and in urgent situations without going to the respective stations.

SMS Encryption

As default data format for SMS is plaintext. Currently end to end encryption is not available. The only encryption involved at base transceiver station and SMS bank server during transmission. The encryption algorithm used is A5 which is proven to be defenseless.

SMS Spoofing Attack

The most dangerous attack in SMS banking is spoofing attack where attacker can send messages on network by manipulating sender's number. Due to spoofing attack, most of the organizations are not adopting mobile banking through SMS.

Virus Attacks in Mobile Banking

There are more than fifty thousand different types of computer viruses, internet malicious program and Trojans. Software like Trojan horses can easily take up password on the web browser or any cached information on operating system. Malicious codes are written for remote communication. Zeus Trojan targeted mobile bank users. Zitmo has been used by attackers to defect SMS banking. Zeus is commonly used to steal mobile transaction authentication number or password.

Risk with Digital Signature

To reduce hardware cost, designer may prefer digital signature. Digital signature is efficient that's why most companies are interested in digital signature for authentication. It is founded that digital signature is computational intensive. With unsigned values for example date, amount, they differed from transaction to transaction. So a signed template can be used with several unsigned values like date, amount etc.

Conclusion

In first step, it was observed that there is lagging of security and there is no formal authentication between the customer and the bank. Hackers can easily cybersquat and there is no assurance the bank authenticates the authorized person. For this reason bio metric authentication method was introduced to improve the security.

In second step the method based on designing was defined by using both strengths and weaknesses of current authentication mechanism. Much of the design process was based on suggestion from professionals and bank experts.

In third step the design method was validated by conducting workshop. The authors introduced biometric finger print design for authentication and the identified minimum requirements are selected for conducting workshop as time was a constraint.

This thesis fulfills the gap of authentication between the customer and the bank. The result shows that the biometric design increases the security level between the user and bank. The security will also increase the bank revenue. Fraud can be minimized by bio metric mechanisms; especially finger print is suitable and secure method for the authentication of customer. The author designed the mobile handset and proposed a future device through which customer can scan finger print. Due

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to uniqueness of finger print it assured that authorized customer is making use of mobile banking. As data is sensitive at server level of bank system we propose System Architecture process. In this way data will be secure for the customer doing mobile banking services from end to end.

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Sketching of Gender Impact on Buyer's Remorse –A Case of Digitalised Marketing World

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Abstract

“Sketching of gender impact on buyer’s remorse – a case of car buyers” titled article express the study of buyer’s remorse and whether is there any difference in regret feeling among the male and female car buyers or not? A study was conducted in major place of Coimbatore and using systematic random sampling one hundred car buyers were surveyed. By applying statistical tool results of the study were found that male and female buyers regret level not significantly differing to many factors. However, insufficient time and information major burden for female buyers to take purchase decisions. Hence, female were more regretted in car purchase due to time and information lack than male consumers.

Introduction

The incident of buyer’s remorse has been usually allied with the psychosomatic inference of cognitive dissonance; it is a state of psychological uneasiness happened to any human when at least two elements of cognition are in disagreement, and which motivates the human being to soothe it by shifting how human being think about the situation. Buyer’s remorse is an instance of post purchase decision dissonance, where a person is stressed out by a made decision and seeks to reduce their embarrassment -The buyer may change their behavior, their feelings, their knowledge about the world -what they thought the purchased item would be like, or even their knowledge of themselves (Urban dictionary). The more resources such as money, time, and cognitive resources that are invested into making a purchase, the more likely the buyer will experience buyer’s remorse or psychological discomfort (Trevor Thomas, 2017).

Buyer’s Remorse

Buyer’s remorse closely connected with purchase dissonance. John Carvalho (2017) in his research pointed that psychologists have focused on three main elements that are related to cognitive buyer’s remorse. They are: effort, responsibility, and commitment. Effort is an attempt made by the consumers towards purchase which is directly linked corollary of the purchase. Incase buyers who have not put enough effort occur post purchase remorse. Responsibility refers buyers are responsible to make their best choice among many

choices. Because if buyers had less choice of products will be less likely to feel purchase conflict because it was not of their own volition. Commitment refers consumer's dedication. Those who have high level of purchase commitment will be lower level regret feeling. Because, they spend more time wisely towards their best choices of the products. Buyer's remorse is stem from post-decision dissonance (Harold Sigall, 2017). Factors that affect buyer's remorse include resources invested, the involvement of the purchaser, whether the purchase is compatible with the purchaser's goals, and what positive or negative evidence the purchaser encounters post-purchase that confirms or denies the purchase as a good idea (Jessica Schiffer, 2018).

Factors of Buyer's Remorse

Buyer's remorse also called as regret feeling of consumer. It is an emotional response on the part of a buyer in a sales transaction, which may involve feelings of regret, fear, depression or anxiety (Elizabeth Weintraub, 2018). It is feeling of disappointment somebody has after they have bought something when they think they have made a mistake. Buyer's remorse is the sense of regret after having made a purchase. It is frequently associated with the purchase of an expensive item such as a car or house. It may stem from fear of making the wrong choice, guilt over extravagance, or a suspicion of having been overly influenced by the seller. Yi Cai, and Brenda Cude (2010), scrutinized whether contestant sense supplementary regret about a negative outcome when reference prices were available or not and the results indicated that the accessibility of reference prices considerably pretentious participants' feelings of regret about a negative outcome. Inbar, Y., et al.,(2011) resulted that choice-set size do not affects the buyers regret when they believe that they had enough time to choose, that the prejudiced feeling of being rushed accounts for greater regret when choosing from larger sets, and that changing people's lay conjecture concerning to eliminates regret. Mahmoud Abdel Hamid Saleh(2012) analysis exposed the subsistence of magnitude of consumer guilt, namely, hesitation, sadness, reluctance to spend, regret and self-blame. Consumer guilt is felt due to wrongdoing, self-control failures and extravagance in self-indulgent desires. The findings show that guilt is a regret feelings are found to be cyclic, short-lived and superficial and mostly arise as a result of good and bad actions but not always of right versus wrong actions. when one buys an item and feels regret about the purchase soon thereafter. While buyer's remorse is normally restricted to expensive purchases that have probably busted the buyer's budget, this sentiment can also occur when a person buys a totally useless and inappropriate item. It's when you regret spending money on something you shouldn't have. This usually happens when you don't have the money for something but you buy it anyways. Sana Chebab(2010) investigated the relationship between regret and behavioral responses that may have an impact on the firms' prosperity and found that purchase feel sorry have a straight blow on behavior and effects of dissatisfaction. My Bui et.al, (2011) assessed possibilities of regret have an effect on shopper pleasure extent of musing, and brand-switching attitude and results indicate that regret decreases consumer satisfaction level and increases brand-switching intention. Further off-putting feeling was initiated to reveal an indirect effect between regret and extent of rumination.

Reasons For Buyer's Remorse

There are many reason the consumer may regret their purchase: 1. Post purchase product comparison, 2. Comparison of the price paid, 3. Ignoring valuable information at the time of purchase, 4. the paradox of choices 5. Missing consumer involvement 6. High level of comparison 7. Ignoring the cost, secondary inspection more comparison 8. Inadequately dealing about technical aspect of the product 9. Anxiety about wrong decision 10. Insufficient money 11. Worries about whether the purchase was made a right time 12. Worries about new product new design and also

guild. Factors like door-to-door sales, false labeling, unsolicited merchandise, abusive collection practices, misleading advertising and referral and promotional sales and etc lead a buyer to regret their purchase (Terri Scott, 2016)(Elyssa Kirkham,2018). Alan d. J. Cooke et.al. (2011) examined how pre- and post purchase comparisons affect regret and satisfaction, and whether consumers learn to avoid decisions that result in regret. Information learned after the purchase has a greater impact on satisfaction than information learned before the purchase. Results imply that if consumers who receive post purchase information wish to avoid future feelings of regret.

Exact Remorse Gap

There are many studies dealing about consumer post purchase dissonance but very few studies give attention on buyer remorse specifically this sense of regret feeling after having made a purchase is not studied much in western & eastern countries. In India car marketer is booming day by day and what they today model not tomorrow it means every day automobile industry comes with array of new brand car model and design. In India the car market price practice guide ranging from high cost to offer table by even middle class family but the real problem behind after the purchase because consumer used to compare they product and service price paid accessories received and etc... this situation leads to post purchase dissonance It mean that the buyer may regret to say that whether they had a right or wrong purchase, hence current study going to deal about how car buyer perceived regret feeling what level they perceived it and also weather this remorse feeling excising among car buyer therefore title of the study is buyer remorse feeling on the car purchased recall survey

Buyer's remorse takes many different forms, most of them typified by a high level of anxiety, usually about having made the wrong decision. This is especially true of purchases such as buying a car which is one of the most common triggers for buyer's remorse, due to many personal and market reasons were influencing (Joseph Hogu,2017). Here the nature of the study is going to focus on how car buyers experienced the remorse and its consequences as well as what action made to the future buyers will be recommended from this study.

Objectives and Methodology of the Study

1.To know the various reason of car buyer post purchase regret feelings, 2.To determine level of regret feeling perceived by the car buyers,3.To know the which remorse factors significantly influencing gender,4.To bring effective strategy recognizatoin, suggestion to overcome buyer remorse In order to investigate the reasons and which gender experiencing more regret feeling while buying, total of 100 people who had recently purchased the car were met and interviewed with set of questionnaires. Systematic random sampling was applied and do know the different regret feeling with respect to male and female buyers, an t –test applied as statistical tool. The results of the study and further comments are as follows.

Gender	Frequency	Percent	Marital status	Frequency	Percent
Male	71	71.0	Single	18	18.0
Female	29	29.0	Married	82	82.0
Total	100	100.0	Total	100	100.0
Age	Frequency	Percent	Occupation	Frequency	Percent
Below 25	16	16.0	Private job	34	34.0
26-30	14	14.0	Government job	3	3.0

31-35	40	40.0	Business	36	36.0
36-40	26	26.0	Doctor/engineer	9	9.0
Above 45	4	4.0	Other	18	18.0
Total	100	100.0	Total	100	100.0
Annual Income	Frequency	Percent	Educational Qualification	Frequency	Percent
1.5 L -2.4 L	4	4.0	HSC level	11	11.0
2.4 L - 3.40L	18	18.0	Under graduate	66	66.0
3.41TO4.41	21	21.0	Diploma	2	2.0
4.41TO5.40	22	22.0	Post graduate	21	21.0
Above 5.41L	35	35.0	Total	100	100.0
Total	100	100.0			

Demographic profile: Out of 100 respondents surveyed, 71(71%) of the respondents are male consumers whereas rest of the 29(29%) of the respondents are females. 40% of the respondents belongs to age group 31 to 35 years. 82% respondents is single from out of 100 respondents. 36% of the respondents doing business. Annual income of the consumers who participated in this survey. 35(35%) of the respondents annual income is above 5.41lak. Qualification of the consumers who participated in this survey. 66% of the respondents completed under graduates

Group Statistics

Group statistics					Levene's Test for Equality of Variances	t-test for Equality of Means				Sig. (2-tailed)	
Gender		N	Mean	SD		Std. error mean	F	sig.	t	df	
1	Male	71	4.1127	.46443	.05512	Equal variance assumed	2.026	.158	-1.604	98	.112
	Female	29	4.2759	.45486	.08447	Equal variances not assumed			-1.618	53.074	.112
2	Male	71	3.9859	.35829	.04252	Equal variances not assumed	2.428	.122	-.968	98	.335
	Female	29	4.0690	.45756	.08497	Equal variance assumed			-.874	42.710	.387
3	Male	71	2.9296	1.01874	.12090	Equal variances not assumed	.228	.634	-1.213	98	.228
	Female	29	3.2069	1.08164	.20086	Equal variance assumed			-1.183	49.373	.243
4	Male	71	2.9859	.90227	.10708	Equal variances not assumed	.439	.509	-.570	98	.570
	Female	29	3.1034	1.01224	.18797	Equal variance assumed			-.543	47.136	.589
5	Male	71	2.9859	.91796	.10894	Equal variances not assumed	.103	.749	-1.617	98	.109
	Female	29	3.3103	.89056	.16537	Equal variance assumed			-1.638	53.542	.107

6	Male	71	3.2113	.82662	.09810	Equal variances not assumed	.359	.550	-1.363	98	.176
	Female	29	3.4483	.68589	.12737	Equal variance assumed			-1.474	62.306	.145
7	Male	71	2.9718	.92539	.10982	Equal variances not assumed	.039	.844	-1.147	98	.254
	Female	29	3.2069	.94034	.17462	Equal variance assumed			-1.140	51.321	.260
8	Male	71	3.2676	.89375	.10607	Equal variances not assumed	1.335	.251	.854	98	.395
	Female	29	3.1034	.81700	.15171	Equal variance assumed			.887	56.649	.379
9	Male	71	3.1268	.89330	.10602	Equal variances not assumed	5.218	.025	-1.389	98	.168
	Female	29	3.3793	.62185	.11547	Equal variance assumed			-1.611	74.050	.111
10	Male	71	2.3099	.93490	.11095	Equal variances not assumed	.230	.633	-2.518	98	.013
	Female	29	2.8276	.92848	.17241	Equal variance assumed			-2.525	52.398	.015
11	Male	71	2.3803	1.00522	.11930	Equal variances not assumed	1.218	.272	-.159	98	.874
	Female	29	2.4138	.82450	.15311	Equal variance assumed			-.173	63.027	.863
12	Male	71	3.0704	1.01874	.12090	Equal variances not assumed	.022	.881	-1.073	98	.286
	Female	29	3.3103	1.00369	.18638	Equal variance assumed			-1.080	52.784	.285
13	Male	71	2.9859	1.17708	.13969	Equal variances not assumed	1.575	.213	-1.313	98	.192
	Female	29	3.3103	.96745	.17965	Equal variance assumed			-1.426	62.898	.159
14	Male	71	2.9155	1.18015	.14006	Equal variances not assumed	.016	.899	-1.252	98	.214
	Female	29	3.2414	1.18488	.22003	Equal variance assumed			-1.249	51.881	.217
15	Male	71	3.0282	1.21857	.14462	Equal variances not assumed	.555	.458	-.812	98	.419
	Female	29	3.2414	1.12298	.20853	Equal variance assumed			-.840	56.209	.404
16	Male	71	3.0563	.90849	.10782	Equal variances not assumed	1.511	.222	-2.537	98	.013
	Female	29	3.5517	.82748	.15366	Equal variance assumed			-2.639	56.846	.011
17	Male	71	2.9014	.89690	.10644	Equal variances not assumed	.742	.391	-1.998	98	.048
	Female	29	3.3103	1.00369	.18638	Equal variance assumed			-1.905	47.234	.063
18	Male	71	3.0845	.99637	.11825	Equal variances not assumed	.371	.544	-.087	98	.931
	Female	29	3.1034	.97632	.18130	Equal variance assumed			-.088	53.049	.931

19	Male	71	2.8732	.94005	.11156	Equal variances not assumed	.008	.930	-1.792	98	.076
	Female	29	3.2414	.91242	.16943	Equal variance assumed			-1.815	53.519	.075
20	Male	71	3.0282	1.06867	.12683	Equal variances not assumed	.048	.826	-1.072	98	.286
	Female	29	3.2759	.99630	.18501	Equal variance assumed			-1.104	55.590	.274
21	Male	71	2.7465	1.03811	.12320	Equal variances not assumed	.005	.944	.398	98	.691
	Female	29	2.6552	1.04457	.19397	Equal variance assumed			.397	51.777	.693
22	Male	71	3.8310	.53415	.06339	Equal variances not assumed	3.477	.065	-.884	98	.379
	Female	29	3.9310	.45756	.08497	Equal variance assumed			-.944	60.365	.349
23	Male	71	3.8873	.57444	.06817	Equal variances not assumed	2.413	.124	-.641	98	.523
	Female	29	3.9655	.49877	.09262				-.680	59.565	.499

1.I felt disappointment with price practice done by different showroom.2.I felt angry about some accessory missing compare to other showrooms which is given to other buyers.3.I feel very sorry about product information given by sales executive at the time of buying.4.I Regret to say that engine performance not up to the mark.5.I Feel frustrate because often I meeting usage related problem.6.Now I feel that I did not put enough effort into buying the product because I have not taken my car after the full clarification.7.I regret my purchase because the Car never served it purpose exactly.8.I Regret the car model I chosen because instated of this model I could have made a better choice (or) model.9.I feel very sorry to say that I have spend to much time to collect the quality information about the car I have purchase but had only very few information sources.10.I felt regret that the car advertisement given in media is not sufficient to make purchase decision.11. I feel regret say that the sales executive are not customer friendly.12.I regret to say that there is uncomfortable feeling while driving the car because internal accessory not that much quality.13. I felt annoyed I could have made a better decision then this one.14.I regret to say that I car now having is worthless.15.I regret to say that often I meeting repair problem.16.I regret to say that I would have wait for some more time to make better decision.17.I regret to say that I did not have enough information from car marketers to make best decision.18.I regret to say that my care that is giving high maintenance cost.19.I feel disappointment with often sales and services.20. I feel disappointed hidden cost which is not express properly.21.I regret to say that the discount promotion schemes are only attractive and not giving specific benefits. 22.I frustrate with the new model coming often because sometime I feel that I mad old model or wrong choice. 23. Now I am unhappy about the car price because I feel that at the time of buying I spent much higher than now.

A independent sample t-Test was performed in order to know whether reasons of buyer regret feeling differing with respect gender or not. The result of the study revealed that following two factors only significant difference on regret feeling differing with respect to gender. It means that compare to male, female respondents ($M=3.5517$) were expressed high regret feeling because of not spent enough time for make better decision ($t=2.537, df=56.846, p=0.013 < 0.005$). similarly compared to male respondents ($M=2.9014$) female consumers ($M=3.3103$) expressed high regret feeling because of insufficient information about to take better decision ($t=1.998, df=47.234$,). Hence it can be said that female consumers were more worried about time spending and insufficient information at the purchase decision making.

Suggestion

1. A buyers of any products and services they should feel good about purchase they have made it.2. Try to avoid maximum comparison. 3. Be specific your purchase goal and based on that you have go your purchase 4. Trying to clarify your doubts before purchase made. 5. Spend enough time and make your purchase with sufficient information about products and services. 6. Do not ignore valuable, useful information sources.7. Deepen your product technical details with the help of experts. 8.Try to avoid impulse buying or confused state of buying.

Conclusion

A study on buyer remorse is study about regret feeling of the consumers after the have made purchase decision But This feeling differ to consumer purchase decision But this emotional feeling may exist among many consumers .This situation occurring because of after purchase comparison. In this article car buyer's remorse feeling were surveyed. The result of the study revealed and concludes that the remorse feeling existing among car owners at varying level. Because of they were compared the cars which owned by them with others as well as concerned about not taken enough time to best purchase, This is specifically, comparing to male buyers, female respondents were more worried about not spent enough time on purchase decision which leads them to post purchase regret. Further study concludes that post purchase remorse feeling is common phenomenon even in automobile sectors. However, current study findings may be good input for the future researchers.

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A Study on Digital Marketing for the Business

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Abstract

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. The spread of information and awareness can occur across numerous channels, such as the blogosphere, YouTube, Facebook, Instagram, Snapchat, Pinterest, and a variety of other platforms. Online communities and social networks allow individuals to easily create content and publicly publish their opinions, experiences, and thoughts and feelings about many topics and products, hyper-accelerating the diffusion of information. The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore, based on a customer's recent search history they can be 'followed' on the internet, so they see advertisements from similar brands, products and services. This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era. The lucrative offers would always help in making your digital campaign a success.

Introduction

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing,

display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. Digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to non-Internet channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online.

The development of digital marketing is inseparable from technology development. One of the key points in the start of was in 1971, where Ray Tomlinson sent the very first email and his technology set the platform to allow people to send and receive files through different machines. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of a computer was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than a limited list broker. This kind of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not so efficient. In the 1990s, the term Digital Marketing was first coined, With the debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant part of marketing technology. Fierce competition forced vendors to include more service into their software, for example, marketing, sales and service applications. Marketers were also able to own huge online customer data by eCRM software after the Internet was born. Companies could update the data of customer needs and obtain the priorities of their experience. This led to the first clickable banner ad being going live in 1994, which was the “You Will” campaign by AT&T and over the first four months of it going live, 44% of all people who saw it clicked on the ad. In the 2000s, with more and more Internet users and the birth of iPhone, customers started searching products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. Also, a survey in 2000 in the United Kingdom found that most retailers had not registered their domain address. These problems made marketers find digital ways for market development.

In 2007, the concept of marketing automation was raised to solve the problem above. Marketing automation helped companies segment customers, launch multichannel marketing campaigns and provide personalized information for customers. However, the speed of its adaptability to consumer devices was not fast enough. Digital marketing became more sophisticated in the 2000s and the 2010s when the proliferation of devices' capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, Youtube and Twitter, consumers became highly dependent on digital electronics in daily lives. Therefore, they expected a seamless user experience across different channels for searching product's information. The change of customer behavior improved the diversification of marketing technology. Digital marketing is also referred to as ‘online marketing,’ ‘internet marketing’ or ‘web marketing.’ The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013. Digital media growth was 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 Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises a concern of consumer privacy and data protection.

Objectives of the Study

- To analyze the digital era and Brand awareness
- To analyze the Latest development and Effectiveness of digital marketing
- To analyze the New non-linear marketing approach

New non-linear marketing approach

To engage customers, retailers must shift from a linear marketing approach of one-way communication to a value exchange model of mutual dialogue and benefit-sharing between provider and consumer. Exchanges are more non-linear, free-flowing, and both one-to-many or one-on-one. The spread of information and awareness can occur across numerous channels, such as the blogosphere, YouTube, Facebook, Instagram, Snapchat, Pinterest, and a variety of other platforms. Online communities and social networks allow individuals to easily create content and publicly publish their opinions, experiences, and thoughts and feelings about many topics and products, hyper-accelerating the diffusion of information.

The Nielsen Global Connected Commerce Survey conducted interviews in 26 countries to observe how consumers are using the Internet to make shopping decisions in stores and online. Online shoppers are increasingly looking to purchase internationally, with over 50% in the study who purchased online in the last six months stating they bought from an overseas retailer.

Using an omnichannel strategy is becoming increasingly important for enterprises who must adapt to the changing expectations of consumers who want ever-more sophisticated offerings throughout the purchasing journey. Retailers are increasingly focusing on their online presence, including online shops that operate alongside existing store-based outlets. The “endless aisle” within the retail space can lead consumers to purchase products online that fit their needs while retailers do not have to carry the inventory within the physical location of the store. Solely Internet-based retailers are also entering the market; some are establishing corresponding store-based outlets to provide personal services, professional help, and tangible experiences with their products.

An omnichannel approach not only benefits consumers but also benefits business bottom line: Research suggests that customers spend more than double when purchasing through an omnichannel retailer as opposed to a single-channel retailer, and are often more loyal. This could be due to the ease of purchase and the wider availability of products.

Use in the digital era

There are some ways brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era not only allows for brands to market their products and services but also allows for online customer support through 24/7 services to make customers feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them. As such, digital marketing has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand. It has become increasingly popular for businesses to use and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately.

Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences. Examples can be that social media users share food products and meal experiences highlighting certain brands and franchises. This

was noted in a study on Instagram, where researchers observed that adolescent Instagram users' posted images of food-related experiences within their social networks, providing free advertising for the products.

Brand awareness

Ease of access

A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email, etc. Through Digital communications it creates a Multi-communication channel where information can be quickly exchanged around the world by anyone without any regard to whom they are. Social segregation plays no part through social mediums due to lack of face to face communication and information being wide spread instead to a selective audience. This interactive nature allows consumers to create conversation in which the targeted audience can ask questions about the brand and get familiar with it which traditional forms of Marketing may not offer.

Competitive advantage

By using Internet platforms, businesses can create a competitive advantage through various means. To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this, a business can create a system in which they can pinpoint behavioral patterns of clients and feedback on their needs. This means of content has shown to have a larger impingement on those who have a long-standing relationship with the firm and with consumers who are relatively active social media users. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers as well as consistent brand reinforcement, therefore, improving brand awareness resulting in a possible rise for consumers up the Brand Awareness Pyramid. Although there may be inconstancy with product images; maintaining a successful social media presence requires a business to be consistent in interactions through creating a two way feed of information; firms consider their content based on the feedback received through this channel, this is a result of the environment being dynamic due to the global nature of the internet. Effective use of digital marketing can result in relatively lowered costs about traditional means of marketing; Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs.[32]

Effectiveness

Brand awareness has been proven to work with more effectiveness in countries that are high in uncertainty avoidance. Also these countries that have uncertainty avoidance; social media marketing works effectively. Brands must be careful not to be excessive on the use of this type of marketing, as well as solely relying on it as it may have implications that could negatively harness their image. Brands that represent themselves in an anthropomorphizing manner are more likely to succeed in situations where a brand is marketing to this demographic. “Since social media use can enhance the knowledge of the brand and thus decrease the uncertainty, it is possible that people with high uncertainty avoidance, such as the French, will particularly appreciate the high social media interaction with an anthropomorphized brand.” Moreover, the digital platform provides an ease to the brand and its customers to interact directly and exchange their motives virtually.

Latest Development and Strategies

One of the major changes that occurred in traditional marketing was the “emergence of digital marketing” (Patruti Baltes, Loredana, 2015), this led to the reinvention of marketing strategies to adapt to this major change in traditional marketing (Patruti Baltes, Loredana, 2015).

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

Segmentation: more focus has been placed on segmentation within digital marketing, to target specific markets in both business-to-business and business-to-consumer sectors.

Influencer marketing: Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Salesforce CRM. Many universities now focus, at Masters level, on engagement strategies for influencers. To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

Online behavioral advertising is the practice of collecting information about a user’s online activity over time, “on a particular device and across different, unrelated websites, to deliver advertisements tailored to that user’s interests and preferences

Collaborative Environment: A collaborative environment can be set up between the organization, the technology service provider, and digital agencies to optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organization’s relationship with their customer as well as spawn ideas that would otherwise be overlooked. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organization.

Data-driven advertising: Users generate a lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers’ privacy, users’ Data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand’s mobile app), brands can also collect data from real-world customer interactions, such as brick and mortar stores visits and from CRM and Sales engines datasets. Also known as People-based marketing or addressable media, Data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customers’ moment and actions.

An important consideration today while deciding on a strategy is that the digital tools have democratized the promotional landscape.

Remarketing: Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.

Game advertising: Game ads are advertisements that exist within a computer or video games.

One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore, based on a customer’s recent search history they can be ‘followed’ on the internet, so they see advertisements from similar brands, products and services. This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

Increase the effectiveness of digital marketing

A strategy that is linked to the effectiveness of digital marketing is content marketing. Content marketing can be briefly described as “delivering the content that your audience is seeking in the places that they are searching for it.” It is found that content marketing is highly present in digital marketing and becomes highly successful when content marketing is involved. This is due to content marketing making your brand more relevant to the target consumers, as well as more visible to the target consumer. Marketers also find email an effective strategy when it comes to digital marketing as it is another way to build a long-term relationship with the consumer. Listed below are some aspects that need to be considered to have an effective digital media campaign and aspects that help create an effective email system.

Interesting mail titles differentiate one advertisement from the other. This separates advertisements from the clutter. Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement.

Establishment of customer exclusivity: A list of customers and customer’s details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer’s previous buyer behavior. This is effective in digital marketing as it allows organizations to build up loyalty over email.

Low Technical Requirements: To get the full use out of digital marketing it is useful to make your advertising campaigns have low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign.

Rewards: The lucrative offers would always help in making your digital campaign a success. Give some reward at the end of the campaign. This would invite more engagement and word of mouth publicity

Conclusion

Customers are often researching online and then buying in stores and also browsing in stores and then searching for other options online. Online customer research into products is particularly popular for higher-priced items as well as consumable goods like groceries and makeup. Consumers are increasingly using the Internet to look up product information, compare prices, and search for deals and promotions. It is increasingly advantageous for companies to use social media platforms to connect with their customers and create these dialogues and discussions. The potential reach of social media is indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users.

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Marketing and Social Media

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Abstract

Web based life give an unparalleled stage to customers to expose their own assessments of bought items and along these lines encourage informal correspondence. This paper inspects connections between customer posting conduct and showcasing factors, for example, item cost and quality and investigates how these connections advance as the Internet and shopper audit sites draw in more all inclusive acknowledgment. In view of car show information from a few driving on the web buyer survey sources that were gathered, this investigation exhibits that the connections between showcasing factors and customer web based posting conduct are distinctive at the early and develop phases of Internet utilization. For example, in the beginning period of buyer Internet utilization, cost is contrarily associated with the penchant to post an audit. As customer Internet utilization ends up pervasive, in any case, the connection among cost and the quantity of online purchaser audits movements to a U-shape. Interestingly, in the early years, cost has a U-formed association with generally speaking customer rating, yet this connection among cost and by and large evaluating turns out to be less huge in the later period. Such contrasts at the two unique phases of Internet utilization can be driven by various gatherings of buyers with various inspirations for online survey posting.

Research Highlights

- We ponder connections between purchaser posting conduct and advertising factors.
- We break down car information from driving buyer audit sources.
- Marketing factors influence the volume and valence of online postings.
- Product cost and item quality have altogether different effects on posting conduct.
- Increased Internet and purchaser survey website utilization has modified these connections.

Keywords: Connections, Internet, Customer.

Intoduction

Online person to person communication publicizing (SMM) is a sort of Internet exhibiting that utilizations long range casual correspondence destinations as an advancing instrument. The goal of SMM is to convey content that customers will give to their casual association to empower an association to construct check introduction and enlarge customer reach. One of the key fragments of SMM is online life change (SMO). Like site change (SEO), SMO is a system for delineation new and stand-out visitors to a site. SMO ought to be conceivable two diverse ways: adding web based life associates with substance, for instance, RSS channels and sharing gets - or propelling activity through online life by reviving statuses or tweets, or blog posts. SMM empowers an association to get quick feedback

from customers (and potential customers) while impacting the association to seem, by all accounts, to be more genial. The natural parts of web based systems administration allow customers to make request or voice complaints and feel they are being heard. This piece of SMM is called social customer relationship organization (social CRM). SMM ended up being more run of the mill with the extended noticeable quality of destinations, for instance, Twitter, Facebook, Myspace, LinkedIn, and YouTube. Likewise, the Federal Trade Commission (FTC) has invigorated its benchmarks to fuse SMM. If an association or its advancing office gives a blogger or other online investigator with free things or diverse spurring powers to make positive buzz for a thing, the online comments will be managed legally as backings. Both the blogger and the association will be considered accountable for ensuring that the inspirations are clearly and unmistakably uncovered, and that the blogger's posts contain no beguiling or unconfirmed verbalizations and by and large consents to the FTC's precepts worried out of line or deluding publicizing. See likewise: relationship advancing, social outline, social web record, Microsoft Town Hall, buzz promoting, viral displaying

Research Methodology

The paper relies upon the discretionary data and the information is recuperated from the web through, journals, look at papers and ace sentiments on a comparative point.

7 Step Social Media Marketing Strategy Checklist

Create Social Media Marketing Goals That Solve Your Biggest Challenges

- Research Your Social Media Audience
- Establish Your Most Important Metrics
- Research Your Social Competitive Landscape
- Build and Curate Engaging Social Media Content
- Engage With Your Audience and Don't Ignore
- Track Your Efforts and Always Improve

Different Types of Social Media Marketing

Natural Internet based Life Promoting

It is the path toward propelling your things or organizations using free gadgets given by each web based life profile to develop an informal community and speak with them. All things considered, you can share the presents and respond on comments through electronic systems administration media profiles including Facebook, LinkedIn, Twitter, et cetera.

Paid Social Media Marketing

Paying to demonstrate adverts for substance, picture, video, et cetera or upheld messages to relational association customers in light of concentrating on procedure like measurement, lead, et cetera. A cost is incorporated into light of the kind of advancement configuration used. A summary of essential web based life channels for paid publicizing are according to the accompanying

- Facebook Advertising
- LinkedIn For Business
- Twitter Marketing
- Instagram

Advantages

Since you have acknowledged what is web based life advancing it's a perfect chance to know the different favorable circumstances of web based systems administration publicizing. So take

a gander at the primary ten points of interest of electronic long range informal communication displaying.

- Helps in building the brand care and reputation.
- Drives immense and concentrated on development by reaching a wide assembling of individuals and expanding it.
- Improves web searcher or normal rankings.
- Boost the change rates of your site.
- Satisfies customers and occupy them from visitors to enduring customers.
- Improves check steadfastness and stamp authority.
- Cost Effective than other publicizing or standard channels.
- Helps you to wind up Influencer in your industry.
- Helps in knowing your customers by giving accommodating bits of information.
- Provides better customer experience and empower you to respond them.

Disadvantages

Clearly, online life promoting isn't without its imperfections. So also as quick as customers can share your substance by means of online systems administration media, they can share an unflattering story about you or your business.

Negative Feedback

Online life customers have free rein to post whatever they require. This suggests satisfied customers can leave sparkling reviews on your pages, anyway it in like manner infers that disturbed ones can leave enraged furies about your business. A segment of this negative information could begin from inside your very own affiliation. Frustrated delegates have been known to vent through online systems administration media about work and their directors, which makes the entire association look appalling.

Potential for Embarrassment

It's definitely not hard to end up required with web based systems administration and post whatever rings a chime, which can have epic implications for any business. Take, for example, when Digiorno Pizza saw that “#Why I Stayed” was slanting on Twitter, and jumped going to have an impact with a tweet that read “# Why I Stayed You had pizza.” This doesn't sound unpleasant until the point that the moment that you consider that the hash tag was being used to discuss why setbacks of damaging conduct at home stay in harsh associations. For associations with a considerable social event of individuals, bungles like this don't go unnoticed. By virtue of internet organizing customers' lively reactions and tendency to share, the tweet was all over genuine media outlets inside hours.

Time Intensive

It requires a huge amount of venture and effort to keep up a savvy electronic life closeness. In case you have a little gathering or confined resources, it is now and again difficult to give the expected advantages for web based life. People need to screen each casual association, respond to request and info, and post huge updates. While a couple of individuals may consider this to be a drawback, investing energy into electronic life can empower your business to make continuing relationship with customers that will keep them returning for a significant time span to come.

Conclusion

With respect to online life advancing, such an extensive number of affiliations do negligible more than tick the cases in the check list they found in some book or ace's webpage. The issue with enrollment records is that once the container has a tick in it, senior organization acclaims itself and pronounces to any person who will listen that they have managed these cases being checked—anyway they don't for the most part mind if every movement has been done suitably. To do thusly might be to uncover the manner in which that they have truly managed nothing. It is this kind of key organization that gives rise.

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A Study on Impact Digital Marketing in Industry in India

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Abstract

In this world of digitization, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. Flip kart with its innovative digital marketing has created a niche market in online stores competing with the conventional stores showing the power of online marketing. The case study analyses how Flipkart.com has brought in an array of digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how Flip kart has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. And a few years from now it will be eventually seen that the conventional marketing being replaced by digital marketing. Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what's hot in digital marketing.

Introduction of Digital Marketing

Digital marketing means provide goods and services through the internet. We use those things for digital marketing such as mobile phones, tablets, display advertising, and any other digital medium. The means motive of Digital marketing is internet brand loyalty, brand awareness and to reach the customers in timely, relevant, personal and cost-effective manner.

The Objective of the Study

- To study about Digital Marketing Industry
- To study about Impact of Digital Marketing
- To study about the Marketing Industry in India

Methodology

Research Type: Descriptive Type

Data Collection: Secondary data Collected through leading Journals, reviews, chapter Books.

Review of Literature

Gupta (2014) in her paper “E-Commerce: Role of e-commerce in today’s business,” presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different e-commerce models, i.e., B2B, B2C, B2G and C2C, narratively analyzing the nitty gritty of each.

Rina (2016) also elaborates the different applications of e-commerce in “Challenges and Future Scope of E-commerce in India,” at the same time, defining the degree to which they are operational in the country.

Mishra & Kotkar(2015) trace the timeline and development of B2C e-commerce in “A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon with its inception in the mid-1990s through the advent of matrimonial and job portals. However, due to limited internet accessibility, weak online payment systems and lack of awareness, the progress was very slow. The Indian B2C e-commerce industry got a major boost in the mid-2000s with the expansion of online services to travel and hotel bookings which continue to be major contributors even today.

Das & Ara(2015) observe in “Growth of E-Commerce in India” that though online travel and hotel bookings still control the lion’s share of the e-commerce market, their share has comparatively fallen over the years due to the recent augmentation and consequent rise of e-tailing services. There has been a tremendous surge in the volume of investment in this sector. With the e-commerce markets in the west reaching their saturation, investors see tremendous potential in the Indian market, in the light of which, many start ups have received funding from venture capitalists and private equity firms. China’s Alibaba Group and affiliate Ant Financial became the largest shareholders of One97 Communications, the parent of Indian e-tailer Paytm, by investing \$680 million, in 2015 (Aulakh, 2015). To tap the potential of what it regards as “underdeveloped internet economy” of India, Japanese investment company and technology powerhouse Softbank invested \$627 million into online retailing marketplace Snapdeal and \$210 million in Ola Cabs.

(Mac, 2014).¶ Similarly- New York firm Tiger Global Management has funded companies such as MakeMyTrip, Flipkart, Myntra and Quickr. The availability of funds has presented a favorable ecosystem and growth opportunities for big as well as small companies. It has enabled local startups to survive in cut-throat competition against foreign giants and has facilitated the penetration of e-commerce to every facet of human life; such that the differentiation between e-commerce and traditional business is getting blurred.

Digital Marketing Industry in India

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems, and content management.

The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime.

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 digital marketing trends is making a very substantial impact on marketing and advertisement. The big picture of the Digital Marketing industry in India cannot be complete if the 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 the first business-to-business online shopping system to be installed.

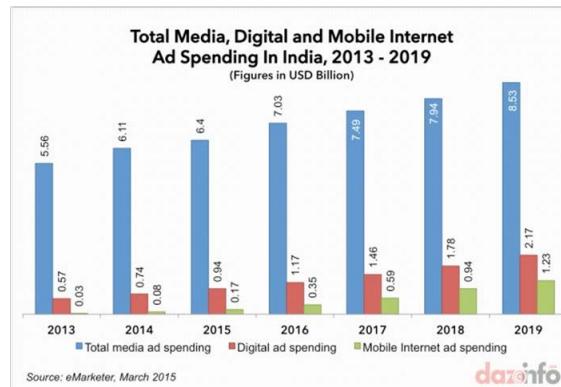
1996: India MART B2B marketplace established in India.

2007: Flipkart was established in India. Every E-marketing or commercial enterprises use 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.



Total Media, Digital and Mobile Internet Ad Spending in India (2013-2019)

Today, the digital marketing industry in India is growing at its peak and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below figure indicates the digital marketing statistics.

The belief was that online information is virtual information full of lies. No one could listen to any online advertisement not to talk of purchasing groceries, furniture or clothes. The story has changed. Everything from marketing to sales can be done online. This is due to the trust that has been restored to online communication in India. This has helped the marketing initiatives. The revolution is from the communication industries. Low cost of the handset is now available making it possible for India to have about 600 million internet users which ultimately creates a fascinating business opportunity to sell to a growing population.

Moreover, the development in the digital marketing industry in India evident in the marketing shift from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Also, marketing information's is moving along in the same line with entertainment. People of India needed an exciting spirit always. This targets their interest

in the marketing information. Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. The quality of use in the urban centers of India is on a high side. This is because the majority doesn't have time for shopping. Apart from struggles to earn money, people want some other things to be done at their convenience. The following survey from people indicates the size of the Digital Marketing industry in India:

- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that the traditional model of marketing is no longer sufficient and this will make the company revenue to be increased by 30% by the end of 2017



In 2017, 80% of businesses will increase their digital marketing budget which may surpass the IT budget. Only the illiterates could not access the potentials of digital marketing because of the accessibility to computing devices and computer education. Many of the people in this category still don't trust the method of online payment, and they lack training in English Language and other foreign languages to market online in global markets.

The following are the channels that are playing an active role in the development of the digital marketing industry in India.

Mobile Marketing

Digital marketing overview reveals that Social media has been playing a supporting role in marketing. Over the years, it has been noticed that 92% of social media users are from mobile devices. This enables the size of the digital marketing industries.

According to the research made by the Internet and Mobile Association of India (IAMAI, 2008), communication has become a real mass communication tools having about 286 million accounts in 2008. The Indian telecommunications market has tremendous growth opportunities and according to IAMAI is projected to exceed 500 million by 2010. According to TRAI, the numbers of a mobile subscriber based in India grew to 980.81 million users in the second quarter of 2015.

Adoption of the mobile device is getting higher day by day. SMS marketing is one of the true mass market media channels across many demographics before the convergence of mobile internet and mobile devices.

Video Marketing

Growing need for the visual content has turned video marketing be one of the most appealing trends of digital marketing in 2017.

Email Marketing



Email marketers of some of the most successful marketing agencies claim a return of \$40 for every dollar they invested. From the digital marketing overview, it was discovered that well-targeted email marketing would be one of the most effective ways of ensuring conversions in 2017. As shown from the figure below, email is one of the most effective methods for digital marketing as there is a facility to disburse messages to millions of people at a time.

Conclusion

In India, Digital Marketing started to get visible around 2010. With the entry of e-commerce players like snap deal & Flip kart, the digital marketing arena started to pick. The industry growth between 2010 and 2017 has been tremendous. Various figures on the internet about Digital Marketing in India peg the growth at 25% to 40% on an annual basis coming to what is the future of Digital marketing in India? Digital Marketing will remain to be a robust growing industry at least for the next five years. There are a lot of reasons as to why I believe the industry is poised to grow at a staggering pace.

To begin with, see below a research report from Forester Research. The report which came out in Feb 2017 shows that India will be the fastest growing online retail country in the Asia Pacific. Further, it says that India should grow at a staggering 31% per annum the next five years.

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The Study on Consumer Preference towards Flagship and Flanker Brands of HUL and P&G

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Abstract

The main objective of this paper is to examine the preference of consumers towards flagship and flanker brands of Hindustan Unilever Limited (HUL) and procter & Gamble (P&G), and identify the impact of various factors which influence the buying choices of consumers. Hair care and home care (detergents) product categories were selected for the purpose of this study. It is found that the flagship brands of both HUL and P&G command sizeable market shares, and the market shares of the corresponding flanker brands are considerably lower. It is also found that there is a significant difference in the preference of consumers towards the flagship and flanker brands of HUL and P&G on the basis of price, quality and brand image.

Introduction

In general terms, flanker brand or fighter band is a lower-priced product similar to the main offering, introduced by a company to target competitors who are endeavoring to under-price the main product. According to Hyatt (2008) the use of a flanker or fighter brand is one of the oldest strategies in branding history, and was first followed to promote cigarettes in the 19th century. This strategy is often used in difficult economic times.

Ritson (2009) point out that as customers switch to lower-priced offers due to financial imperatives, manager at mid – tier and premium brands are confronted with a classic problem: Should they handle the risk head on and reduce existing prices, knowing that it will reduce profits and potentially commodify the brand? Or should they maintain prices, hope for better times to return and meanwhile lose customers who might never come back? With both choices often similarly unpalatable, companies often select the third option of launching a flanker or fighter brand. When the strategy works, a flanker brand not only defeats a low-priced competitor, but also opens up a new market. The Celeron microprocessor is an example

of a successful flanker brand. In spite of the success of its Pentium processors, Intel confronted a major danger from less expensive processors such as AMD K6 that were better placed to serve the developing market for low-cost personal computers. Intel needed to ensure the brand value and price premium of its Pentium chips, but also wanted to avoid AMD gaining a foothold in the lower end of the market. This led to Intel's creation of the Celeron brand, a cheaper, less capable form of Intel's Pentium processor, as a flanker brand to serve the lower end of the market.

Flanking Strategy

In the military context, a flank is the right or left limit of the combat unit relative to the direction of its movement, and is often a weak point, as the unit cannot apply much direct fire from the flanks (Offense and Defense, 2012). It is because of this, that flanking as a military strategy is commonly employed in battle, and commanders employ flanking tact to engage these weak points. Generally, the act of flanking refers to the movement of a smaller combat unit around the enemy's defenses to attack its flanks; and in doing so distract the enemy so that the main forces can carry on the main attack (Lind 1985; German et al., 1991; and Offense and Defense, 2012).

In the business context, there are two main interpretations of the flanking strategy. Firstly, a flanking attack is similar to the military concept of flanking, and is where a firm attacks an uncontested market area, distracting the competitor's attention away from the main market, while avoiding direct confrontation with the competitor (German et al 1991; Ries and Trout. 1993; and Crittenden 2010). A flanking position on the other hand, is a defense position that the firm engages, by launching products in peripheral or secondary markets to protect potential weak spots in its market position (Finnie, 1992; and Crittenden, 2010). When Apple launched the iPhone 5c it was launched as part of a defensive flanking strategy.

Price sensitivity is the main reason which influences consumers to look for alternatives at different price levels. This drives marketers to launch similar products under the same category in order to increase market share by targeting the consumers of each income level i.e., high middle and low. For instance, in the detergents category, Hindustan Unilever Limited (HUL) offers Surf Excel for high-income level consumers, Rin for middle-income level consumers and Wheel for the economy market, whereas in the toilet soaps category, ITC has Fiamma di Wills, Vivel and Superia in the premium, mid-range and economy categories, respectively. By launching flagship and flanker brands, firms can simultaneously target high, middle and low-income level consumers.

Flagship brand is the main brand offered by a company to its customers. Generally, the flagship brand caters to the needs of high-income consumers, for whom price is not the prime consideration.

Classification of Fmcg Industry

Fast Moving Consumer Goods (FMCG) are also termed as consumer packaged goods. These are items of frequent and regular consumption by end-consumers and are of comparatively small unit value. They include foods and beverages, personal care and home care items. The FMCG industry in India is quite large and has been growing at a steady pace. The FMCG industry is volume-driven and has low profit margins. The products are often branded and are supported by extensive marketing, heavy advertising, attractive packaging and strong distribution networks.

Several leading firms such as HUL, P&G, Dabur and ITC offer multiple brands in different FMCG segments (Refer Table 1). HUL is the only one which offers flanker brands in several product categories i.e., home care, hair care, oral care, personal care, skin care and tea in order to meet the needs of consumers at all income levels.

Table 1: Products Targeting Consumers of Different Income Levels

Product Category	High Income	Middle Income	Low Income
HUL (Hindustan Unilever Ltd)			
Home care	Surf Excel	Rin	Wheel
Hair Care	TRESemme and Dove	Sunsilk	Clinic Plus
Oral Care	Close Up	Pepsodent	---
Personal Care	Pears and Dove	Lux	Breeze and Lifebuoy
Skin Care	Lakme	Pond's and Vaseline	Fair & Lovely
Tea	Taj Mahal	Lipton, Brooke Bond	Taaza
P&G (Procter & Gamble)			
Fabric Care	Ariel	Tide	---
Hair Care	Head & Shoulders Wella	Pantene	--
Dabur			
Hair Care	Almond Hair Oil	Amla Hair Oil	Vatika Coconut Hair Oil
Oral Care	Dabur Red	Meswak	Babool
ITC			
Personal Care	Essenza Di Wills and Fiamma Di Wills	Vivel and savlon	Superia

Literature Review

Kumar and Dasgupta (2015) studied different dimensions of consumer perceptions regarding the fighter brand (Nima Rose) vis-à-vis the flagship brand (Nirma Beauty or Nirma). Their work can be viewed in the context of modern- day branding strategies and brand management practices. In this study, the authors established noticeable differences in the positioning strategies of flanker/ fighter brands from main stream / flagship brands of the same organization.

Godey and Lai (2011 highlighted the various steps involved in the development of international brand portfolios and issues specific to each of the steps. The authors also paid attention to launching flanker/fighter brands. Glander brands increase barriers to entry for competitors and generate profit and growth in the company’s portfolio. Fighter/flanker brands protect the flagship brands from rivals.

The work was designed to achieve the following specific objectives

- To examine the preference of consumers towards flagship and flanker brands of HUL and P&G.
- To identify the impact of selected factors which affect the purchasing decision of consumers

Conclusion

The study on consumer preference towards flagship and flanker brands of HUL and P&G specifically in hair care and home care (detergents) category show that the respondents are more concerned about quality, price and brand image of the products purchased by them. Further, it was also found that the preferences of male and female respondents differ with regard to the preferred channel for purchasing the products. The main reason behind launching flanker brands is to counter new entrants in the market. Flanker brands also protect the premium product as they cater to price sensitive consumers and help to capture a larger market share. By introducing flanker brands, a

company can increase its revenue and profitability and also enhance its brand image and ranking. Flanker brands can also help to retain business and market share during periods of economic downturn (recession) in view of their lower cost and price.

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Abstract

There are a lot of developments in the financial industry and new opportunities in digital developments seem to be endless and new entrants on the market will increase competition, even foreign competition. The results from this research are important for the banking industry because it can give an idea on what to expect in consumer banking, help banks realize how digitalisation can affect their business and how they can use the results to improve their strategy.

The purpose of this thesis is to answer the research question of how digitalisation will affect consumer banking in the next 10 years. The research method of choice is the Delphi method, where a group of hand-picked individuals with knowledge or experience in the financial industry, will take part in a research that will help answer the research question. The idea of the Delphi method is to try to achieve a consensus among participants on the given dilemma by asking a series of questionnaires. It took two rounds of questions to establish a consensus among those participants.

Introduction

Automation has been affecting most industries all the way back to the first industrial revolution. With increased developments in information technology and artificial intelligence, new opportunities are rising relatively fast in the past years at an exponential rate rather than linear. The use of artificial intelligence in automation, self-services and digitalized processes in the financial sector has grown rapidly over the past years, especially in consumer banks.

A few years back most people went to their local bank branch to deposit money with the assistance of a cashier, apply for a loan or overdraft on the credit card with the acceptance from a financial consultant or even transfer money between accounts. Most of the applications for loans or other various services needed some discussion with loan officers, paperwork and the appropriate approvals. To apply for a loan at the local bank branch, the employee had to do some research on the customer’s financial history and base its decision on that information combined with the word of mouth and sound judgement whether that customer was financially sound.

Industrial Revolution

Some industries experience greater impact from automation, for example the automobile industry has been involved in automation for many years and the first form of assembly line for car production developed by Ransom Old's in 1901, was a revolution. The company increased its output 500% in one year. This included lower prices and more simple assembly and therefore could produce cars in large quantities. Henry Ford then later developed this technique even further with the Model T production (Corday, 2014)

Digitalisation

The words “Digitation” and “digitalisation” are sometimes used freely and interchangeably, there is however a difference between them. “Digitation” is the process by which other forms of representation are converted into a digital format, such as the process of signing in to a meeting through the employee in the reception into signing in with a help of a digital screen. “Digitalisation” is the transformation beyond that. A company or an organization seeking to become “digital” might focus on automating their processes to create efficiency. In that sense, a company focusing on digitalisation might aim at effective outcomes by improving customer engagement (Forest & Rose, 2015). According to a report by Deutsche Bank in 2015, the digitalisation is a trend which is driven by three major forces: Customer experience, technical push and the economic benefits. Customers are the drivers in this context, meaning that it is them who are pushing for newer and faster solutions. They expect a seamless multichannel experience and consistent, global service and the challenge for banks is therefore adopting their existing service models to changing customer expectations and cost-awareness. The technological push is all the possibilities in digital infrastructure, providing billions of customers with affordable broadband and low-cost devices and the immense possibilities of cloud computing with its vast information processing machinery.

Self-Services

A survey conducted by the Consumer and Community Development Research Section of the Federal Reserve Board’s Division of Consumer and Community affairs (DCCA) found out that in 2015 43% of mobile owners with a bank account used mobile banking compared to 33% in 2013 (Board of Governors of the Federal Reserve System, 2016). This shows a significant increase in 3 years and these actions were usually simple transactions or checking account balance. Another research conducted by Goldman Sachs suggest that individuals in the ages between 25 – 34 (also known as the Millennial generation) are more likely to spend their budget on online shopping. Also with that same research, results show that the information gathering among consumers is getting greater (Goldman Sachs, 2015). This might suggest that most of the actions are performed with mobile phones or other devices connected to the internet. In this Delphi research, different age of participants will not affect the results of the study. This development might affect the need for personal interaction in some industries. An ideal example on how a company automated its process in a way that there is no need for a human interference is the Amazon Go retail store, with the elimination of a checkout process. It’s a store that has no traditional checkout process and therefore no checkout lines, all you need is an Amazon account and a smartphone with the Amazon app. They implemented complex algorithms to digitalize the process that in return substituted the role of a cashier and there is no need to scan any barcode, the customer can basically walk out with the product. (Amazon, 2016).

E-Banking

Some academic studies have been published on this topic and one research conducted in 2008 by Kamakodi, N. and Khan, M. Basheer Ahmed concluded that E-banking services exceeded customer expectations but however were below expectations on a branch level in India. It was their conclusion that banks could not differentiate enough with the use of information technology and not be able to get the competitive advantage. IT intertwined with a human touch will be necessary to retain existing clients and attract new ones was the conclusion of the research (Kamakodi & Khan, 2008). This study was conducted nearly 10 years ago, and would be interesting to see if the same conclusion applies today with the use of a Delphi study. Banks need to differentiate themselves and especially in the digital world and that is among the components which will help answer the research question. Participants in this research will be asked to provide comments on competition within the banking sector and how it will develop in the next 10 years.

Payments

In January 2018, there will be implemented a new legislation called the PSD2, Payment Services Directive 2 in Europe. The PSD2 is a directive which seeks to improve the existing European rules for electronic payments (2016). This enables third party financial institutions to access some of the core banking systems, providing payments services to customers without the interaction of a bank. (“Payment services (PSD 2) - Directive (EU) 2015/2366,” 2016). Today, some of these third parties are known as Fintech’s or Financial technology which refers to a technology-enabled financial solution. Fintech has become increasingly competitive. Reasons for this increased competition is the drive of technological developments, increase in data driven analysis and growth in data volume and the pressure of regulatory scrutiny make this industry highly investible. In the fourth quarter 2014, the investments in all 1.027 Fintech companies reached \$3.1 billion USD and in the UK this industry is estimated to be worth \$20 billion USD in revenue to the economy and potentially grow to \$300 billion by 2020. Meanwhile, traditional banks are struggling to capitalize on those digital offerings and few of them are early adopters of new technology. 22% of Fintech’s are focusing on disrupting the payment sector in the consumer segment, which is 40% of retail and wholesale banking revenue pools worldwide. 12% are focused on consumer lending and financing, which is about 15% of the banks revenues (Frédéric et.al, 2016).

Technological Developments

A lot of new technology has been surfacing the past years and continue to increase at an exponential rate in coming years. One technology has received much attention and is called Blockchain. Typically, there are contracts and transactions that define our structures in the economic, legal and political system. They protect our assets, record our financial history and set organizational boundaries. However, this form of bureaucracy has not been keeping up with the digital transformation of the recent years (Iansiti & Lakhani, 2017). This is where a Blockchain technology can be useful. Blockchain is a trusted platform where information can be stored and transferred between individuals or institutions. In the context of currency e.g., it's a distributed ledger that can record transactions between two parties effectively and in a verifiable and permanent way. Each party can access the database and its complete history but, they can't control the data nor the information (2017). This technology enables every transaction and its associated value to be visible to anyone with access to the system. Once a transaction is made the platform makes sure that the records are not altered.

Research Methodology

This chapter will cover the process of the research, information on the criteria for participation, the method for data collection and a discussion of the research question and why this method is appropriate to answer the addressed problems.

The Delphi Method

The purpose of this thesis is to answer the research question of how digitalisation will affect consumer banking in the next 10 years. The method of choice will be the Delphi method designed mainly by Dalkey and Helmer in 1950 (Hsu & Sandford, 2007). The method is designed to help the researcher to predict the potential effects of one phenomenon on the future relying on the knowledge or expertise from others. Delphi is designed as a group communication process that aims at conducting detailed examination and discussion of a specific issue for goal setting, policy investigations, or predicting the occurrence of a future events. The idea of the Delphi method is to try to achieve a consensus among participants on the given dilemma by asking a series of questionnaires. It can depend on the scope of the research on how many rounds these questionnaires are conducted but in most cases, it takes three rounds to reach a consensus (2007).

Participants

Choosing the right individuals for the study is the most important step in the process because it is directly related to the quality of the results, so it is essential that the researcher can rely on the expertise of those individuals. The Delphi subjects need to be highly trained and competent within the specialized area of knowledge related to the topic. There is no exact criterion when selecting subjects for the study, but among scholars there are some guidelines that are proven useful. Ludwig (1994), states that it is recommended that the subjects should be well-known and respected individuals within the target groups of experts. Generally the pool of individuals appropriate for the research are primary stakeholders with various interests related to the topic or those who have first-hand relationship with the particular topic (Custer et al., 1999).

Data Analysis

When defining and determining consensus in a Delphi study the data analysis criteria is subject to the interpretation. The general rule according to Miller (2006) is that a consensus can be determined if a certain percentage of votes fall within a prescribed range. Another criterion is that it is recommended that consensus is achieved by having 70-80% of the subjects votes fall within two categories on the 5-point Likert scale (Ulschak, 1983). The data analysis in this research will include qualitative data due to the usage of the classic Delphi method with open-ended questionnaire in the first round to solicit subjects' opinion. To answer the research question, primary data is collected with the Delphi study with the support of some secondary data from previous research and reports.

Bank Branch

The answers clearly indicate that bank branches will change in the next 10 years and mostly due to automated processes. However, different opinions seem to be on how these changes will occur. Seven of the answers included arguments that branches will decrease in numbers and some of the arguments are that the most common tasks will be performed digitally, as they already are today. Five of the answers indicate arguments that branches will still exist because of the need for financial consultation, e.g. for older people who might not be knowledgeable about technology, for larger transactions (mortgage loans) and if there might be something seriously wrong, financially. All the answers include suggestions that digitalisation will be a dominant factor in 10 years in bank

branches. One interesting argument was that customers who are reluctant to adapt to the changing financial environment in coming years, will be deemed as bad customers to the bank. Therefore, banks will make branches fewer and willingly inconvenient in order not to overserve this group of customers.

Conclusion

Customer relationships are fickle, and it is not unusual for customer behaviour to change. Due to digital advancements in society, banks are starting digitalisation processes in order to digitally transform themselves. In this study, it is evident that the digitalisation process within the case bank has affected its relationship with its customers. As the digital strategy is the main driving force for digital transformation in an organisation, the alignment of the digital strategy with the business strategy and CRM in the case bank has led to the bank being able to notice changes in customer behaviour quicker. This provides the case bank with more time to react to the changes, and be able to satisfy the new customer preferences and demands faster. The effect of this on the relationship is positive, as it avoids making customers unsatisfied for long due to their new preferences not being fulfilled. However, the case bank has issues with integrating new systems into the organisation, which makes the reaction time slow, despite the early notification on changes. This is an indication that the digital strategy is misaligned with a factor that lies outside the scope of this study. Furthermore, the alignment of the three factors has led to case bank outsourcing some of its digital developments in order to be able to focus their resources better. A more focused use of resources allows projects to be finished faster, which aids the case bank in being able to satisfy new customer preferences and demands in case of changes in customer behaviour. This is an effect on the case bank’s relationship with customers as it enables the case bank to satisfy the customers faster, which affects the relationship positively.

Digital Services of Indian Banking Sector - A Study

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Abstract

Information Technology (IT) is very powerful in today's world, and financial institutions are the backbone of the Indian economy. Indian Banking Industry today is in the midst of an IT revolution. Nearly, all the nationalized banks in India are going for information technology-based solutions. The application of IT in Banks has reduced the scope of traditional or conventional banking with manual operations. Nowadays banks have moved from disbursed to a centralized environment, which shows the impact of IT on banks. Banks are using new tools and techniques to find out their customers need and offer them tailor-made products and services. The impact of automation in the banking sector is difficult to measure. In the Indian Banking Industry, digitization has evolved from simple customer service to a complete digital model for driving revenues and enhancing customer experience. Customer behavior has changed with the advent of new technologies and platforms including smart phones and social media. Banks need to step up their game and evolve their customer service model. This article attempts to describe the various digital services in the Indian banking industry.

Keywords: Digitization, Social Media, Digital Services

Introduction

Digitization is the conversion of data into a digital format with the adoption of technology. Adoption of digitalization is very important for the banking sector.

Digital services of banking mean more than just going paperless. Leading players are offering a new and improved customer experience and delivering faster and more efficient services.

Digital banking has been around for years, with many experts calling it the cure for the shattered banking industry after the recent financial crisis. And they are probably right.

However, banks are not known for being fast movers. Customers are still waiting for this new banking experience, touted as a revolutionary transformation that will bring many new features, including any time and anywhere banking, ultra-fast response times, and omnipresent advisors. The industry has been in a comfortable position for decades with low customer turnover, almost no regional competition, good personal relationships and trust as selling points,

and not much intervention from regulators. Staying ahead of the curve was easy, and there was no pressure to change. Now, new competitors from adjacent industries and financial technology startups are flooding the market with innovative, technology-driven deviations from the traditional banking model. And to add insult to injury, customers' attitudes have fundamentally changed. They are making decisions much faster and have access to a plethora of offers, leaving financial institutions struggling for customer loyalty.

The challenges in this fast-moving, demanding digital world are tough. The issue is not finding new digital solutions; the issue is the industry's long-standing history of not keeping in shape. The best running shoes will not make up for poor fitness, and banks are just warming up for the road ahead.

Objectives of the Study

- To study the overview of Indian banking industry
- To study the Digital Services of Banking Sector
- To highlight the Benefits of Digital Services of Banking Sector

Methodology

- Research Type: Descriptive Research
- Data Collection Technique: Secondary Data collected through leading journals, reviews, book chapters, etc.

Literature Review

The technological development in the banking sector began with the use of Advanced Ledger Posting Machines (ALPM) in the 1980s, and nowadays banks are using core banking solution (CBS) for providing better services to their customers. Over the years several studies have been conducted both at the industry and academic level to examine the impact of IT on banking productivity and profitability.

Dos et al. [1993] studied the statistical correlation between IT spending and performance measures such as profitability or stock's value. It is found that there are an insignificant correlation between IT spending and profitability measures, implying thereby that IT spending is unproductive.

Brynjolfsson and Hitt [1996], however, cautioned that these findings do not account for the economic theory of equilibrium which implies that increased IT spending does not imply increased profitability. More recent firm-level studies, however, point a more positive picture of IT contributions towards productivity. These findings raise several questions about mis-measurement of output by not accounting for improved variety and quality and about whether IT benefits are seen at the firm level or the industry level. Such issues have been discussed in detail by Brynjolfsson [1993] and to a lesser extent by Brynjolfsson and Hitt [1996]. The study conducted by Gotlieb, and Denny [1993], is one of the studies that deals with the impact of IT on banking productivity per se.

Computerization is one of the factors which improves the efficiency of the banking transactions. They concluded that higher performance levels had been achieved without a corresponding increase in the number of employees. Also, it has been possible for Public Sector Banks and Old Private Banks to improve their productivity and efficiency by using IT.

Banking Industry – An Overview

The Banking industry is going through a phase of commoditization. In today's scenario, differentiated and delightful customer experience has become more important than just providing financial services. To grab a bigger piece of the cake, the banking industry has to understand the

unstated needs of the customer the way airlines understands the preferences of the frequent flyers or the retailers understand the likes/dislikes of their customers, without even taking direct feedback of the customer.

Every day, new devices / technologies are providing various customer touch points. Every time customers touch a computer or a screen, they are providing an information trail, and it's banks' responsibility to understand how they use this trail to move their bottom line upwards. Traditionally, banks spent most of their efforts, time and money on transaction execution, which is nothing but has become a very basic feature of their overall service. While providing expedient, consistent and precise transaction processing ability is still critical, we believe that banks can learn from how retailers see the customers' journey through an Omni-channel lens. Banks now need to rethink the way customers are being valued, may be from the angle of the industries that greatly value customer experience.

A tightly coupled multichannel may provide a share of customer's pocket, but successful implementation of Omni-channel can surely increase the size of the share though competitive advantage and also can help them to retain the same share for a longer period. Millionaires aren't the only ones who want to bank whenever or wherever they want, irrespective of the branch location or the business hours.

Customers from all generation, income groups, and countries could make a transaction online one day, and another day, the same transaction through mobile or ATM - or they could start a transaction on any of this channel then continue on another and finish it on a different channel. Multichannel gives the flexibility to hop between channel, but not the continuation of the transactions among multiple channels. So, this represents a remarkable challenge for financial institutions, which are often involved in multiple types of banking such as retails, finance, corporate, mortgage and the like.

Digital Services of Banking Sector

The following are the few Digital services rendered by the banking sector;

1. Banking cards: Cards are among the most widely used payment methods and come with various features and benefits such as security of payments, convenience, etc. The main advantage of debit/credit or prepaid banking cards is that they can be used to make other types of digital payments. For example, customers can store card information in digital payment apps or mobile wallets to make a cashless payment. Some of the most reputed and well-known card payment systems are Visa, Rupay, and MasterCard, among others. Banking cards can be used for online purchases, in digital payment apps, PoS machines, online transactions, etc.

2. USSD: Another type of digital payment method, *99#, can be used to carry out mobile transactions without downloading any app. These types of payments can also be made with no mobile data facility. This facility is backed by the USSD along with the National Payments Corporation of India (NPCI). The main aim of this type of digital payment service is to create an environment of inclusion among the underserved sections of society and integrate them into mainstream banking. This service can be used to initiate fund transfers, get a look at bank statements and make balance queries.

3. AEPS: Expanded as Aadhaar Enabled Payment System, AEPS, can be used for all banking transactions such as balance inquiry, cash withdrawal, cash deposit, payment transactions, Aadhaar to Aadhaar fund transfers, etc. All transactions are carried out through a banking correspondent based on Aadhaar verification. There is no need to physically visit a branch, provide debit or credit cards, or even make a signature on a document. This service can only be availed if your Aadhaar number is registered with the bank where you hold an account. This is another initiative taken by

the NPCI to promote digital payments in the country.

4. UPI: UPI is a type of interoperable payment system through which any customer holding any bank account can send and receive money through a UPI-based app. The service allows a user to link more than one bank account on a UPI app on their smartphone to seamlessly initiate fund transfers and make collect requests on a 24/7 basis and all 365 days a year. The main advantage of UPI is that it enables users to transfer money without a bank account or IFSC code. All you need is a Virtual Payment Address (VPA). There are many UPI apps in the market, and it is available on both Android and iOS platforms. To use the service one should have a valid bank account and a registered mobile number, which is linked to the same bank account. There are no transaction charges for using UPI. Through this, a customer can send and receive money and make balance inquiries.

5. Mobile Wallets: A mobile wallet is a type of virtual wallet service that can be used by downloading an app. The digital or mobile wallet stores bank account or debit/credit card information or bank account information in an encoded format to allow secure payments. One can also add money to a mobile wallet and use the same to make payments and purchase goods and services. This eliminated the need to use credit/debit cards or remember the CVV or 4-digit pin. Many banks in the country have launched e-wallet services, and apart from banks, there are also many private players. Some of the mobile wallet apps in the market are Paytm, MobiKwik, Freecharge, etc. The various services offered by mobile wallets include sending and receiving money, making payments to merchants, online purchases, etc. Some mobile wallets may charge a certain transaction fee for the services offered.

6. Bank pre-paid cards: A prepaid card is a type of payment instrument on to which you load money to make purchases. The type of card may not be linked to the bank account of the customer. However, a debit card issued by the bank is linked with the bank account of the customer.

7. PoS terminals: Traditionally, PoS terminals referred to those that were installed at all stores where purchases were made by customers using credit/debit cards. It is usually a hand held device that reads banking cards. However, with digitization, the scope of PoS is expanding, and this service is also available on mobile platforms and through internet browsers. There are different types of PoS terminals such as Physical PoS, Mobile PoS, and Virtual PoS. Physical PoS terminals are the ones that are kept at shops and stores. On the other hand, mobile PoS terminals work through a tablet or smartphone. This is advantageous for small time business owners as they do not have to invest in expensive electronic registers. Virtual PoS systems use web-based applications to process payments.

8. Internet Banking: Internet banking refers to the process of carrying out banking transactions online. These may include many services such as transferring funds, opening a new fixed or recurring deposit, closing an account, etc. Internet banking is also referred to as e-banking or virtual banking. Internet banking is usually used to make online fund transfers via NEFT, RTGS or IMPS. Banks offer customers all types of banking services through their website, and a customer can log into his/her account by using a username and password. Unlike visiting a physical bank, there are no time restrictions for internet banking services, and they can be availed at any time and on all 365 days in a year. There is a wide scope for internet banking services.

9. Mobile Banking: Mobile banking is referred to the process of carrying out financial transactions/banking transactions through a smartphone. The scope of mobile banking is only expanding with the introduction of many mobile wallets, digital payment apps and other services like the UPI. Many banks have their apps, and customers can download the same to carry out banking transactions at the click of a button. Mobile banking is a wide term used for the extensive range or umbrella of services that can be availed under this.

10. Bharat Interface for Money (BHIM) app: The BHIM app allows users to make payments using the UPI application. This also works in collaboration with UPI and transactions can be carried out using a VPA. One can link his/her bank account with the BHIM interface easily. It is also possible to link multiple bank accounts. The BHIM app can be used by anyone who has a mobile number, debit card, and a valid bank account. Money can be sent to different bank accounts, virtual addresses or an Aadhaar number. There are also many banks that have collaborated with the NPCI and BHIM to allow customers to use this interface.

Benefits of Digital Services of Banking Sector

- Faster, easier, more convenient: Perhaps, one of the biggest advantages of cashless payments is that it speeds up the payment process and there is no need to fill in lengthy information. There is no need to stand in a line to withdraw money from an ATM or carry cards in the wallet. Also, with the move to digital, banking services will be available to customers on a 24/7 basis and all days of a year, including bank holidays. Many services like digital wallets, UPI, etc., work on this basis.
- Economical and less transaction fee: There are many payment apps and mobile wallets that do not charge any kind of service fee or processing fee for the service provided. The UPI interface is one such example, where services can be utilized by the customer free of cost. Various digital payments systems are bringing down costs.
- Waivers, discounts, and cash back: There are many rewards and discounts offered to customers using digital payment apps and mobile wallets. There are attractive cash back offers given by many digital payment banks. This comes as a boon to customers and also acts as a motivational factor to go cashless.
- Digital record of transactions: One of the other benefits of going digital is that all transaction records can be maintained. Customers can track every transaction that is made, no matter how small the transaction amount is.
- One stop solution for paying bills: Many digital wallets and payment apps have become a convenient platform for paying utility bills. Be it mobile phone bills, internet or electricity bills, all such utility bills can be paid through a single app without any hassle.
- Help keep black money under control: Digital transactions will help the government keep track of things, and it will help eliminate the circulation of black money and counterfeit notes in the long run. Apart from this, this may also give a boost to the economy as the cost of minting currency also goes down.

Conclusion

First and foremostly, banks must decide if they want to continue to own the customer relationship. Banks hold a huge amount of raw data and information, but they need to be smarter in the way they utilize it for the benefit of the customer. Digital-first services offer greater value to consumers, and banks need to work out how they will tackle this. They can either form partnerships with aggregators to take ownership of the user interface, or they could choose to retain ownership through building their platform. Many banks have already taken advantage of Artificial Intelligence-enabled tools such as chatbots to interact with customers, but that is just the cusp of what is to come. From virtual financial assistants to automated credit scoring and predictive analysis, Artificial Intelligence has the potential to refashion organizations on an unprecedented scale. Thus it can be concluded from the study that due to the digital services both the banking sector as well as its customers would surely be benefitted and the customers would get a higher level of satisfaction through the services rendered digitally.

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Impact of Digital Marketing on Consumers Purchase

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Abstract:

Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of digital marketing is concerned with consumers and allows the customers to intermingle with the product by digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of a firm's sales. 100 respondents opinion a recollected getting the clear picture about the present study.

Introduction 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 online marketing is still prevalent, in Italy 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 marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

Objectives

- The main purpose of this paper is to recognize the usefulness of digital marketing in the competitive market.
- To study the impact of digital marketing on consumers purchase.

Methodology Applied

Primary Data: The research is done through observation:

- And a collection of data through questionnaires.
- Secondary Data: Secondary data is collected from journals, books and magazines to develop the theory.
- Sample Size: The sample size is determined as 100
- Respondent's opinion from the customers who were presently purchasing products with the help of digital marketing.

Traditional Marketing Vs Digital Marketing:

Table 1 The following table lists a few points that differentiate digital marketing from traditional marketing

Traditional Marketing	Digital marketing
Communication is unidirectional. Means, a business communicates about its products or services with a group of people	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services
A medium of communication is generally phone calls, letters, and Emails.	A medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching	There is always a fast way to develop an online campaign and carry out changes in its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for the general public. It is then made to reach the specific audience by employing search engine techniques.
It is the conventional way of marketing; best for reaching the local audience.	It is best for reaching the global audience.
It is the conventional way of marketing; best for reaching the local audience.	It is best for reaching the global audience.
It is difficult to measure the effectiveness of a campaign	It is easier to measure the effectiveness of a campaign through analytics.

Advantages of Digital Marketing To Consumers And Analysis

Digital marketing technologies permit the customers to keep on with the company information rationalized (Gangeshwer, 2013). These days a lot of customers can stay on the internet at any place whenever time and companies are constantly updating information regarding their goods or services. Customers know how to visit the company's website, examine concerning the products and make an online purchase and afford feedback. Consumers get complete information related to the products or services (Gregory Karp, 2014). They can make a comparison with other related products. Digital marketing allows 24 hours of service to purchase for the consumers. Prices are transparent in digital marketing (Yulihasri, 2011).

Table 2 Profile of Online Buyers

	Category	Number of Respondents	Percentage of Respondents
Gender	Male	70	70%
	Female	30	30%
	Total	100	100%
Age	Below 18 Years	17	17%
	19-30 years	25	25%
	31-45 years	33	33%
	Above 45 years	25	25%
	Total	100	100%
	Category	Number of Respondents	Percentage of Respondents
Profession	House Wife	11	11%
	Employee	50	50%
	Business	23	23%
	Students	8	8%
	Any other	8	8%
	Total	100	100%
Monthly Family Income (in Rs.)	Below 10000	21	21%
	10001-20000	49	49%
	20001-40000	25	25%
	Above 40000	5	5%
	Total	100	100%

Table 3 Awareness of Online Shoppers

Particulars	Number of Respondents	% of Respondents
Knowing online shopping	100	100%
Not knowing online shopping	-	-
Total	100	100%

Table 4 Availability of Online Information about Product

Particulars	Number of Respondents	% of Respondents
Excellent	54	54%
Good	38	38%
Average	7	7%
Poor	1	1%
Total	100	100%

Table 5 Reasons for Choosing Online Shopping

Particulars	Number of Respondents	% of Respondents
The wide variety of Products	23	23%
Easy buying Procedures	38	38%
Lower Prices	19	19%
Various Modes of Payments	14	14%
Others	6	6%
Total	100	100%

Table 6 Frequency of Online Purchasing

Particulars	Number of Respondents	% of Respondents
purchase once Annually	12	12%
2 - 5 Purchases Annually	46	46%
6-10 Purchases Annually	26	26%
11 Purchases and above Annually	16	16%
Total	100	100%

Findings

Digital marketing has a greater future in the present Consumers are satisfied by purchasing the digital

- market. A ratio of male customers is very high in online shopping • People find it the safe mode of online purchase.
- Marketing. Awareness about online shopping is 100% among the
- that is 70%. Income of respondents mainly falls in the range of Rs.
- Respondents. Employees of various companies are purchasing more
- 10,001 to Rs. 20,000 that is 49%. Most numbers of respondents that are 38% feel that online
- than others through online shopping that is 50%. shopping have simple buying procedures; others feel that they can have a broad variety of products, products with 54% of respondents feel that availability of online
- lower price, a variety mode of payments, etc. information about Product & 46% of the
- respondents purchase the products 2 to 5 times
- Services is outstanding. Annually.

Suggestions

- Improve technical advancement in the promotion of digital marketing.
- Collect and implement the feedback provided by the consumer in the right way.
- Provide a transparent and good service to the consumer before and after purchase.
- Creating awareness among the people about digital marketing.
- Complete description needs to provide about the product to the online shoppers.

Conclusion

Digital marketing has to turn out to be the crucial part of the approach of many companies. At present, still, for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. The company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support the company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

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A Study on E-Commerce and IT Impacts on Global Trend Market

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Abstract

The most popular nowadays is vital role in the large-scale trend market. One feature of this alteration is changed in cost-effective relations between individuals, some other governments, etc. But now a day's popular in the E-commerce more facilities in the online sector find easily in the convenient things to buy it's an easy way. Although global market is vital role in the present market growth is very high. People are satisfied in the convenient product to buy and satisfied or not but now impact in the present situation I am telling in the articles profit making is one of credentials part in the sector based on the global trend market.

Keywords: E-Commerce, advantage, needs, global, impact.

Introduction

E-commerce has so a lot of compensation in our life because it makes suitable in daily life of the people. Quite a few explanations have been proposed for E-commerce that the greater part of them is based on past experiences in the use of E-commerce. As with E-commerce, E-business also has a number of different definitions and is used in a number of different contexts. One of the first to use the term was IBM, in October 1997, when it launched a movement built around E-business. Now a day is people different kind of thinking in common people how to motivated in global trend in market. Thus, there is a need to make clear terms being used and explain the context in which they are being applied. E-commerce has an impact on three major stakeholders, namely society, organizations and customers. There is a number of compensation, which includes cost savings, increased efficiency, customization and global marketplaces. There are also limits arising from E-commerce which apply to each of the stakeholders. In sort to understand electronic commerce, it is vital to identify the different terms that are used and to assess their origin along with usage. These incorporate information overload, reliability and security issues, and cost of access, social divisions and difficulty in policing the Internet. Successful E-commerce involves perceptive the boundaries and minimizing the negative force while at the same time maximizing the benefits-commerce businesses frequently employ several or all of the following practices:

What is E-Commerce?

Electronic Commerce is growth is very high in now days is popular in online business E-commerce boundaries is very large any place any product they have to correct product find and buy is a easy way to deliver in the customer. Most of them online customer very satisfied in some billion days offer attractive customer very interest to buy more product in E-commerce EDI Electronic data interchange in at least one part of the transaction's life cycle though it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon, Flipkart, Snap deal and other online resources) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized, personalized online liquor store inventory services. There are three area of E-commerce: online retailing, electric markets, and online auctions. E-commerce is support by electronic business. Its big idea find in online only some customer said For Example, directly visit one shop collection is very low but online cites provide more social network gives lot of online collection is here if you don't satisfied in your product they have return in product it on way of more like in customer.

Impact on Markets and Retailers

Economists have theorized that e-commerce ought to lead to intensify price competition, as it increases consumers' ability to collect in order about products and prices. Research by four economists at the University of Chicago has found that the growth of online shopping has also affected industry structure in two areas that have seen significant growth in e-commerce, bookshops and travel agencies. Generally, larger firms are able to use economies of scale and offer lower prices. The lone exclusion to this pattern has been the very smallest category of bookseller, shops with between one and four employees, which appear to have withstood the trend. Creature or business involved in e-commerce whether buyers or sellers rely on Internet-based knowledge in order to accomplish their transactions.

Benefit of Electronic Commerce

The remuneration of E-commerce includes it's the speed of access, a wider selection of goods and services, accessibility, and international reach. It's perceived downsides include sometimes-limited customer service, not being able to see or touch a product before purchase, and the necessitate wait time for product shipping. To ensure the security, privacy and effectiveness of E-commerce, businesses should validate business transactions, control access to resources such as WebPages for registered or selected users, encrypt communications and execute security technologies such as the Secure Sockets Layer.

Needs of e-commerce

1. 80% of Web Population Has Made a Purchase Online -

People are going online they are leaving the traditional way of shopping from bricks and some store started purchasing online. Hence in order to sell your product and to earn great return, you can't wait for them. Although you have to do what your competitors are previously doing by allowing your customer to purchase your offered some festival day's very high return in the global market also and service also very satisfied and when and where they want.

2. Wider Audience Reach –

E-commerce website allows your business to sell you're to be had products and service to your online customers all over the world. This website breaks the barrier of wider location of business and offer you a vast spectrum of audience and hence probability of better overall sales.

3. Purchase Decisions are influenced By E-Commerce -

A searchable and proper catalog that makes purchasing easy, with plenty of product reviews to support that sale. When customers position their mind to purchase something, they start by search it on internet. And as you previously are familiar with that, your website is your online showroom, where your customers can with no trouble check out your offered products and examine all the reason that it is right for them. Now think about that if you had an e-commerce website then the same product was just a few clicks away from being theirs and you'll get money for it without actually opening or going to your store. This is a major decision E-commerce purchase more in the usefulness of customer they are not moving in that concern are called purchase decision.

4. E-commerce Provides Convenience –

E-Commerce means you can fit into your customer's busy lives, allowing them to shop the products where, how and when they want concerned customers can browse your entire product gallery just by lying on the bed watching movie. You can also sell them recommend products that speak about to the ones they are browsing. An E-commerce site saves customers' time, makes prize comparison easy, and offers a wide variety of items to purchase and also the headache of fighting through crowded stores.

5. Search Engines Help You to Gain New Customers –

One of the main factors in the success of one's business is location. If you brick and mortar store is not in a good location, your revenue which in a without delay line depends on the visibility of your business will never beat your prospective. Besides that E-commerce website offer you prime locations with less trafficked areas.

6. Store Promotions Becomes Easy with E-commerce -

On big festive days or some special event, every store has certain promotions to do and they hunt for ways to spread their hottest deals, offers to one and all. In that case, your E-commerce site will act for you as your free promotional partner to market your special deals. These online promotions will help your business prosper both for short-term with big sales margins and for long-term as you come across new customer sign-ups plentiful you the chance to approach these potential customers later for new deals.

7. E-commerce Can Expand your Brand Name-

First and foremost when today's big names of the e-commerce market such as Flip kart, Mantra, Amazon, Snap deal, Paytm, Shop Clues, E-bay, etc., was started they were just viewed as a normal super stores selling their products online rather than a serious online store. At that time no one would have even thought that the buying and selling online will become so easy and trend in the World. After their enormous sales, these sites along with the product they sell become the brand itself.

8. The Ability to Earn on Holidays as Well-

With your 24*7 process E-commerce website, you'll give your potential customers the opportunity to purchase from you not just during usual hours but throughout the day and even night. Whether it is Sunday or a national holiday, your e-store is always open for your customers. This will help you to increase your customers and make more sales. More offer open in the Sunday because customer most of them weekdays find in the online website buy more suitable product. Now-a-day's popular in online shopping for youngsters using reasonably priced things to buy in the online shopping

9. Boost Conversion Rates-

No substance how popular your brand is, if your alteration rate is low, and then profit will be low down. Having an E-commerce website helps you to increase and conversion rate since people get a chance to give without delay in buy from the rather than wait to visit the store.

10. Easier to set up-

An E-commerce displays this place without doubt much easier to set up and run than an actual physical store. There are many good quality website growth and management platforms which can easily do this task for you at rational rates. It is not just easier but also a lot cheaper.

Conclusion

E-commerce has become an essential part of our society. The World Wide Web is and will have a large part in our day by day lives. It is consequently important that small businesses have their own to keep in rivalry with the larger websites. Since web developers have lowered down the prices for their services, it has become more practically priced for small businesses to use the World Wide Web to sell their products. E-commerce can manner any business online and via the Internet to express. Many techniques have been developed in recent years and are credible to grow more than this. By E-commerce, the exchange of information related to the buy and sale required information for the transport of goods with less effort, exchange between banks and customers will be nearer. Companies to communicate with each other haven't limited and their relation to each other can be done easier and faster. Advantage of the paper has been concluding E-commerce is cost-saving effectiveness and customization. In order to realize electronic commerce to recent terms are used. Finally consists information overload and uniformity and security issues and cost of access social division and difficulty in policing the internet .E-commerce has involves negative impact of universal trend market.

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E-Business Technology on Online Digital Marketing – A Study

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Abstract

Nowadays, human beings cannot live without using internet as peoples are living in the techqi world. The speedy progressions in the field of information and communication technologies have greatly changed the world economic landscape. Technological changes have given rise to a new society based on knowledge and they have also created new avenues of development, employment, investment and entertainment. By using the World Wide Web, businesses have been transmitting technologies across the globe. The businesses in the online marketing satisfy the customers' needs based on their preferences towards the goods while they buy in the online and also provides after-sales services as and when requires. The online makes the customer save time, energy, cost reduction, communication, customer care and control by the shops for the purchase of goods. Thus online marketing has to be still developed to increase the purchasing level in the market and also their awareness towards the usage of online marking.

Keywords: Online Marketing, Electronic Commerce, Global e-Business, Customer

Satisfaction

Introduction

The swift advancement in the field of information and communication technologies has greatly changed the world economic landscape. Technological changes have given rise to a new society based on knowledge and they have also created new avenues of development, employment, investment and entertainment. Internet is emerging as a powerful medium to reach the masses. It has gained global dimension by acting as a universal source of information. Internet is considered as a potential tool to conduct business to bring development at a faster pace. Electronic commerce is the buzzword of the on line business revolution. It is drawing more and more attention from business organizations and consumers, both local and global.” Business activities conducted using electronic data transmission technologies, such as those used on the internet and the World Wide Web”.

Objectives of the Study

1. To analysis the online marketing in the buyer.
2. To study Cost Reduction, Revenues and Customer Satisfaction.
3. To improve the Global E-Business
4. To improve Effective information management.

Need for the Study

The rapid changes in telecommunication and computing technologies evidenced in the internet and World Wide Web have led to whole new range of business applications, process and structure. E-business is essential for existing business organizations and the new entrants as well. The organizations that do not possess a website are considered to “brick and mortar businesses” and organizations that own a web site are considered to be “click and order businesses.”

Factors Stressing for E-Business

E-business is a very broad and new concept that involves a business organization to use electronic medium to carry out all specialized or overall business activities. In e-business, information and computing technologies are used to enhance one’s business. It includes any process that a business organization conducts over electronic and computer enabled network. The following point considers the factors in E-Business.

Cost Reduction

E-business enables business organizations to advertise products, receive orders, collect payments and deliver goods at lower cost and it helps eliminate the role of the middlemen. Advertisements on internet enable a better customer to cost ration. They enable business organization to spend less by cutting down the cost. The total overhead cost required to run-e-business is comparably much cheaper than traditional business. Hosting a website reduces the cost incurred on labour, office rent and maintenance. Web enables a business organization to introduce and market a new product without incurring huge investment.

Customer satisfaction

E-business allows customers to perform online shopping. The convenience, flexibility and speedy flow of information help the business organization to provide improved customer service. The gains obtained in e-business are passed on to customers though lower prices, or as additional features of products or services, this provides customer satisfaction. Customer satisfaction helps to increase the customer base. Up-to-date information available on an organization’s website provides more information to customer, thus education them better.

Just in Time (JIT) information

The cost incurred on communication in the e-business environment is low and allows instantaneous communication between anyone from anywhere from the world. E-business enables instant flow of communication regarding goods, services, transmission of orders and the status of delivery. The services of the organization are available 24 hours a day and 365 days a year. E-business helps to deliver just in time information and removes communication barriers between employees, customers, suppliers and business associates.

Transaction Efficiency

Business process is automated, Reduction in operational waste and the automation of business process and practices lead to transaction efficiency. E-business enables business organizations to have direct links with customers and this enables to a business to become more customer focused. E-business helps to streamline the operating processes and enables to integrate the various business activities of an organization.

Access to Global market

Internet provides the basis for global communication. Advertisements placed on internet helps to attract customers from anywhere in the world. The information about the organization, products, services, features are available on line. The information and price transparency allow business organizations to expand their business globally.

Impact of internet on business performance

The internet is sometimes known as the “Information Superhighway.” Internet has gained global dimension by acting as a universal source of information and investment. The impact of internet on business performance can be understood from the following 6C framework. They are as follows.

- | | | |
|-------------------|------------------|------------------|
| a. Cost reduction | b. Convenience | c. Communication |
| d. Customer care | e. Collaboration | f. Control |

Early internal marketing efforts were oriented towards technology and consequently emphasized the product and its associated information. In recent years there has been a shift in internal marketing from only complex, information-heavy products, such as software and hardware with their multitude of features, to more commodity-like items like stock quotes, newsletters or flowers. This has resulted in the emphasis shifting from the product focus to the marketing process of reaching and getting close to the consumer.

E-Business Technology in online marketing

Step 1: Segment and identify the audience

Market segmentation is the process of dividing the market into separate and distinct consumer groups. Its purpose is to determine differences among customers that may be of consequence in choosing whom to target and how a prerequisite for product positioning.

Step 2: Create a coherent advertising Plan

The product differentiation plan should carefully lay out the advertising campaign. Online advertising is a form of investment similar to other investments to improve and expand business. The returns depend on the planning and thought that precedes the actual commitment and expenditure of advertising dollars. By first developing an effective advertising plan, firms increase the likelihood of a positive return on the advertising investment.

Step 3: Get the Content to the Customer

Dissemination of information about the company and its products via newsgroups, list serves and e-mail will constitute a cost-effective method to reach large numbers of individuals in various target audiences. Although on the surface this closely resembles a traditional push strategy, an important difference lies in the ability to build in valuable feedback loops.

Step 4: Correspond and interact with customers

One of the most powerful features of internet facilitated marketing is the variety of potential interactions possible. Among them are four levels of interaction with potential customers.

Step 5: Learn from customers

The market provides measures of consumers' responses to those elements that have been protested- the product, the price and the communication plan. It also measures the acceptance of these measures. By measuring levels of consumer awareness, product trial, repeat purchase, market share and sales volume, the market gives some indication of the productivity of the elements of the marketing plan.

Step 6: Provide customer service and support

Online customer service is an essential part of the electronic commerce chain, where people are more in touch with other type of market. This has both good a small company can spread quickly and widely if there is excitement. Conversely, problems can be reported with equal speed and breadth. Thus companies must be constantly on their toes when it comes to customer service.

Step 7: Other online Business

These include sites offering online service like buying entertainment tickets, food and grocery. The estimates the market size of these services to be around INR 1500 Crore in 2015. This is expected to grow by 25%. The market for buying entertainment, movies and sports tickets are valued at INR 795 Crore while online food delivery is sized at INR 250 Crore. Bookmyshow. Com is a major player in the segment.

Step 8: Future Scope and Growth

The growth of e-business will be on two accounts. One is due to the change in the macroeconomic parameters like disposable income, internet penetration, inflow of investments, and the other due to segment specific factors.

Conclusion

The online e-business technology marketing makes everyone to buy the goods easily. The dealer in the online marketing satisfies the customers based on their preferences towards the goods while they buy in the online. The online makes the customer save time, energy, cost reduction, communication, customer care and control by the shops for the purchase of goods. Thus online marketing has to be still developed to increase the purchasing level in the market and also their awareness towards the usage of online marking.

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A Glimpse in Revolutions of Digital Banking

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Abstract

The study sought to find out the growth of digital marketing and its impact on customer service in Nationalist banks in India. The study was guided by, consumer behavior theory; two-factor theory of customer service and McLuhan’s media and growth of commercial banks. Digital marketing ability in the banking industry in India is best and that Nationalist Bank should also choose the methods of digital marketing in a way that is in line with their goals achievements.

Globally, the victory of every company fabricates in its customer base. With the development of high social media outposts, networks, blogs, platforms and ‘vertical’ or specialist communities, there is a possibility for a more considered and targeted approach to marketing brands in the social space. Digital marketing is no longer about simply adding online channels to the media mix; it is about fit in digital into all facets of marketing. Digital advertising endures growing, increasing its hold on the global market share of the entire advertising market.

Digital marketing plan builds on and familiarizes the principles of traditional marketing, using the openings and challenges offered by technology and the digital moderate. User-centric thinking, which comprises placing the user at the core of all decisions, is vital when looking at building a successful digital advertising strategy. The advent of new knowledge means the digital marketing strategist of today is offered not only an embarrassment of new tactical likelihoods but also unprecedented ways of measuring the effectiveness of chosen strategies and tactics. The fact that digital marketing is highly experimental is one of its key strengths. Everything can be measured: from comports to actions and action paths, to results. This means that the digital marketing strategist should start thinking with return on speculation in mind. Built into any strategy should be a testing structure and the ability to remain flexible and dynamic in a medium that shifts and changes as user behaviors do.

According to Kates, “Digital marketing has technology at its heart. It is, therefore, crucial to involve both technical and aesthetic minds in the initial stages of strategy formulation.” The ideas should speak to both system and story and the tools have enough money by technology should be a starting point in the process of developing strategic objectives. Digital marketing has been extensively used in the modern day by the banks as they try to place themselves in the inexpensive markets which have already been conquered by Micro finance institutions, private lenders and shylocks. Before the mid-1950’s the banks had no thoughtful or repute for marketing. It was in the late 1950’s that marketing in the banking industry developed in the west. Its beginning was in the form of advertising and promotion concept. At that time, the personal setting could not get a significant place.

Social Media Marketing Social media marketing, (SMM), is a form of internet marketing that outfits various social broadcasting networks to achieve marketing communication and branding goals. Social media marketing mostly covers activities involving social partaking of content, videos, and images for marketing purposes. Social media marketing platforms usually center on efforts to create content that attracts attention and boosts readers to share it with their social networks. A commercial message blowouts from user to user and apparently resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Digital marketing is a subset of social media marketing.

The platform at which digital marketing works is based on the social media policy and is wholly dependent on social media triangle. Digital promotion in the banking sector has taken the industry into whole new heights. There are many reasons as to why effective digital marketing has become a necessity in the banking sector these days. According to Ryan, and Jones, “digital marketing is the marketing of the future.” While the out-dated methods used for advertising and promotion can still be successful in this day and age, the fact is that the world of the banking sector is more connected online than ever before. This is leading to an increase in digital strategies, which could one day completely replace the more traditional methods. As more clients begin to adapt to technological devices, they will likely expect banks to do the same. A study by Carter et al. found that Digital marketing methods allow banking segment to reach out like never before and empower them to interact with the audiences they want to target but were previously unsure how to approach. Brian Fung wrote in the Washington Technology Journal (2012, Pp.78) that along with their high digital expectations, a client also wants to see online content that fits what they are looking for in the banking sector.

“Today, people want to see examples, hear smart people talking to them in videos and learn about how you’ve helped solve problems they can relate to,”

Evolving digital technology, rather than the monetary industry desire to improve customer facility, has been the force that has put clients firmly in the driving seat. Coincidentally, it's only technology that can help banks and financial vendors to regain lost trust and win with their client online. Banking sector Clients perceptions and expectations have altered when it comes to online involvements, and so must those in the monetary industry. Today, clients believe to move easily from digital services to personal interactions and back again and they expect banks to know who they are (and what they want) every step of the way.

Digital marketing is a present trend in both developed countries and developing nations and specifically in India. Digital marketing is taking the banking industry by storm, on behalf of transformational opportunities for banking amenities, especially in India. Banks in India wanting to gain must now attention on incorporating digital marketing to their marketing strategies to take improvement of the big growth in technologies and a mounting middle class. The growth and transformational prospects that digital marketing offers to the banking sector in India are

enormous. The entire scalability of the digital marketing battle is the primary reason why banks have incorporated this trend. Banking sector forms the largest part of our Financial Services portfolio and the Banking Sector Marketing Managers play a vital role in the foundation the firm’s success within it. In India, a 372 percent jump in Facebook users over the previous year, signals the need for banks to start thinking about reaching their client on the site. Digital marketing Technology has greatly progressive playing a major role in improving the standards of service delivery in the monetary institution sector. Days are long gone when the client would queue in the banking halls waiting to pay their utility bills, school fees or any other financial dealings. They can now do this at their convenience by using their ATM cards or over the internet from the comfort of their home environment.

Furthermore, due to the tremendous growth of the mobile phone production most monetary institutions have ventured into the unused opportunity and have partnered with mobile phone network providers to offer banking services to their clients. ATM banking is one of the earliest and widely adopted retail e-banking services in India. However, according to an annual report by Reserve Bank of India and Nationalised Banks its adoption and usage has been outdone by mobile banking in the last few years. The optional reason for this is that many low-income earners now have access to mobile phones. A positive aspect of mobile phones is that mobile networks are available in remote areas at a low cost. The poor often have greater familiarity and trust in mobile phone companies than with normal financial institutions. The analysis concludes that the level of digital marketing capability in the banking industry in India is the best to level . This is mainly because the use of online banking in those India is still growing. However, some banks have more advanced capabilities, and these banks have the potential for strong growth in the number of clients using digital channels. The study, therefore, concluded that Indian banks should also choose the methods of digital marketing in a way that is critically important to their goals and anticipations. The study concludes that strategies used in the digital marketing at the Barclay bank should additionally be adopted at the branch level. The study enhances that there should be an enhanced scope of strategies and not only depending on a few digital marketing strategies. It is concluded that for the bank to offer excellent customer service then the digital marketing strategies should be tailor-made to cover such aspects on the organization.

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Online Marketing: Challenges, Opportunities and Effective Strategies

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Abstract

The Indian Online Retail is a rich segment waiting to be exploited. The Internet is a potent medium that can serve as a unique platform for the growth of retail brands in India. The medium holds many virtues favorable for the retail industry including a higher customer penetration, increased visibility, and convenient operations. The current web-based models for e-tailing are part of an embryonic phase preceding an era of rapid transformation, challenge, and opportunity in the Indian retail market. In a short space of time, internet retailing or e-tailing has firmly established itself as a viable alternative to store based shopping. This paper attempts to provide a clear picture of the e-tailing in India and its various issues, opportunities. It also attempts to draw an effective e-tailing strategy in India based on the detailed survey of e-tailing companies.

Keywords: Retailing, E-tailing Challenges, and Opportunities, B2C transactions.

Introduction

With the rapid growth of the Internet and the globalization of the market, the retail sector has become an increasingly competitive and dynamic business environment. Business and marketing activities are affected by the invent of Internet technologies, and the Internet is revolutionizing commerce, marketing, retailing, shopping and advertising activities of products and service as the promotion of products or services through the Internet whereas; e-tailing can be defined as selling products and services by using the Internet. E-tailing by defining it as the selling of goods and services to the consumer market via the internet. In general, the activities of e-tailing encompass three main activities. They are: (i) a product search facility (often referred to as a product evaluation or information gathering facility), (ii) an on-line purchase function and (iii) a product delivery capability. General marketing activities of an organization, e-tailers have also stick to the same 4P's of marketing activities. They are Product, Price, Promotion and, Place. About the right products, e-stores can offer a larger spectrum of product

offering like traditional retailers in categories ranging from electronics to shoes. The e-store is the Internet version of stores that set up electronic storefronts on the Internet. It provides all kinds of products and renders service to the e-customer at the click of a mouse button and makes money by selling products directly to e-customers. When it comes to the right price, The e-stores can be operated with a low-profit-margin because of the lower cost and higher sales volume. As for the right promotion, e-stores have unlimited direct marketing, advertising, and selling opportunities. E-commerce offered an increased market activity for retailers in the form of growing market access and information and decreased operating and procurement costs. The consumers can gain better prices due to the competition and also can enrich their knowledge of goods and services. The new wave of consumerism coupled with increasing urbanization and burgeoning middle class with paradigm shifts in their demographic and psychographic dynamics have driven consumers frequently to use retail websites to search for product information and make a purchase of products. The top E-tailers in India are indiatimes.com, fabmart.com, rediffshopping.com. They have managed to retain their lead due to innovative business strategies, supply chain model and changing urban lifestyles.

Challenges and Opportunities in Online Marketing in India

India has identified several impediments for the growth of online marketing. They are: (i) consumers cannot touch and feel products, (ii) orders can take several days to be delivered, (iii) shipping costs are often excessive and (iv) customer service is often poor and (v) Returns can be difficult. India has identified some consumer characteristics as potential obstacles to Internet growth, including consumer Traditional shopping experiences, an aversion or lack of access to the required technology and the perceived risks of electronic shopping.

The opportunities of the online marketing industry in India are as follows:

(i) Convenience

Normally, online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home.

(ii) Price and Selection

One of the biggest advantages of online shopping is to find out quickly deals for items at services with many different vendors. Search engines, on-line price comparison services and discovering shopping items can be used to find out sellers for particular products or services. Some retailers also offer free shipping for their products.

(iii) Market Research

Retailers can use their online presence as a tool to gain valuable customer information to forecast future customer demand. Baker (2005) has pointed out that online market research has some powerful advantages, such as monitoring real-time buying decisions. Also, online customers have the knowledge and experience necessary to answer the questions, which produces more accurate and reliable data.

(iv) Online Customer Service

In India, websites are becoming new channels for conducting customer service; therefore their general acceptance level will increase, due to the benefits provided to customers. For example, a customer could ask for a product introduction or a personalized product in the pre-purchase stage, and could also check the delivery status online. All such services can be available uninterrupted online, which is almost impossible in the physical world, due to the cost.

(v) Promotional Tool

A website can be used as a medium to conduct promotional experiments, due to the wide reach of the internet, and the low cost. Therefore, it will be a great opportunity for Indian companies to promote their businesses.

Effective Strategies of Online Marketing

Online marketing in India is focusing on producing sustainable and profitable business strategies for their Internet-based operations. Online marketing in India has rapidly emerged, emulating non-store-based operations. To develop the right e-tailing strategy has addressed five points. They are (i) prompt delivery, (ii) supply chain, (iii) demand nature, (iv) reverse logistics, and (v) accuracy.

(I) Prompt Delivery

The first major challenge faced by e-retailers was high expectations for prompt delivery of Web orders by customers.

(II) Supply Chain

E-retailers must have reliable supply-chain partners with the support of a back-end supply-chain management systems. Supply chain management system to oversee the activities like order sorting, packing, and final bar coding for shipment.

(III) Demand Nature

Popular items and may need to be assessed on its future demand to avoid processing delays. Successful e-retailing companies will have to assess the supply and demand condition so that they can meet unpredictable demand.

(IV) Reverse Logistics

In any retail business, some products are returned from the point of consumption. Therefore, the challenge is setting up infrastructure and procedures for reverse logistics.

(V) Accuracy

To achieve high levels of accuracy in e-tailing business, the firm must consider the right equipment to increase accuracy.

Conclusion

Online shopping has become part and parcel of people all over the world. Online shopping sites give a wide range of products and more stuff to choose based on one's needs. Online shopping always has the advantage of price, many of the products will be discounted to a lower price. Customers will also be given online coupons, gift certificates, promotional codes based on special offers to buy the products. Online shopping at these sites is quick and easy as the wide range of products is categorized in a very convenient and user-friendly manner. The retail scene is changing fast. Retaining the e-customer is a tough challenge. The e-tailers of India need to improve convenience and value for consumers and assist them in overcoming their fears around security. Customer care should be a top priority as with leading online companies. Online customers are more aware, more sensitive and therefore more difficult to retain.

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Abstract

A credit card has become an indispensable part of our lives, with its ease of use and convenient pay-back options. The discounts, offers and deals that a credit card offers are unmatched by any other financial products, and spell a bonanza for the wise user. However, credit cards can become debt traps if not used correctly, or if you spend more than you can repay when the bill comes around.

The main aim of this research is to study the reasons for using credit cards in the Madurai City and to know the various challenges encountered by Credit Cardholders. The study is based on both primary and secondary data. In Madura city, an industrial town, CICI Bank, HDFC Banks, TMB, Axis Bank, and Karur Vysya bank are prominently providing Credit Cards. From these five banks, the respondents will be interviewed for the study. From each bank 30 customers are contacted by applying convenient sampling method and the total sample size of 150 cardholders. The study finds that the main reasons are a benefit of reward points or cash back and the benefit of the extended payment period. The concluded that that customer satisfaction in the electronic environment is determined by the website of the bank, an efficiency of the bank, competency of the bank and information provided by the bank.

Keywords: Customer Satisfaction, Credit Cardholders, and Private Banks.

Introduction

Credit cards are fundamentally different from the other payment methods in that they involve extending credit rather than drawing on an existing store of funds. Banks in conjunction with credit card associations such as Visa and Master card, issue general-purpose credit cards. Department stores also issue the credit card to be used for purchases at that particular store. Like Electronic Fund Transfer, payment by credit card is not anonymous. Since paying with a credit card does not involve a store of funds, deposit insurance and reserve requirements are not directly relevant. The bank that issues the card is liable and thus merchants are paid if the cardholders default. If the issuing bank fails, the credit card association guarantees payment to merchants with outstanding transactions and then has a creditor's claim on failed banks.

A credit card is part of a system of payments named after the small plastic card issued to users of the system. The issuer of the card grants a line of credit to the consumer (or the user) from which the user can borrow money for payment to a merchant or as a cash advance to the user. A credit card is different from a charge card, where a charge card requires the balance to be paid in full each month. In contrast, credit cards allow the consumers to ‘revolve’ their balance, at the cost of having interest charged. This study focus on the demographic profile of the respondents, details of banking transactions, the utility of usage of credit cards by the card holders, reasons for using credit cards and level of satisfaction towards credit cards.

Research Problems

Credit cards have changed the way people look at money. Gone are the days when only the rich sported them at limited counters in select cities. Today, they are a way of life for the middle class too, even in smaller locations across the country. However, this boom has brought in a lot of complications like credit card fraud, payment defaulting, unsolicited card and uncontrolled. As every service is internet bound in the present scenario, the researcher is interested in bringing out the customer satisfaction with credit cards. With this emphasis, the researcher has chosen this topic

Review of Literature

Anto Bright Prabhu(2014) to know the credit card is a small plastic card issued to users as a system of payment. It allows its holder to buy goods and services based on the holder’s promise to pay for these goods and services. The issuer of the card creates a revolving account and grants a line of credit to the consumer (or the user) from which the user can borrow money for payment to a merchant or as a cash advance to the user.

Gan (2010) “Singapore credit cardholders: ownership, usage patterns and perceptions.”The purpose of this study is to analyze Singapore’s diverse cardholders in search of variations among demographic groups, credit card profiles, and their perceptions about credit card ownership and use. It then aims to discuss possible reasons governing Singaporeans’ credit card ownership and use. In this study, decision trees were constructed using chi-square technique to examine the association between numbers of credit cards and the demographic characteristics, perceptions of another credit card-related variable. The number of credit cards was found to be significantly influenced by income and gender as well as perceptions that include “credit cards leads to overspending,” “Saving as the payment source,” “unreasonable interest rates,” “credit card as a status symbol.”The number of credit cards was also affected by credit- card-related variables such as missing payments sometimes, a frequency of use, entertainment expenditures, and patrol purchase. This research provides an in-depth understanding of Singapore multiple cardholders. Thus it issues fully in designing marketing strategies for card-issuers as well as anti-debit strategies for policy-makers in Singapore.

Objectives of the Study

1. To identify the reasons for using credit cards in Madurai City.
2. To know challenges encounter by the credit cardholders in the study area.

Methodology and Research Design

The study is based on both primary and secondary data. The primary data needed for this study is collected from the sample customers through structured Interview Schedule. The Secondary data needed for a study is collected from various magazines, articles published in newspapers and surfing through the network. In Madura city, an industrial town, CICI Bank, HDFC Banks, TMB,

National Level Seminar on “Digitalization in Business”

Axis Bank, and Karur Vysya bank are prominently providing Credit Cards. From these five banks, the respondents will be interviewed for the study. From each bank 30 customers are contacted by applying convenient sampling method and the total sample size of 150 cardholders. Businessman, Salaried, Professional, Government Employees and Private Employees are given due weight in identifying the sample. The researcher has applied statistical tools such as Percentages, Scaling Techniques and Weighted Mean Score Method to analyze the collected data.

Results and Discussion

Here the researcher has discussed the profile of credit cardholders like the gender of the respondents, age of the respondents, marital status, and employment occupied by the respondents.

Table 1 Profile of Credit Cardholders in the Study area

Factor	Particulars	Number of Respondents	Percentage
Gender	Male	105	70
	Female	45	30
	Total	150	100
Age of the Respondents	Below 30	33	22
	30-40	65	43
	41-50	37	25
	Above 50	15	10
	Total	150	100
	Married	125	83
	Unmarried	25	17
	Total	150	100
Employment	Businessman	72	48
	Private Employee	42	27
	Government Employee	20	13
	Professionals	18	12
	Total	150	100
Monthly Income (in Rs.)	Less than Rs.5000	33	22
	Rs.5000 to Rs.10000	35	23
	Rs.10001 to Rs.15000	47	32
	More than Rs.15000	35	23
	Total	150	100

Source: Primary Source

The above table reveals that a majority of 70 percent of the respondents are male; a majority of 43 percent of the respondents fall under the age group of 30- 40 years; a majority of 83 percent of the respondents are married; 48 percent of the respondents are businessman; 32 percent of the respondents fall under the income scale of Rs.10,001 to Rs.15,000.

Table No 2 Information of Bank Transaction

Particulars		Number of Respondents	Percentage
Purpose of Account	Household/General Purpose	95	63
	Commercial Purpose	55	17
	Total	150	100
Period of Operating the Bank Account	Below 1 year	31	21
	1 year to 3 years	44	29
	3 years to 6 years	51	34
	More than 6 years	24	16
	Total	150	100
A frequency of visit to the bank in a week	One time	25	17
	Two Times	60	40
	Three Times	35	23
	More than three times	30	20
	Total	150	100

Source: Primary Source

Table 2 exhibits that around fifty percent of the respondents are having savings account; a majority of 63 percent of the respondents are general or household purpose user; 34 percent of the respondents are maintaining their accounts between 3 years to 6 years of duration; 40 percent of the respondents made a visit to the bank two times a week.

Table No 3 Reasons for Using Credit Cards

Reasons	Total Score	Mean Score	Rank
Benefit of extended payment period	2550	17.00	2
Benefit of converting purchase in to EMI	2100	14.00	4
Benefit of Reward points or cash back.	2886	19.24	1
Benefit of taking loan on card	2300	15.33	3
Low charge	1950	13.00	5
Avoid cash dealing	1150	7.67	7
Easy to carry and make payment	1920	12.8	6

Source: Computed Data

Table 3 result reveals that, According to Weighted Mean Score Ranking Method, The Benefit of reward points or cash back got the first rank with a maximum score of 2886, followed by Benefit of extended payment period (Mean Score:2550), Benefit of taking loan on card (Mean Score: 2300), Benefit of converting purchase in to EMI (Mean Score: 2100), Low service charge (1950), the least rank occupied by easy to carry and make payment (Mean Score: 1920) and avoid cash dealing (Mean Score: 1150). The overall result expresses that, the major reasons are a benefit of reward points or cash back and the benefit of the extended payment period.

Major Findings

- It is identified that 70 percent of the respondents are male and 83 percent of them are married.
- It is observed that 48 percent of the respondents are a businessman and 32 percent of the respondents fall under the income scale of Rs.10,001 to Rs.15,000.
- It is captured that 63 percent of the respondents are using the credit card for general or household purpose and 34 percent of the respondents are maintaining their accounts between 3 years to 6 years of duration.
- The top reasons are a benefit of reward points or cash back and the benefit of an extended payment period.

Suggestions and Conclusion

- Credit limit amount allowed by a bank may be extended to a certain extent to the deserving Credit card holders.
- Reduction of minimum eligibility criteria will attract the customers to obtain Credit Cards.
- Charges for the credit cards should be nominal.
- Awareness must be created about a special offer available for maximum usage of credit cards.

Customer satisfaction in e-environment is determined by the website of the bank, an efficiency of the bank, competency of the bank and information provided by the bank. Due to the complexity in the usage of credit cards, it is necessary to make the customers know how to operate the credit cards for the specific purpose. To facilitate the customers to carry the cards with them, effective protective measures must be taken to protect the cards against operational and security risk.

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The Role of Information Technology in Business Success

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Abstract

Now we can see that information technology has become very important in today's world because it helps in simplifying daily work. Therefore, most of the many business uses of information technology in business process to improve business performance and make a successful business. For example, the e-mail was used to send information. Businesses can receive news and updates on market trends and changes in customer need almost immediately. With the use of IT can help reduce costs.

The information technology-based business facilitates the very process of international transaction; this involves securing and finalizing a contract, delivery of the product, and finally payment for performance of the contract. The movement of goods and services, as well as the payment mechanisms within a country and more so outside a country, are governed by regulatory and legal issues. Hence, the regulatory environment is at the core of e-Business development.

This paper aims to highlight the importance of information technology in business, social media for growth, and impact of information technology in an organization.

Introduction

Information Technology is a terminology which is known to all educated people of the World at present times. Information technology (IT), as defined by the Information Technology Association of America (ITAA), is "the study, design, development, implementation, support or management of computer-based information systems, particularly software applications and computer hardware." IT deals with the use of electronic computers and computer software to convert, store, protect, process, transmit, and securely retrieve information. When computer and communications technologies are combined, the result is information technology, or "InfoTech." Information technology is a general term that describes any technology that helps to produce, manipulate, store, communicate, and disseminate information. Presumably, when speaking of Information Technology (IT) as a whole, it is noted that the use of computers and information are associated. Globalization has brought in many changes in the business scenario with the whole world inching towards one big market place. Communication between the buyers and sellers has become critical

as each can opt to explore a greater number of alternatives than ever before. E-commerce through Internet, e-mails, websites, and other facilities enables a businessman to be linked with every corner of the world, and thus opens up greater opportunities in the world market.

Another important factor is the time required for completing a business transaction. As markets are becoming competitive and information is more readily available, a quick, reliable and replicable transaction implies availing of prevailing opportunities. On the contrary, delays in processing a transaction might become synonymous to wasting an opportunity. Therefore, a fast and alternative mechanism of communication, contract, and payment is an integral part of a globally competitive business organization.

Role of information technology in business

Today, technology is becoming very important in our daily lives. It affects individuals, communities, businesses and the nation highly technological impact in the business world. It has helped in terms of management, manufacturing, marketing of communication products and modular type more easily.

Information technology or IT refers to an entire industry. Information technology is the use of computers and software to manage information. It refers to anything related to computing technology, such as networking, hardware, software, the Internet, or the people that involve these technologies. Nowadays many companies have IT departments for managing the computers, networks, and other technical parts of their businesses, such as storing information, protecting information, processing the information, transmitting the information as necessary, and later retrieving information as necessary. This is referred to as Management Information Services (or MIS) or Information Services (or IS).

Information technology has become very important in the business world. No matter small or big business, IT has helped the organization, manager, and workers in more efficient management, to inquire about a particular problem, conceive its complexity, and generate new products and services; thereby, improving their productivity and output.

Information technology can help through

- Communication
- Inventory management
- Management Information Systems
- Customer Relationship Management

1. Communication

In the business world, communication plays an important role in maintaining the relationship between employees, suppliers, and customers. Therefore, the use of IT we can simplify the way to communicate through e-mail, video chat rooms or social networking site.

2. Inventory Management

Organizations need to maintain enough stock to meet demand without investing in more than they require. Inventory management systems identify the quantity of each item a company maintains, an order of additional stock by using a way of inventory management. It is become more important because organization needs to maintain enough stock to meet customer demand. By using in IT in inventory management, it also will helps in track quantity of each item a company maintains, triggering when it comes to managing inventory.

3. Management Information Systems

Information data is very important for an organization and a valuable resource requirement for safe and effective care. Data used is as part of a strategic plan for achieving the purpose and

mission. Then, the company should use the management information system (MIS) to enable the company to track sales data, expenditure and productivity as well as information to track profits from time to time, maximizing return on investment and recognize areas of improvement.

4. Customer Relationship Management

Companies are using IT to improving the way of design and manage the customer relationship. Customer Relationship Management (CRM) systems capture every relation a company has with a customer so that a more experience gain is possible. If a customer makes a call to centre and report an issue, the customer relation officer will be able to see what the customer has purchased, view shipping information, call up the training manual for that item and effectively respond to the issue.

Advantages of Information Technology in Business

Since the computerized system so widely used, it is advantageous to incorporate information technology into the organization. Information technology provides tremendous benefits to the business world such as allowing the organization to work more efficiently and to maximize productivity.

Among the advantages of information technologies in business are:

- Storing and Protecting Information
- Working away
- Automated Processes
- Communication

Storing and Protecting Information

Information technology helps in storage systems of important data or document to protect company's valuable records. Storage systems, such as vaults, it can help via keep information safe by only allowing certain users within your company to access, withdraw, add or change the documents.

Working Away

Information Technology systems can access the remote network electronics company. It allows one to work from home or anywhere. From this, it will help in increasing productivity even physical work has been done in the office.

Automated Processes

Each organization to find ways do more work in a short amount of time. Therefore, the efficiency of information technology by developing automated processes to take the burden off your staff.

Communication

In the business world, communication plays an important role in maintaining the relationship between employees, suppliers, and customers. Therefore, the use of IT we can simplify the way to communicate through e-mail, video chat rooms or social networking site. It means we can communicate with our employees, supplier and customers anywhere.

Social Media for Business Growth

A significant amount of social media activity is carried out through mobile devices. Make sure that your social media strategy is compatible with mobile devices to guarantee a worthwhile user experience. Social media sites continue to gain popularity at a rapid rate and it is important for small and growing businesses to use them to advertise and market what they offer.

Impact of information technology in an organization

The term “information technology systems in an organization” is composed of four distinct parts which include: an organization, information in an organization, and information technology and information technology systems in an organization. Below I have listed some of the impacts of information technology in an organization.

Flow of Information

Information is a key resource for all organizations. What information describes might be internal, external, objective or subjective. External information describes the environment surrounding the organization. Objective information describes something that is known. Subjective information describes something that is currently unknown. With information technology, the flow of all these three types of information is made simple by use of centralized data centers where all this data can be retrieved. Information in an organization can flow in four directions and these include upward flow of information, downward flow of information, outward flow of information and horizontal flow of information.

Transaction processing

Information technology simplifies the transaction process of an organization. A transaction process system (TPS) is a system that processes transactions that occur within an organization. At the heart of every organization are IT systems whose main role is to capture transaction information, create new information based on the transaction information. TPS will update any transaction process and store that information in a database, so any concerned party in the organization can access that information via a centralized information storage network of internet.

Decision support

A decision support system (DSS) is a highly flexible and interactive IT system that is designed to support decision making when the problem is not structured. A DSS works together with an artificial intelligence system to help the worker create information through (OLAP) online analytical process to facilitate decision-making tasks that require significant effort and analysis.

Workgroup support

Since information technology facilitates in creating an information sharing environment, workers can easily consult each other across different department without any interruption. They can use emails, text chatting services to inquire something related to a given task at work. With work group support systems, group decision making becomes easier.

Executive support

An executive information system (EIS) is an interactive management information system (MIS) combined with decision support systems and artificial intelligence for helping managers identify and address problems and opportunities. An EIS allows managers to view information from different angles. It also provides managers with the flexibility to easily create more views to better understand the problem or opportunity at hand.

Data Management

With the help of database software, an organization stores all its relevant data on a database. This infrastructure can be designed when it is internal or external. An internal centralized system can only be accessed within the organization while an external centralized system allows data to be

accessed outside the organization using a remote (IP) internet protocol Address or a domain name. In this case, employees or managers can use a company website to access relevant company data by use of passwords. This data is not exposed to the public and search engines.

Communication

Information technology accounts in the development of communication technology. Services like electronic mail make communication within and outside the organization easy and first. Nowadays email communication is a default communication technology used by every organization. Communication is a great tool in business develops, with advanced communication tools, employees and managers can easily make beneficial decisions in the organization.

Conclusion

Many businesses, using information technology are the goal to make a business more successful because the speed gain and share information using a particular technology and makes a business can improve performance and productivity.

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Strategic Issues in Managing Technology and Scientific Developments

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Abstract

A strategic issue is a fundamental challenge affecting an organization's mandates, mission, product or service, client or user, cost or payment, financing, organization or management about which something can be done. A strategic issue is different than an operational issue. Identification of strategic issues of managing technologies will be necessary to prompt organizational change, and it will help to strengthen the organization's character. The approaches of identifying strategic issues are the direct approach, goal approach, and vision of success approach, indirect approach, over mapping approach, tension approach, and system analysis approach. Successful scientific development using technology requires expert project management, collaboration, planning, and implementation. The technology-strategic management interface is explored from two perspectives - an internal perspective that focuses on technology management issues, and an external perspective that focuses on the strategic implications of competing in advanced-technology industries. Organizational, scientific development is explored as a strategic adaptation mechanism that allows firms to effectively respond to the forces of technological change, and possibly to create such change. Effective strategies result in creative new systems, technology, products, and services.

Keywords: strategic issues, management, approaches, technologies, scientific developments.

Introduction

The significance of scientific development must be given special attention by the people at the high and reinforced by Entire Corporation, but due to increased competition and mass production development cycles, scientific development and the management of technology is more becoming crucial to corporate success. Management must not only encourage new product initiation but also to develop a system to ensure that the invention is being used most effectively with the consumer in mind. Companies must have at least a minimal Research and development capability they must have to correctly assess the value of technology developed by others. Those bay windows that do introduce the new technologies must have the technological competence make a face to good use of it. Some corporate that introduced the new technology into their business does not adequately assess the competence of their customer to handle. A corporation may obtain a slightly high technology company to learn not only the new technology but also a new way of managing their business.

Objectives of the Study

The aim of the study is to briefly highlight the factors of strategic issues in managing new ways and scientific marketing development to overcome the issues. This study will also list out the qualities of effective strategic control.

Methodology of the Study

The collection of data is done from secondary sources by way of various platforms available for critical analysis of intents to identify the factors of planned issues.

Factors of Strategic Issues

External Scanning: Corporations need to deliberately scan their external societal and task environments for a new evolution in science and technology that may have some application to their current or potential products. Stakeholders, especially customers, can be an important participant in the new product growth process.

- **Technological Developments:** A new invention that can replace for an existing technology at a very lower cost and provide lofty quality can change the very basis for competition in an industry.
- **Impact of Stakeholders on new scientific development:** A company should look to its stakeholders, particularly its customers, suppliers, and distributors, for sources product and service refinement. These groups have the most to gain from innovative new products or services.
- **Lead Users:** industries always look to lead high users for help in products growth, especially in high technical technology industries where things sell so quickly that a product is becoming obsolete by the time it arrives on the market. They are the first to adopt a product because they asset significantly from its use—even if it is not fully attained.
- **Market Research:** A more formal standard method obtaining new product ideas is using market research to survey often consumed users regarding what they would like in new inventories. This method has been successfully used by companies to segregate consumer preferences. And directing incremental improvements to already consumed products.
- **New Product Experimentation:** Instead of using high potential users or real-time market research to test the possibilities of innovative products, by “probing” latent markets with early versions of the products, learning from the probes, and probing again.

Internal Scanning

Strategists should assess how well company resources are internally allocated and evaluate the organization’s ability to develop and transfer new technology promptly into the generation of innovative products and services.

- **Resource Allocation Issues:** The Company must make available the resources necessary for effective research and development. Research indicates that a company’s R&D is a principal means of gaining market share in global competition.
- **Time to Market Issues:** In addition to money, another important consideration in the effective management of research and development is time to market. Time to market is an important issue because 60% of patented scientific developments are generally imitated within four years at 6.5% of the cost of scientific development.
- **Strategy Formulation:** Research and development strategy deals not only with the decision to be a leader or a follower regarding technology and market entry but also with the source of the technology.

- Product versus process R&D: The proportion of product and process R&D tends to vary as a product moves along its life cycle. R&D has been key to achieving differentiation strategies, whereas process R&D has been at the core of successful cost leadership strategies.
- Technology Sourcing: Typically a make-or-buy decision can be important in a firm’s R&D strategy. Although in-house R&D has traditionally been an important source of technical knowledge for companies, firms can also tap the R&D capabilities of competitors, suppliers, and other organizations through contractual agreements.

Characteristics of Effective Strategies Control

Suitable and Objective: The control system must be suitable to the needs of an organization and must conform to the nature and needs of the job and the area to be controlled. When standards are set in clear terms and flexible, it is easy to evaluate performance. Controls should be accurate and unbiased.

Sound and economical: The system of control should be economical and easy to maintain. Any system of control has to justify the benefits that it gives about the costs it incurs. To minimize costs, management should try to impose the least amount of control that is necessary to produce the desired results.

Reasonable and acceptance: control standards should be reasonable-they should challenge and stretch people to reach higher performance without being demotivating. They should be acceptable to choose to whom they apply; controls will be acceptable when they are (i) quantified, (ii) objective (iii) attainable and (iv) understood by one and all.

Responsibility for failures: An effective control system must indicate responsibility for failures. Detecting deviations would be meaningless unless one knows where in the organization they are occurring and who is responsible for them. The control system should also point out what corrective actions are needed to keep actual performance in line with planned performance.

Various Ways to Overcome the Strategic Issues

- **Project Management:** Effective project managers will Using the five process groups, known as initiating, planning, executing, monitoring and controlling, and closing, these project managers take creative ideas and transform them into real products and services
- **Collaboration:** The Internet provides opportunities for small-business owners to easily connect with other entrepreneurs and learn by sharing tips, tricks, and techniques. Using social media technology, innovators can get advice on how to solve problems or complex issues. Managing scientific development and technology tends to be an iterative process that requires input from many talented individuals.
- **Process:** Successful entrepreneurs develop strategies that enable them to solve business problems creatively. They define the problem at the right level. Next, they generate ideas through brainstorming and discussion. Finally, they select viable alternatives to pursue, design and develop.
- **Analysis:** An effective strategy for managing scientific development and technology usually involves making use of comprehensive analysis tools. These tools ensure the team can manage risk to minimize negative impact and exploit opportunities. They also use decision-support tools, such impact analysis, and force field analysis, to examine possible outcomes and choose the best solution to a problem.

Suggestion and Conclusion

The importance of technology, creativity, and scientific development to overall future corporate success cannot be overemphasized in this modern world. We believe that scientific development is the engine that will keep business organizations vital and growing. Business culture embraces creativity, seeks different perspectives and risks pursuing new opportunities. They create and rapidly convert technology into products and services, constantly searching for new ways to make technology more useful to customers. Scientific development is the principle driver of growth. The motivation will strongly reward successful risk-taking, while not penalizing an innovative idea that did not work to succeed. Companies must maintain their innovative environment.

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A Study on the Effectiveness of Email Marketing

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Abstract

Email Marketing remains one of the most effective ways to advertise on the Internet! However, as the usage of this method is expanding, it is becoming increasingly difficult to launch a successful email campaign. Today there are many regulations that form various boundaries on this form of marketing. Also, a lot of competition that may minimize the exposure. Direct E-mail Marketing is the fastest option for sales. Email is so versatile and relatively simple to organize, as long as your data base is in good shape. This is the fastest media to generate new business avenues & push the sale. A study has been conducted using Descriptive research. The sample design used in this survey is “Simple random sampling” with a sample size of 200 respondents. Primary data is collected from the colleges which use e-mail marketing as a marketing tool using formulated questionnaire.

Keywords: E-mail, Marketing, Direct Email.

Introduction

Email Marketing is probably one of the effective ways to attract new customers by keeping touch with existing ones and minimizing operating cost. E-mail Marketing campaign includes features like creating a relevant data base for your target market by internet search, writing effective mail, a message to increase response rate & to send a message at one-to-one bases, not in bulk mail style. It provides a complete data base of the companies to whom they mail and also handle E-mail marketing campaign at a specific time or specific time interval, and have better control over your email marketing campaign strategies. E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. However, the term is usually used to refer to: In its broadest sense, the term covers every email you ever send to a customer, potential customer or public venue.

Benefits of Email Marketing

An Essential Web Marketing Tool to boost your clientele, Email Marketing is an extremely powerful marketing tool. Email is valued by users for timely, rich and enticing information and advertisements. Email is a very versatile medium. Formats range from simple text to HTML & rich media. Content can be one-size-fits-all or

highly customized. Frequency can consist of fixed, frequent intervals or periodic intervals, with transmissions occurring only when something newsworthy comes along. Email marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. An effective email marketing strategy includes content and frequency planning, creative and content development and usage of a spam-free deployment system as well as email campaign tracking, analysis, and reporting.

Statement of Problem

In the present scenario, most of the people are not aware of the uses of e-mail marketing and its services. Many surveys are being conducted all around the world to know the level of usage of emails and its marketing services. Usage of the internet is now a vital part of any business class. Hence every college student is insisted too on having email id and communication is done the internet in most of the colleges. This is done to improve the fastest communication media among the people. Most of the students don't know how to respond to those e-mails which they are receiving. Most of them are aware of how useful is e-mail marketing in this present world. This survey finds out the effectiveness of emails and email marketing services sent to the college students in Coimbatore through a random sampling method. This survey also traces the features of emails sent and their responses according to their features.

Objectives

- To study the effectiveness of e-mail marketing among college students
- To find out the influence of email marketing features on the effectiveness of email marketing.

Review of Literature

DaBrian 2009, "Email Marketing immediate connectivity and instant promotion," Internet marketing is a very vast field. Companies are using this medium to reach to the educated class of customers and those who are using net facility frequently. Email marketing is highly specific, where Companies can introduce this marketing technique for immediate connectivity and instant promotion. Email marketing is one of those advertising techniques, which gives creates instant promotion within no time. Customers can understand that Email, and revert for any confusion.

Lisa 2009, "Is Email Marketing Effective Email," marketing can be extremely effective and is considered the most cost-efficient way to market products or services. Email marketing is a very popular way to advertise, and it is easy to see why. With automated services which will send your emails out for you, your business can save a lot of time.

Research Methodology

The research design used in this project is "Descriptive research design." The study is concerned with specific predictions, with the narration of facts and characteristics concerning individuals, group or situation. The sample design used in this survey is "Simple random sampling." Size of sample: 200 respondents. Primary data is collected from the colleges which use e-mail marketing as a marketing tool using formulated questionnaire. Tools used are Correlation and Regression. Data analysis is done with the statistical tool called SPSS.

Statistical Tools

Correlation I

- E-mail marketing is a powerful tool for marketing
- Email marketing is more attractive among college students

Correlation II

- E-mail marketing is a powerful tool for marketing
- Email Marketing Generate Immediate Response

General Hypothesis for Regression

H0: There is no influence on one considered factor on the other factor

H1: There is an influence on one considered factor on the other factor

Findings

- The study clearly states that 91% of the respondents receive emails and only 61% respond to those emails.
- Young generation finds e-mail marketing an effective one at present scenario. Students feel that e-mails which they receive provide more information about the outside world.
- Students receive job alerts often which helps them to get to know about their future career options. Attractiveness towards emails creates an effective email marketing process.
- The features of emails influence making email marketing as a powerful tool for marketing.

Conclusion

The study clearly states the acceptance level of email marketing among college students. There are both pros and cons in email marketing from the marketer's side which makes the respondents not to respond in a greater way. People use emails often, and they do receive emails often, but the respondent level is not up to the mark. The emails and its feature are marvelous. The remarkable feature about email marketing among college students is the mails regarding job alerts. Email marketing could be made effective by building a proper relationship with the customers. In a nut shell, the result about the study is as follows, “Emails usage is very effective among college students whereas accepting emails as a marketing tool is not as effective when compared with the usage of emails for other purposes.”

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Social Media as Tool of Marketing

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Abstract

Marketing is the action or business of promoting and selling products or services, including market research and advertising. It is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Businesses use various marketing tools to communicate company information, stimulate customer interest and motivate action. An integrated marketing approach applies several tactics to engage customers and build business. Such as Traditional media, Digital media, Social media, Promotional items.

Social media marketing is a subset of digital media marketing. However, the goal of social media marketing tools is to develop an interactive, online relationship with the customer rather than to mine covertly for customer data. Specific examples of social media marketing tools include blogging, tweeting, posting, sharing, networking, pinning, bookmarking, media sharing and commenting on social media websites such as Twitter, Facebook, LinkedIn, Pinterest, Reddit and YouTube. Social media marketing level the playing field for small companies and individual entrepreneurs by offering low-cost tools with potentially high returns.

This paper talks about how social media can be used as a marketing tool. Right from describing the various forms of social media, it touches upon the different methods by which social media are engaged with by a marketer. The tasks of creating awareness, generating interest, encouraging action, resulting in purchase, and doing brand advocacy are all covered. There is also a section on how the marketer can evaluate the effectiveness of these social media options both in comparison with traditional media as well as in isolation.

Introduction

In today’s technology-driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Defines social media marketing as a “connection between brands and consumers, offering a personal channel and currency for user-centered networking and social interaction.” The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social

components, such as comment fields for users. In business, social media is used to market products, promote brands, connect to current customers and foster new business.

Technology and Its Impact on Business

Over the past 40 years, there has been a radical shift in how business is conducted and how people cooperate. The preface of private computers, the Internet, and e-commerce have had a great impact on how businesses function and promote. The preface of social media technology is accelerating and it can expect it to have a similar impact on businesses now and into the prospect. As new technologies become existing, business that learns to use innovative technologies increase great reimbursement. Some of the best-known examples include technology-driven companies such as Microsoft, eBay, Amazon and Google. Finally’ the explosive growth of the smart phone market and mobile computing is affecting the strategy, as social media connectivity is becoming easier and is helping social media glow even faster.

The Social Consumer Decision Journey

Companies have quickly learned that social media works: 39 percent of companies surveyed by McKinsey Quarterly use social-media services as their primary digital tool to reach customers, and that proportion is probable to increase to 47 percent within the next four years. Fuel this growth is a growing list of success stories from majority companies:

Creating buzz: Eighteen months before Ford re-entered the US subcompact-car market with its Fiesta model, it began a broad promotion movement called theFiesta Movement. A major part involved giving 100 social-media influencers a European model of the car, having them whole “missions” and ask them to paper their practice on a selection of social channels. Videos related to the Fiesta campaign generated 6.5 million views on YouTube, and Ford received 50,000 requests for information about the vehicle, mostly from non-Ford drivers. When it finally became available to the public, in late 2010, some 10,000 cars sold in the first six days.

Learning from customers: PepsiCo has used social networks to collect customer insight via its DEW McCray promotions, which have led to the making of new variety of its Mountain Dew brand. Since 2008, the company has sold more than 36 million cases of them. **Targeting customers:** Levi Strauss has used social media to offer location-specific deals. In one instance, direct interactions with just 400 consumers led 1,600 people to turn up at the company’s stores- an example of social media’s word-of-mouth effect. The number of companies with Facebook pages, Twitter feeds, or online communities continue to grow. Marketing primary objective is to reach consumers at the moments, or touch points, that influence their purchasing behavior. Social media is a exclusive component of the consumer decision journey: it’s the only form of marketing that can finger consumers at each and every stage, from when they’re pondering brands and products right through the period after a purchase, as their experience influences the brands they prefer and their potential advocacy influences others

Social Networks

As the World Wide Web grew in popularity, social networking moved to web-based applications. The first wave was built for specific functions or audiences. In 1995, Classmates.com and Match.com were created; both remained fairly popular sites in their niche. In 1999, more targeted networks were launched. The modern era of social networks began in 2002 when Jonathan Abram’s launched Friendster. In 2003, Intermix Media developed the social network, MySpace. It duplicated the core functionality of Friendster. Initially powered by Intermix Media’s large mailing lists, MySpace quickly became a leader among social networking sites. In October 2003, Mark Zuckerberg went

on to create the Facebook, a social network that began as an exclusive site for Harvard Students. Finally, in 2006, anyone with an e-mail id can sign up. Sometime between 2008 and 2009, Facebook overtook MySpace. Facebook would be a natural fit for internet marketing. How would a marketer take advantage? Some ways may include:

- Establishing and enhancing the brand image.
- Establishing and enhancing the company's authority in the market, a thought leader.
- Using the network for market research (opinions and viewpoints, good for surveys).
- Creating a Facebook group of people of similar interest.

Great for Networking

Targeted Advertising

According to the Wall Street Journal, Facebook is working on a system to allow targeted advertising to specific networks of people with similar interest. Social-networking Web site Facebook Inc. is quietly working on a new advertising system that would let marketers target users with ads based on the massive amounts of information people reveal on the site about themselves. Eventually, it hopes to refine the system to allow it to predict what products and services users might be interested in even before they have specifically mentioned an area.

EBay's Group Gifts service, employs Facebook platform technology. To use Group Gifts, users log in with their Facebook credentials, which loads up the list of their Facebook friends? The user can then choose the friend for whom she wants to get a gift and then proceed to look for an appropriate item. The site can offer generic gifts, but a savvy user can ask the application to look at the gift recipient's list of Likes on Facebook and recommend a set of items that match the recipient's interests. Once the gift is chosen, the user can decide how much to contribute herself and how much to leave for others to chip in. Then, she can automatically post a status update on Facebook that alerts others that they can contribute to that gift. When these friends see the update, they can click on it to go to the Group Gifts site and add their contributions. Once the sum of all contributions equals the purchase price of the gift, the transaction is executed and the recipient receives the gift, a list of all the friends who contributed to it, and brief notes from them.

It is truly social. It overcomes some real off-line difficulties related to group gift giving - like having to solicit people directly and risking embarrassment when you ask someone to contribute who does not want to do so. The online application simply puts it out there for people to contribute if they wish. Also, it seeks to strengthen relationships between friends. It also has real strategic benefits for eBay. The company can sell a greater volume of more expensive items. And since individuals are, in essence, advertising the service to their friends, it lowers eBay's cost of acquiring customers. In other words, this kind of social strategy produces a win-win for Facebook users and a company.

Using Facebook to Capture Customers

A central tenet of retailing is to put stores near customers. Now that 600 million potential customers are on Facebook, retailers are flocking to the site and aggressively experimenting with new communication strategies. Here are five ways they're connecting with customers on Facebook.

Promotions

For retailers, the key is to treat "fans" differently than other customers by providing special access to offers and information. Using Facebook as a one-way communications channel is a baby step, but broadcasting deals already found in other channels isn't a particularly effective engagement model. A smarter approach is to reward fans by, for instance, providing Facebook-only discounts

and sneak peeks at upcoming products. Participatory promotions are particularly effective as they add excitement to online purchasing and an incentive for customers to invite other friends. For example, Lowes ran a Black Friday campaign on Facebook in which it offered a limited number of items at ridiculously low prices for fans only. Most discounts were in the range of 90% and were limited to the first 100 people to check out with the item at lowes.com. Not only did this engage existing customers, but it drove new customers to “like” Lowes’ Facebook page, allowing Lowes to post future deals-on their newsfeeds.

Crowd sourcing

Wal-Mart and Gap have used crowdsourcing tactics on Facebook, inviting large groups to participate in shaping an offer or strategy. The Wal-Mart Crowd Savers program, for example, offers a potential deal to Facebook fans that is only activated if enough fans “like” the promotion - in effect, joining together to reach a goal - much like Groupon’s model. Similarly, last year Gap asked its Facebook fans to comment on its new logo design. After a barrage of negative feedback from fans, Gap invited them to submit their designs. Responding to customers’ outcry, the retailer ultimately restored its original logo.

Check-ins

Mobile-device check-ins is a popular way to electronically announce the arrival at a location. This has enormous potential value for retailers who, if they identify customers at all, typically don’t do it until checkout, at which point it’s too late to influence a purchase. Facebook Deals enables retailers to provide electronic coupons and loyalty points when customers check in at arrival, increasing store traffic and sales, and giving retailers a clearer picture of their customers’ behavior. Last year REI drove traffic to its stores by offering \$1 donations to charity for every check-in, with a ceiling of \$100,000. American Eagle has offered 20% discounts to customers who check into its stores.

Games

Games like Farmville and Mafia Wars hosted on Facebook are immensely successful, creating an ideal opportunity for retailers to do something they know well: marry entertainment and merchandising. Last summer 7-Eleven partnered with game-maker Zynga to extend social games into the physical world. Items such as Slurpees and Big Gilps were branded with Farmville, Mafia Wars and YoVille designs that had redemption codes for in-game rewards. Meanwhile, teen-fashion retailer Wet Seal has been developing its own Facebook game, Chic Boutique. The retailer is hoping customers will compete with each other online to design outfits compiled from items in its catalog, increasing awareness of Wet Seal’s offerings and driving sales.

Social Shopping

The most obvious use of Facebook is also the most elusive - to create more than just an e-commerce store within a Facebook frame. Over the past two years, several retailers have made it possible for customers to browse a subset of products on the company’s Facebook page, but they usually rely on their e-commerce site to complete the transaction. This is a step in the right direction, but to take real advantage of Facebook, retailers must make it easier for people on the site to communicate with each other about products, promotions’ and reviews, and seamlessly make purchases.

To that end, JCPenney recently opened a storefront on Facebook containing its entire catalog of products. The UK retailer ASOS quickly followed suit. Facebook is testing a Buy-with-Friends

program' currently limited to virtual goods, that publishes users' purchases on friends' newsfeeds and, by offering discounts, encourages those friends to make the same purchase. All companies, not just retailers, should be using social media like Facebook to listen to what customer are saying about their products and brand; attract them by using promotions, contests, and games; and involve them to keep them loyal and take advantage of the power of influential. These are the early days, and while it's uncertain what will work best, it's likely that retailers that don't experiment with social commerce will find their customers defecting to those that do.

Media Sharing Sites

Media sharing sites allow you to upload your photos, videos and audio to a website that can be accessed from anywhere in the world. Most services have additional social features such as profiles, commenting, etc. The most popular by far are YouTube (videos) and Flickr (pictures). Whether it's Pinterest, Instagram, Flickr or one of the many photo sharing sites popping up online, image-driven social media networks and sites are a great resource for B2B companies. Online marketing doesn't just consist of Facebook, PPC efforts, and banners. Online marketing is about providing current and potential customers with interesting, informative content. This includes images. Because many photo sharing sites are free, a business's biggest investment is time. B2B companies can truly benefit from having corporate accounts on a number of these photo sharing sites.

Social Bookmarking and Voting Sites

Social bookmarking sites are a popular way to store, classify, share and search links through the practice of folksonomy (an Internet-based information retrieval methodology consisting of collaboratively generated, open-ended labels that categorize content such as Web pages, online photographs, and Web links) techniques on the

Internet. Social Bookmarking is a technique that is explained as organizing and maintaining resourceful bookmarks online. The method began in April 1996 when the website itList was launched giving users the capability of having public or private bookmarks. Over the next few years, online bookmark services began to go head to head with each other and the industry became very competitive with venture-backed institutions such as Hotlinks, Click Marks, Clip2, Blink and Backflip amongst others entering the marketplace.

In 2003, Delicious was formed and pioneered a term called 'tagging' which allowed users to search for bookmarked items by a keyword; Delicious also coined the phrase 'Social Bookmarking.' Social bookmarking is a very useful way to access a compiled list of bookmarks from a variety of computers, manage a large amount of bookmarks and share the bookmarks with contacts. Many bookmarking sites have implemented a voting system where users are encouraged to indicate bookmarks that they found to be interesting or of use. As a bookmark receives more votes its visibility increases on the website which in turn generates more and more votes.

Social Media Statistics Facebook

1. There are now more than 800 million active Facebook users, with more than 200 million added in 2011.
2. B2C Facebook results are 30% above average on Sundays. (Convince & Converts)
3. Nearly every charity and University in America is on Facebook. Less than 60% of the fortune 500 are. (Grow)
4. The average Facebook user has 130 friends and is connected to 80 pages, events and groups. (Social Media Examiner)
5. 95% of Facebook wall posts are not answered by brands (Facebook).
6. Auto-posting to Face-book decreases likes and comments by 70%. (inside Facebook)

National Level Seminar on “Digitalization in Business”

7. When it comes to liking brands on Facebook, the reasons are varied, but for the most part, respondents said they “Like” a brand on Facebook because they are a customer(58%) or because they went to receive discounts and promotions(57%). (Mashable)
8. 77% of consumers said they interact with brands on Facebook primarily through reading posts and updates from the brands...(Mashabke)
9. 17% of respondents said they interact with brands by sharing experiences and news stories with others about the brand and only 13% of respondents said they post updates about brands that they like (Mashabke)
10. 56% of consumers said they are more likely to recommend a brand to a friend after becoming a fan on Facebook (Mashable).

Conclusion

Social media being a inevitable part of everybody's day to day routine life has backed its importance in the field of business also. Marketing being the key element of business has been made interesting and easier through Social Media. Social media has now become the fastest and the most personalized medium to interact with the huge mass of consumer population out there. Majority of the population today spend almost 70% of their day with social media and this has made it very easy for the marketing agencies to present their products in front of the consumers and also to spot the potential consumer population. The pop-up pictures and advertisements that we get to see almost every other second in our daily life through various social media platforms are having a huge influence on our life choices.

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Abstract

To shed some light on the complexities of the manufacturing industry today, it's enlightening to have a look at how the industry has transformed in the last 30 years. In this time, we've moved from designing factories and production lines on paper to precise computer simulations. The manufacturing sector is in the midst of another major transformation. The confluence of several technology megatrends maturing at the same time—including, among others, Big Data and advanced analytics, robotics and automation, artificial intelligence and virtual reality—is heralding the fourth industrial revolution, known colloquially as Industry 4.0.

Industry 4.0 is all about optimization—smart, flexible supply chains, factories and distribution models where machines capture and convey more data via machine-to-machine communications and to human operators. All this aims to enable businesses to make quicker, smarter decisions, all while minimizing costs. How this trend will play out remains to be seen, but some of the biggest players in the manufacturing industry are already making changes and putting big money into embracing it. Several driving forces of digital transformation in the manufacturing industry are relatively similar to those in other industries. Moreover, industry initiatives and national initiatives across the globe such as Industry 4.0 (Germany and parts of the EU) or the Industrial Internet (Consortium) accelerate transformations with IoT and the integration of IT and OT as key components. The manufacturing industry is a broad industry with giant multinationals and smaller manufacturers; and with industrial manufacturers Who produce for industrial partners and manufacturers of goods that are closer to the consumer

Keywords: Steel, Heavy Industry, IoT, Digital Infrastructure, Digital India.

Introduction

Recent developments in digital technologies bring about considerable business opportunities but also impose significant challenges on firms in all industries. While some industries, e.g., newspapers, have already profoundly reorganized the mechanisms of value creation, delivery, and capture during the digitalization (Karimi & Walter, 2015, 2016), many process-oriented and asset-intensive industries have not yet fully evaluated and exploited the potential applications (Rigby, 2014). Although the process industries have successfully used advancements in technologies to optimize processes in the past (Kim et al., 2011), digitalization poses an unprecedented shift in technology that exceeds conventional technological evolution (Svahn et al., 2017). In many countries, industry associations drive discussions about digitalization.

In allusion to the concept of “Industry 4.0” the German Water Partnership (GWP) association defines the term “Water 4.0” as the application of digital technologies for the evolution of holistic cyber-physical-systems that enable efficient, real-time monitored, and reliable water supply with a maximum amount of transparency for producers and users [italics added by authors] (GWP, 2016, p.4). To evaluate how members of GWP translate the notion of Water 4.0 into their business reality, in this study we investigate the water industry.

In this paper, we pursue several objectives. First, we introduce the concept of the layered modular product architecture into the process industries and discuss its applicability. Second, we present descriptive data from a questionnaire survey conducted within the GWP to provide an overview of key digitalization priorities and challenges. Third, we analyze the relationship between digital business strategy and a firm’s propensity to engage in business model innovation in more detail. Finally, we discuss how business model innovation is related to layered modular product architecture and conclude with implications for practitioners.

Objective of the Study

Whether it’s called “Industry 4.0,” as in Europe, the “Industrial Internet of Things (IIoT),” as in the United States, or just “smart manufacturing,” the application of information and communication technology (ICT) to every facet of manufacturing is in the midst of reshaping modern manufacturing.¹ This digitalization of manufacturing is changing how products are designed, fabricated, used, operated, and serviced post-sale, just as it’s transforming the operations, processes, and energy footprint of factories and the management of manufacturing supply chains.² This convergence of digital technologies with manufacturing industries also promises to recast the landscape of global manufacturing competition.

Research Methodology

The paper is based on the secondary, and the information is relevant website have been concluded to make the study an effective one.

Digitalization Trends in Manufacturing Sector

Like the Industrial Revolution impacted manufacturing, digital transformation is now responsible for changing the industry. Finally, industrial manufacturers are joining their counterparts — as I’ve previously discussed — and are moving to a digital world. Not since Henry Ford introduced mass production has there been a revolution to this scale. Now, manufacturing companies are using technology to move from mass production to customized production, and it’s happening at a rapid pace.

Consumer expectations and the advent of connected devices and platforms are driving the persistent digitization of the manufacturing. While the majority of manufacturing executives acknowledge the importance of this transformation, only 5% of them are satisfied with their current digital strategies. The industry continues to evolve in response to the challenge of ensuring the right products are delivered at the right price to the right person through a process of improved sophistication.’

Iot And Industry 4.0

At the center of industrial transformation is IoT, accounting for more than \$178 billion in 2016 and proving critical to providing companies with a competitive edge. The manufacturing industry is leading in the IoT because of the revolutionary ways this connected technology has streamlined and simplified various manufacturing processes. For instance, IoT can provide real-time feedback

and alerts companies of defects or damaged goods. These simple yet critical implementations of IoT reduce cost and waste. Further... incorporation of IoT, Industry 4.0 “represents the vision of the interconnected factory where equipment is online, and in some way is also intelligent and capable of making its own decisions.” Responsible for the rise of smart machinery, Industry 4.0 also introduced a hybrid approach of virtual and actual content warehouses that has freed up manpower on the production and collaboration side of the industry. The trend of mass customization has allowed manufacturers to more efficiently react to consumer demand. Because customers expect the products they use to be intuitive and easy to interact with, mobilization and connectedness continue to drive manufacturers to innovate faster and create software-enabled products. IoT and Industry 4.0 capabilities are also changing how post-sale service is provided, offering immediate and consistent online support.

AI And Machine Learning

A machine’s ability to learn and adopt intelligent human behavior is not a new advancement. It has been a decade since IBM’s supercomputer beat the greatest chess player in the world, forever changing the relationship between man and machine. Today, these advanced algorithms are transforming the way the manufacturing industry collects information, performs skilled labor, and predicts consumer behavior. Smart factories with integrated IT systems provide relevant data to both sides of the supply chain more easily, increasing production capacity by 20%. Quality is no longer sacrificed for efficiency, as machine learning algorithms determine which factors impact service and production quality. Sensors have replaced human hands, resulting in less wasted time and materials, as well as optimal accuracy and workflow. Digitizing the industry means lower cost of production, quicker turnarounds, and more efficiently meeting customer demand.

Robots

Traditionally, robots have been used to perform tedious, repetitive tasks on the assembly line. Today, however, robots are capable of mimicking more human traits such as dexterity and memory, which makes them more useful in industries like manufacturing. Highly trainable and collaborative, robots are also providing safer working environments for humans by switching places with them in dangerous or unsuitable situations. For instance, autonomous dump trucks used at mining sites can be remotely controlled by operators, eliminating the need for human drivers. Also, robots equipped with sensors also provide valuable feedback and data. Sensors are these smart machines “talk” to the control board, quickly identifying and fixing mechanical issues, allowing companies to make necessary adjustments more accurately. Robots increase efficiency and minimize delays.

Improved Speed and Efficiency

Robots and other automated technology are also integral in improving speed and efficiency, allowing manufacturing companies to “optimize production workflows, inventory, Work in Progress, and value chain decisions.” By integrating their IT systems, teams across the platform in various geographical locations can access relevant data, facilitating quicker, more collaborative and transparent communication. As cloud computing grows more stable, manufacturers are beginning to implement its software with more confidence. With this new level of predictive accuracy comes an improvement in condition monitoring processes, providing manufacturers “with the scale to manage Overall Equipment Effectiveness (OEE) at the plant level increasing OEE performance from 65% to 85%.” The California-based cherry company, Prima Frutta, knows a thing or two about improving efficiency. In the last year, Prima Frutta installed automated equipment without a single additional hire and increased production by 50 percent. This connected technology provides

real-time feedback to 900 employees, allowing them the information necessary to make quick decisions and act accordingly. As a result, the company now has the largest cherry production line in the world. Just ask Prima Frutta: Improving speed and efficiency translates into lower costs and better quality control.

Data and Analytics

It is predicted that by 2020, there will be 50 times the digital content compared to what exists today. Big data analysis becomes increasingly difficult and time-consuming as the digitized manufacturer struggles to manage, update, and analyze product and consumer information. As such, many businesses are opting to move content to the cloud as well as house on-site for a blended approach to their storing, managing, and processing needs. Information about things like supply, delivery, customer support used to be difficult to find or cumbersome to work with. In the digital era, that data is streamlined and collaboration-friendly, increasing accessibility for all stakeholders. Because production teams and consumers alike have grown accustomed to the immediacy and intuitiveness of IoT, they now expect the same from their processes and products, requiring faster innovation from manufacturers. To keep up with these expectations, digital transformation changes the way businesses manage and share product information across the enterprise, increasing production and transparency and decreasing cost and down time.

There has never been a more intense or focused need for highly skilled workers with STEM talents. The businesses that hire accordingly and who continue to use technological advancements to move their companies forward are the ones that will thrive and remain current and competitive.

Early Days of Digitalization

In the mid-1980s, the American automobile industry was in trouble. Japanese cars, which were built by robots, were storming the market. Desperate to gain back their market share, American manufacturers decided to buy robots too. They soon discovered, however, that robots couldn't replace the workers. There was no adequate planning software available and no trained workforce to use them. “We thought we could solve the robotics problem with 3D graphics,” says Scott Walter, Chief Technical Advisor for Visual Components. Before they could get started, Walter’s team had to invent many things we now take for granted, such as lighting models, geometry kernels and user interfaces. Developers who could assist were few and far between as people with programming and computer graphics skills were difficult to find. Robots themselves were also a problem. Each had their language, standards for backup and a proprietary OS. Making things even more difficult, robot vendors were reluctant to share details about their robots, fearing that they would look bad or the promised cycle time would be off.

Developing the First Standards

As computers got faster and robots improved, Walter’s team was able to concentrate more on the application and less on the peripherals. Still, it was clear that the simulation could only be as good as the robot model. Since vendors would not share proprietary information with the simulation suppliers, the software was limited to reachability and feasibility studies. There was a desperate need for industry standards. An initiative called the Realistic Robot Simulation project, or RRS/ was launched to develop a standard protocol for simulation tools to talk with controller software. RRS was a technical success that has been adopted by the automotive industry. However, RRS modules are not readily available outside the automotive industry, and the standard is limited to two simulation brands. In other words, it is not treated like a standard. “Disappointingly, a standard that could solve many problems is being held, hostage,”

Digitalization Now

A lot has changed since the 1980's. These days, everything is designed in CAD, and the entire environment is in 3D. Finding good developers is no longer a challenge either, as powerful computers have become household items. "Were we to start over again today, our job would be much easier," Walter says. "We could just focus on factory simulation, because all the other stuff is available in toolkit form, and you can transfer a program to any robot with a thumb drive."

Manufacturing Sector

The manufacturing sector requires much less safety training regarding chemical applicants, and less harmful chemicals are used, if any. Manufacturing has more physical dangers than chemical/ if you can imagine a car being manufactured and the vast amounts of heavy machinery on the assembly belt. Although there is safety training, it almost always is not to educate you on the basic material safety of chemicals; more often than not are there complex physical hazards to keep in mind, such as keeping hands clear of certain assembly belts and other heavy machinery at times when the units that mass manufacture are operational.

I believe my question can suffice. Although, I answered your question with blind insight. It would be wise to follow the answer of an industry-leading professional. I'm sure one of those is soon to answer you. For now, this answer should do.

Conclusion

Nations are competing fiercely for advanced manufacturing leadership. Countries will need to introduce a comprehensive national manufacturing digitalization strategy and make the requisite investments if they wish to keep pace. Small manufacturers, especially, can't be expected to go-it-alone in this environment and will need to benefit from both smart collaborations with suppliers as well as from government programs that encourage and incentivize their adoption and uptake of digital and other advanced-production strategies and technologies.

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A Study on Digital Marketing

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Abstract

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Therefore E-marketing/Digital marketing by its very nature is one aspect of an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

As such an aspect, E-marketing/Digital marketing has its approaches and tools that contribute to the achievement of marketing goals and objectives. Digital Marketing /E-marketing is achieving marketing objectives through the use of electronic communications technology.

Keywords: Return on Investment; Electronic Customer Relationship Management; Information and Communication Technologies; Social Media Marketing; Return on Investments; Business to Business; Business to Customer/ Consumer; Customer to Customer

Introduction

In today's 21st century each & every task is done fast & quickly using the Technology. Nowadays, every technology becomes a basic need of human beings. & therefore it says that there are Four Basic Needs of Human Being, i.e., Food, Shelter, Cloths & Technology then it's not getting wrong.

Because Today in each & every second we all are using Technology from grinding grains in a kitchen to connecting the peoples. & then how the business is an exception to this, it is also using the technology of the internet through Web Sites, Software & different applications on mobiles. Because today's nature of business functions like Production, Finance, HR Related activities & Marketing are changed with technology. In case of Marketing of business usually apply Traditional Marketing ways like Brochure, Newspaper Advertise, Audio campaigns through Auto/ Van in Rural Areas, Campaigns at Crowded Places, Banners, Pamphlets, Door to Door Marketing, etc. It is not effective in today's life because according to C.K. Pralha's Rule

Objective of Study

1. To Study the Overview & Scope of Digital Marketing
2. To understand the purpose /Advantages of Digital Marketing.
3. To understand Online Marketing Methods/ Ways
4. To discuss the difference between Traditional & Digital Marketing
5. To study the concept of Digital Marketing Strategy
6. To understand the basic concepts/components which are must consider before the foundation of Digital Marketing Strategy.

Meaning of Digital Marketing

Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with stakeholders.

Digital Marketing is the promoting of brands using all forms of digital advertising Means to reach consumers

Digital marketing applies technologies or platforms such as Websites, E-mail, Apps (classic and mobile) and Social Networks. Social Media Marketing (SMM) is a component of digital marketing. Many organizations use a combination of traditional and digital marketing channels; however, digital marketing is becoming more popular with marketers as it allows them to track their ROI (Return on Investment) more accurately compared to other traditional marketing channels.

Today most of the businesses used these new digital technologies/ Types of digital marketing for advertising & promoting the product/services & for reaching the targeted Customers/Consumers. There are following types / new technologies used in digital marketing.

Scope of E-Marketing

Essentially, E-marketing threads the technical and graphical aspects of online tools together, allowing for design, advertising, brand development, promotion and sales. Internet marketing offers the possibility of tracking almost every action a visitor or potential customer takes in response to marketing messages and how they navigate through their buying cycle. One of the most desirable aspects of Internet marketing is a low barrier to entry.

E-Marketing/Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet but also includes marketing done via e-mail and wireless media. Digital Customer Data and Electronic Customer Relationship Management (ECRM) systems are also often grouped under internet marketing.

Most of the Digital Marketing Process is done with the help of Website & at the time of creating that Marketing Web site the following 7 C's are most important & that is

Types of Digital Marketing

There are so many technologies used for the marketing of product & services in today's business world. Now a day's businessman / seller find new ways using new technologies for reaching to the target customers/ consumers. From these few technologies which are used for digital Marketing is Smart phone Apps: Smart phone are mostly using by peoples & Smart Phone is the device from which person can operate any work from any place. & it becomes basic things of people & therefore this Smart Phone is the new device to provide the information & therefore according to technologies of Smart phone, i.e., Android/ Windows the application is build/apps is created & used for providing different services to the new customer as well as an existing customer.

CRM: Customer relationship management systems use technology to organize, synchronize, and automate business practices. CRM systems for marketing help the enterprise identify and target

potential clients and generate leads for the sales team. A key marketing capability is the ability to track and measure multichannel campaigns, including Email, Search, Social Media, Telephone, and Direct Mail. Metrics monitored include Clicks, Responses, Leads, Deals, and Revenue. In a web-focused marketing CRM solution, organizations create and track specific web activities that help develop the client relationship. These activities may include such activities as free downloads, online video content, and online web presentations.

Social Media Marketing: Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing involves using peer recommendations, building a brand personality, and addressing the market as a heterogeneous group of individuals. It also uniquely encourages customers to create their content and buzz around a product. In other words, programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Hence, this form of marketing is driven by word-of-mouth; this means it generates results in earned media rather than paid media.

Advantages of Digital Marketing

There are many advantages of digital marketing, including:

- It's more affordable to deploy than traditional marketing and advertising
- Digital marketing goes from planning to execution more quickly.
- Digital marketing gives fans/viewers/readers a chance to share your content.
- Digital marketing campaigns are easier to attach to other campaigns & growth in customer's base.
- Digital marketing campaigns have longer shelf lives & access to wide international markets.
- Digital marketing gives the brand more time and space to tell its story.
- Small Firms can market themselves internationally.

Digital Marketing V/s Traditional Marketing

The debate continues as to whether digital marketing is overpowering and surpassing traditional marketing or not. Many think that for the most part, digital marketing has taken over and traditional marketing barely exists, if at all. Recent occurrences such as the magazine giant, Newsweek switching to totally digital publications cause ripples throughout the marketing arena. Over the last year or so traditional marketing had fallen nearly 160% while in the same time frame expenses for digital marketing increased over 14%. Are there any real advantages to using digital marketing over traditional means? And what is the big difference between these two anyway?

Defining Traditional Marketing- There are many facets of traditional marketing and examples might include tangible items such as business cards, print ads in newspapers or magazines. It can also include posters, commercials on TV and radio, billboards and brochures. Traditional marketing is anything except digital means to brand your product or logo. Another overlooked means of traditional marketing is when people find a particular business through a referral or a network and eventually you build a rapport with them.

Defining Digital Marketing- The world of digital marketing continues to evolve and as long as technology continues to advance, digital marketing will as well. Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices. However, digital marketing is considered a form of inbound marketing and its goal is for people to find you. Businesses put content (or ads) out for individuals to find. People may conduct an organic online search, a paid search; find your business on a social network or by reading content that has been published online such as a blog or an article. The more they see you or your content, the more

familiar they will become with your brand and they will eventually develop a trust and a rapport with you through this online presence.

Traditional Marketing's Advantages and Disadvantages- Because of its longevity, people are accustomed to traditional marketing. Finding ads in magazines and newspapers, or reading billboards are still familiar activities and people still do them all the time. Most of the time, traditional marketing is reaching only a local audience even though it is not limited to one. One of the primary disadvantages of traditional marketing is that the results are not easily measured, and in many cases cannot be measured at all. In most cases, traditional marketing is also more costly than digital marketing. And perhaps the biggest disadvantage today is that traditional marketing is static which means there is no way to interact with the audience. It's more like you are throwing information in front of people and hoping that they decide to take action.

Digital Marketing's Advantages and Disadvantages- One benefit to using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach an infinite audience. It is also possible to tailor a digital campaign to reach a local audience, but it can also be used on the web and reach the entire globe when appropriate. Digital marketing is also a very interactive means of reaching an audience since it makes use of social outlets. There can be plenty of direct contact between the audience and the business which means that the business can get some very

Digital Marketing Strategy

The purpose of any marketing strategy is to address a business or brand challenge or objective that has been revealed. An effective strategy involves making a series of well-informed decisions about how the brand, product or service should be promoted; the brand that attempts to be all things to all people risks becoming unfocused or losing the clarity of its value proposition.

It means to know what do people want from your brand, and what would convince them that business offers this.

Once business has a clear sense of what it's challenges or objectives are and business have defined how its marketing strategy will work towards fulfilling the objectives/challenges, then business can start thinking about its digital marketing strategy

Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A digital marketing strategy should constantly be iterating and evolving. Since the Internet allows for near-instantaneous feedback and data gathering, digital marketers should constantly be optimizing and improving their online marketing efforts.

Prospects of Digital Marketing

Prospects of Digital marketing in Developing Economies Despite the numerous problems confronting Digital marketing in developing countries, there exists prospects and opportunities for future growth and development of Digital marketing as the pivot of developing economies. These prospects are explained as follows:-

Growing Population: Before multinational companies establish their hold in any country they expect to have a ready market for their products and services. No business flourishes where people are not living or where it is not habitable by people. Developed countries with their small population and saturated domestic markets prefer E-marketing/Digital Marketing their products and services to emerging markets in developing countries. India is one of the most populous nations which are a ready market for both domestic products and foreign brands. This is because Digital Marketing/E-marketing does not operate in a vacuum but requires a large population of people with

the willingness to do business and patronize businesses. Therefore the high and growing population of developing countries is an attractive incentive, as they represent large potential markets.

The absence of Competition and Large Unexplored Markets: By their large populations and underdevelopment, developing countries have large markets that are not yet served or are partially served. Thus they are not as saturated as those of developed countries. Hence, there is hardly any form of intensive competition, especially amongst serious manufacturers. The economies of these nations hold great opportunities for innovators, investors and marketers to enjoy booms in their markets with many challenges from competitors within and outside.

Attractive Government Incentives: Trade policies in most developing countries are becoming quite favorable to both local and foreign investors. These incentives include profit tax holidays, reduced or even free customs and excise duties, liberalization of immigration and profit repatriation laws for foreign investors. There are also improvements in infrastructural facilities that will ginger the performance of E-marketing in these economies. According to Pearce (1998) liberalization encourages the adoption of policies that promote the greatest possible use of market forces and competition to coordinate both E-marketing and economic activities.

Conclusion

According to change, the technique & way of working & doing things like Accounting, HR & Marketing is also changed. & who adopted the change that person will succeed in his life & if he don't then will be kept aside. So according to change each & every technique of life / Business function it must be changed.

Today, the nature of business function is changed according to time from Sending Message through Post to E-mail. Like the same performing, each function of business is also changed from traditional ways to Modern ways, i.e., Purchasing/Selling/advertising Online instead of direct selling through a door to door/ advertising using traditional methods. & there is no barrier/ restriction free from geographical areas of selling the product/ advertising of a product. So using new ways of advertising/Marketing through the internet will be profitable & affordable for each & every business.

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Introduction

It has been nearly a quarter century since the commercial use of the Internet and the World Wide Web began. During this time the business landscape has changed at a frenetic pace. Large multinational corporations such as Google, Face book, Amazon, Alibaba, EBay and Uber, unheard of twenty years ago, have emerged as key players in our modern economy. In 2015, online sales accounted for 7.4% of overall retail spending in the U.S., the highest percentage since tracking began in 1999. Sales made through mobile devices have increased at a rapid rate to between 22% and 27% of all online sales. Corporations now highlight the importance of creating a “digital relationship” with customers. Moreover, digital technologies and devices such as smartphones, smart products, the Internet of Things (IoT), Artificial Intelligence, and deep learning all promise significant transformations of consumers’ lives shortly. It is against this backdrop that this paper seeks to understand how the developments in digital technology are re-shaping the process and the strategy of marketing, and the implications of this transformation for research in the broad space we call “digital marketing.”

Marketing Actions

Product

The concept of the product is undergoing a rapid transformation in the digital age. First, the augmentation of the core product with services is becoming increasingly digital, wherein the core value of the product is increased with the value derived from digital enhancements(e.g., automobiles with GPS systems, sensor-based self-driving technologies). Second, the networking of products/preferences and price sensitivities for products and services with different features and options. Examined the tradeoff between mass customization utility and complexity in the design of menus, and found that mass customization configurations have higher utility for customers with expertise than for customers with low product expertise and complexity had the lower negative impact on the

product utility for the experts. Focused on reducing the complexity of mass customization by providing starting solutions for customers while at the same time maintaining all of the advantages of customization. The research on decision aids is also relevant in this context. While the concept of the product has undergone a complete transformation in the case of digital formats, there are recent business models in which the core product remains the same but the augmentation is achieved through digital services. Examples of such business models include Airbnb, Uber, and Lyft, which release the inherent value in products for rentals using digital technologies and networks. While these business models can also be seen as platforms, from the perspective of product design the fact that they are shared or rented may have special significance. Other examples of augmentation of core products through digital services include innovations such as self-driving automobiles, networked automobiles providing complementary services using apps, etc.

Price

Digital products and services have very low or zero marginal cost for production and distribution. This has important implications for pricing and revenue models, especially in the context of product lines consisting of traditional formats as well as digital formats. Examined optimal pricing of online and offline content (magazines and journals) and showed that the online format can lead to higher profits acting as a device for price discrimination. While they assumed consumers buy one or the other format, showed that consumers are heterogeneous in their perception of substitutability and complementarity of formats and that higher profits can be achieved by bundling formats. Focused on freemium models in the context of newspapers and magazines in the presence of advertising revenue. Constructed a menu of content subscription bundles that maximizes total profit from both consumers and advertisers in the context of a similar newspaper platform and provided insights into profit-maximizing menus under the various business model and format strategies. Focusing on content platforms, examined the question of how much content should be free and when firms should charge a fee. They found that firms can increase revenue by flexibly adjusting the amount of content they offer against a fee instead of setting a static paywall as many content providers do. The flexibility depends on the heterogeneity in consumer demand and therefore can be dynamic. Focused on ad-free freemium products like Dropbox and developed optimal pricing strategies using structural models.

Promotion

Many online retailers recommend products to their customers using collaborative filtering or adaptive personalization. These can be viewed as augmented services around the core product (like Netflix’s recommendation system) or as a personalized promotion. Focusing on such systems, developed a Bayesian preference model which considers the customer’s preference heterogeneity and product heterogeneity. In their research, the unobserved attributes can be imputed with data augmentation from the observed rating data. Account for the endogenous selection in online recommendation ratings. They found that jointly examining the selection to rate a product and the corresponding ratings can improve recommendation quality. Made a distinction between the self-initiated purchase and the recommendation response and modeled the influence of a firm’s recommendation on customers’ purchase behaviors. He found that the model based on the expected response of the customer to a recommendation performs better than the traditional recommendation methods that merely recommend an item that a customer is highly likely to buy based on past preferences. Have proposed an adaptive personalization system for online music (digital audio players) to adaptively personalize the service, fine-tuning the service over time for each customer, based on observation of that customer’s behavior. Such closed-loop feedback systems render the systems to be highly effective.

Place

There has been extensive research on consumer behavior in online channels, the effectiveness of online channels and forms of interactions on online channels, which has been subsumed in the discussion on Digital Environment as well as in the section on Marketing Research. We focus on the newer channels in this sub-section as well as multi-channel, omnichannel issues. With the advent of new mobile devices such as smart phones and tablets, device attributes and the consumers' usage of these devices have significant implications for marketing. Using the data of microblogging users compared users' Internet browsing behaviors on mobile phones versus their browsing behaviors on personal computers. The research found that ranking effects were stronger for mobile phones: when a post moved up by one position, the click-through rates increased by 37%, which was 12% higher than the increase due to a one position movement upward on PCs. They attributed such differences to the smaller screen size and correspondingly higher search costs on mobile phones. Also, they found the click-through rates are higher for geographically proximate brand posts - a 23% increase in click-through rates for brand posts one mile closer in the distance on mobile phones and a 12% increase for posts on PC. Both of these findings highlight how browsing behaviors differ significantly on mobile phones and PCs. Analyzed the effectiveness of mobile targeting strategies - temporal targeting and geographical targeting, in a large-scale field experiment

Marketing Research

The digital environment produces a vast array of data ranging from clickstream data, customer reviews and ratings, blogs, tags, and social interaction data, to customer responses to marketing actions and information on collaborators and competitors. This data is very informative for a firm to understand online customer behavior, develop marketing strategies, and measure the effectiveness of its actions and tactics on marketing outcomes. In this section, we focus on empirical research that is centered on understanding the digital environment and relating the digital environment to the outcomes of marketing actions. Early research on the digital environment proposed a structural model of consumer navigation behavior in the digital environment that incorporated the notion of flow. Later, the model was formalized with a quantitative analysis to relate the model to specific consumer behaviors online. Based on the actual behavioral data customer clickstream analysis became popular. Modeled visitors' browsing behaviors at a website and examined visitors' decisions to continue browsing more pages (or exit) and the length of time spent on websites. The dynamics of browsing are consistent with lock-in and stickiness of the website and a visitor's learning over repeated visits. Using similar data, modeled online buying behavior of customers. Key findings included that the number of repeat visits is not indicative of purchase propensity and the availability of sophisticated decision aids does not guarantee conversion. Used clickstream data to empirically test a typology of store visits which varied with shoppers' underlying objectives – buying, browsing, searching or knowledge-building – and was able to categorize visits using the behavioral data. Such categorization helps to identify and target prospective buyers and design more effective and customized promotional message.

Marketing Strategy

Two core marketing elements that a firm focuses on to maintain a sustainable competitive advantage are its brand and its customers. In this section, we focus on recent research related to these elements of marketing strategy that are not specifically captured in the other sections – and address how a firm should strategically manage its brand and customers in the ever-changing digital landscape. The introduction of new channels, new shopping devices, and new customer interactions calls for an updated understanding of the customer management and brand management

and requires the firms to re-define their marketing mix metrics and CRM metrics. For example, examined the impact of social interactions on customer churning and reported that the churning rate is higher for a customer who is connected with previously churned individuals. Discussed how social media would re-shape the “social CRM” strategies and emphasized that customer value includes not only the purchase-based value but also the value of their social influence. Given that some elements of customer value are impacted significantly by digital technologies, such research calls for a more inclusive definition of customer value. In this content, have provided useful frameworks to understand the role of customer experience and customer engagement afforded by digital technologies in creating value for customers as well as increasing customer lifetime value.

Conclusion

Our key objective in this paper is to set an agenda for research in digital marketing. We have defined digital marketing in the broadest sense and we have developed and proposed a framework that highlights the touchpoints in the marketing process as well as in the marketing strategy process where digital technologies play a key role. Using this framework we have organized and reviewed the extant research around these touchpoints. The unresolved questions in each area we have identified above can benefit from future research, so we have integrated all these questions into a broad agenda in. We have purposely synthesized the research issues at a high level to stimulate more detailed and specific research aided by our framework. We leave it for other researchers to delve into these issues. The extant survey papers we identified should complement this paper well. To keep our analysis tractable we have focused only on papers in the marketing domain. However, there are several important contributions in the area of information systems, operations management and economics which could complement our work. Finally, we have some observations regarding the research process that will lead to useful knowledge. It is imperative that academic- and practitioner- communities work together to tackle these research issues. For one, the pace of digital technology development has increased tremendously.

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A Study of E-Commerce

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Abstract

To further the development of e-commerce, the federal Electronic Signatures Act (2000) established uniform national standards for determining the circumstances under which contracts and notifications in electronic form are legally valid

Definition

E-commerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. E-commerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

Whereas e-business refers to all aspects of operating an online business, e-commerce refers specifically to the transaction of goods and services.

Description of E-Commerce

E-Commerce being a diversified field it has relation to vast Allied subjects. What a topic for presentation should mainly depend upon the subject of your choice like it can be marketing, finance, management, etc. But whatever it should be it should have three things:

1. A factual concept
2. A good linkage (practicality or linkage with current business events)
3. A good amount of case studies, examples, and things on which your audience can be involved without making a presentation a one-way communication.

Topic wise a few suggestions

Finance

Principals of accounting and their use in daily book keeping, valuation of shares, capital structure, joint venture and leasing, financial analysis of a company, etc

Marketing

Analysis of the Indian market, recent trends and ways of marketing and advertisement, digital marketing, market research, pricing strategies (everything with practical examples refer to economic times, brand equity, etc.)

Management

Work ethics, work culture, performance appraisal, motivation, brand management, labour laws, production management, functional management.

Types of E-Commerce Business Models Pros & Cons

The first thing that comes to our mind when we talk about E-Commerce is that it is an online commercial or sales transaction that takes place between the supplier and the customer. While the idea of the concept is right, there are more specific factors involved that categorize E-Commerce into six major types. Each of these types has different features and attributes.

Typically, E-Commerce business models can be divided into six major types, such as:

- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- Consumer-to-Consumer (C2C)
- Consumer-to-Business (C2B)
- Business-to-Administration (B2A)
- Consumer-to-Administration (C2A)

Business-to-Business (B2B)

This kind of E-Commerce consists of all the electronic transactions and dealings related to the goods and services. These basically are conducted between companies and include conventional wholesalers and producers dealing with retailers.

Business-to-Consumer (B2C)

The Business-to-Consumer E-Commerce is related to the transactions and relationship between businesses and the end customers. This is mainly to do with the retail E-Commerce trade that takes place online. With the inception of the internet, B2C E-Commerce has evolved to a great extent. Today, we find scores of electronic shopping sites and virtual stores on the web, that sell myriad products, ranging from computers, fashion items to even necessities.

Consumer-to-Consumer (C2C)

This consists of electronic transactions of products and services between two customers. These are mainly conducted through a third party that provides an online platform for these transactions. Sites, where old items are bought and sold, are examples of C2C E-Commerce.

Consumer-to-Business (C2B)

In this, a complete reversal of the selling and buying process takes place. This is very relevant for crowd sourcing projects. In this case, individuals make their items or services and sell them to companies. Some examples are proposals for company site or logo, royalty free photographs, design elements and so on.

Business-to-Administration (B2A)

In this kind of E-Commerce transaction, there are dealings between companies and public administration. It encompasses different services, such as social security, fiscal measures, legal documents, employment and so on.

Consumer-to-Administration (C2A)

In this E-Commerce model, electronic transactions are carried between individuals and public administration. Some examples are distance learning, information sharing, electronic tax filing, and so on.

The main objective of both the B2A and C2A types of E-Commerce is to increase flexibility, efficiency, and transparency in public administration.

Pros of E-Commerce

Perhaps the greatest benefit of E-Commerce is its huge reach and reception across the global market, with minimum investments. It enables sellers to sell to a global audience and also customers to make a global choice. Geographical boundaries and challenges are eradicated drastically reduced.

Through direct interaction with final customers, this E-Commerce process cuts the product distribution chain to a significant extent. A direct and transparent channel between the producer or service provider and the final customer is made. This way products and services that are created cater to the individual preferences of the target audience.

The process of E-Commerce enables sellers to come closer to customers that lead to increased productivity and perfect competition. The customer can also choose between different sellers and buy the most relevant products as per requirements, preferences, and budget. Moreover, customers now have access to virtual stores 24/7.

E-Commerce also leads to significant cost reduction. It leads to a significant reduction in transaction costs and accordingly customers also get to buy at a lower rate.

Cons of E-Commerce

E-Commerce has its share of disadvantages too, such as:

- It depends strongly on network connectivity and information technology
- There aren't definite legislations both domestically and internationally to regulate E-Commerce transactions
- The whole market culture is not favorable to electronic commerce (for example customers cannot try the products)
- At times, there is a loss of the privacy, culture or economic identity of the customer

Impact on Markets and Re-Tailers

E-commerce markets are growing at noticeable rates. The online market is expected to grow by 56% in 2015–2020. Traditional markets are only expected 2% growth during the same time. Brick and mortar retailers are struggling because of an online retailer's ability to offer lower prices and higher efficiency. Many larger retailers can maintain a presence offline and online by linking physical and online offerings.

E-commerce allows customers to overcome geographical barriers and allows them to purchase products anytime and from anywhere. Online and traditional markets have different strategies for conducting business. Traditional retailers offer a fewer assortment of products because of shelf space where online retailers often hold no inventory but send customer orders directly to the manufacturer. The pricing strategies are also different for traditional and online retailers. Traditional

retailers base their prices on store traffic and the cost to keep inventory. Online retailers base prices on the speed of delivery.

Impact on Supply Chain Management

For a long time, companies had been troubled by the gap between the benefits which supply chain technology has and the solutions to deliver those benefits. However, the emergence of e-commerce has provided a more practical and effective way of delivering the benefits of the new supply chain technologies.

E-commerce can integrate all inter-company and intra-company functions, meaning that the three flows (physical flow, financial flow and information flow) of the supply chain could also be affected by e-commerce. The affections on physical flows improved the way of product and inventory movement level for companies. For the information flows, e-commerce optimized the capacity of information processing than companies used to have, and for the financial flows, e-commerce allows companies to have more efficient payment and settlement solutions.

Impact on Employment

E-commerce helps create new job opportunities due to information related services, software app and digital products. It also causes job losses. The areas with the greatest predicted job-loss are retail, postal, and travel agencies. The development of e-commerce will create jobs that require highly skilled workers to manage large amounts of information, customer demands, and production processes. In contrast, people with poor technical skills cannot enjoy the wages welfare. On the other hand, because e-commerce requires sufficient stocks that could be delivered to customers in time, the warehouse becomes an important element. Warehouse needs more staff to manage, supervise and organize, thus the condition of the warehouse environment will be concerned by employees.

Impact of Customer

E-commerce brings convenience for customers as they do not have to leave home and only need to browse a website online, especially for buying the products which are not sold in nearby shops. It could help customers buy a wider range of products and save customers' time. Consumers also gain power through online shopping. They can research products and compare prices among retailers. Also, online shopping often provides sales promotion or discounts code. Thus it is more price effective for customers. Moreover, e-commerce provides products' detailed information; even the in-store staff cannot offer such a detailed explanation. Customers can also review and track the order history online.

E-commerce technologies cut transaction costs by allowing both manufactures and consumers to skip through the intermediaries. This is achieved through by extending the search area best price deals and by group purchase. The Success of E-commerce in urban and regional levels depend on how the local firms and consumers have adopted e-commerce.

Types of Digital Channels

E-commerce may take place on retailers' Web sites or mobile apps, or those of e-commerce marketplaces such as on Amazon, or T mall from Ali Baba. Those channels may also be supported by conversational commerce, e.g., live chat or chat bots on Web sites. Conversational commerce may also be standalone such as live chat or chat bots on messaging apps and via voice assistants.

Logistics

Logistics in e-commerce mainly concerns Full Fillment Online markets and retailers have to find the best possible way to fill orders and deliver products. Small companies usually control their logistic operation because they cannot hire an outside company. Most large companies hire a Full Filling service that takes care of a company's logistic needs.

Conclusion

In general, today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services, etc. to continuously be better, faster, and cheaper. In this world of new technology, businesses need to accommodate the new types of consumer needs and trends because it will prove to be vital to their business' success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented.

From the inception of the Internet and e-commerce, the possibilities have become endless for both businesses and consumers. Creating more opportunities for profit and Advancements for businesses, while creating more options for consumers. However, just like anything else, e-commerce has its disadvantages including consumer uncertainties, but nothing that can - not be resolved or avoided by good decision-making and business practices.

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Abstract

The latest generation of commerce is one that can be done over the internet. The internet provides vital platform where sellers and buyers can come in contact for sale and purchase of goods and services. The study brought to fore that online retail market and expects users of the internet; they have a strong positive idea about online retail marketing. On the other hand, retailing is the task of selling products to the final customers who are influenced by the marketers or by the retailers to make a purchase. However, only 8-10 million of the internet users are used online retail marketing. One of the reasons behinds this is the virtual nature of online retail market. The foster various apprehensions in the mind of the consumer. It is also observed that consumer's perception of all the mentioned sub-dimensions online retail marketing. Finally, the detailed implications are discussed in the paper.

Introduction

The continuous and rapid revolution in the advancement of modern era has made everything so comfortable for everyone and that is the reason why most of the people are fancy to use the internet because of its reliability, speed and performance. Along with message delivering through e-mail, seeking information through searching and browsing, a lot of people are using internet for online shopping or e-commerce, which have evolved the field of internet marketing and internet marketing exporters have found an proficient way to find their potential customers. Marketing is the craft of connecting different producers (or potential producers) of product or service with prospects, both existing and potential. Marketers use four variables while writing marketing plans and making market strategies. They are sometimes referred to as the four P's (which are project, process, people and product). The combination of these variables is referred as marketing mix. A marketing mix is the combination of these four variables in a way that will meet or improve organizational objectives. A separate marketing mix is usually crafted for each product offering. Whenever strategies or plans are building it engages a blend of these four combinations. A strategy of selling expensive beneficial products in discount stores has poor coherency between distribution and product offering.

Our online marketing experience will help your brand, product or services reach the audience you need. Highly targeted SEO and advertising campaigns have proven to increase revenue. We started with in-house projects and developed a technique to get results in a highly efficient way. This sparked the interest of outsiders and opened the door to offering these techniques to third parties as well.

We believe that this healthy balance of in-house projects and external clients is the perfect recipe for success because this variety in our work keeps our marketing techniques up to date and never make it dull. New goals and projects keep our company fresh and dynamic, focused to get the best results each and every time. Retail marketing is the range of activities undertaken by a retailer to promote awareness and sales of the company's products. This is different from other types of marketing because of the components of the retail trade, such as selling finished goods in small quantities to the consumer or end user, usually from a fixed location.

Retail marketing makes use of the common principles of the marketing mix, such as product, price, place and promotion. A study of retail marketing at university level includes effective merchandising strategies, shopping and consumer behavior, branding and advertising. Retail marketing is especially important to small retailers trying to compete against large chain stores. Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Objectives of online retail marketing

Market transparency enables potential or existing customers to choose from a larger selection of reachable vendors.

- The awareness for a company, brand, product or service is idealistically free of a judging evaluation.
- The scope of discussed internet transaction is generally reduced to purchases or orders.
- Increase customer satisfaction and number of new customer visibility and memorability of brand identity according to customer surveys.
- Increase new customers from referral and word of mouth to be 20% of overall new customer per month.

Literature Review

Literature review is based on various reviews of internet advertisement, and overviews of features of online advertisement of on internet advertisement.

Gerald Lose (2000) to cover up this platform of advertising companies are planning for the growth of online retailing, but for this purpose, they are definitely in need of correct estimates of online purchasing behaviors.

Manchanda (2006) furthermore studies indicate that electronic business also come up with new forms of advertisement such as banners, pop-ups, videos, content and other advertisement links.

Armstrong (2010) long time ago the marketing on television and print media was the major source of advertisement, but in today's world, internet marketing has become another major source of online advertisement. Internet is flattening powerful force in many promotion initiatives and efforts. Ravi Kumar (2012) "In the internet environment, consumers do not need to conform to the expectation of others when making a purchase, and they all have informational influence that enables them to make good decisions. Internet advertisement is becoming a significant tool that is used to market the products and services by the industrial and non-industrial organizations.

Methods of online retail marketing

Send a press release

One of the fastest ways to spread the word about your store, and products or services, is by sending a press release. Media outlets all thrive on press releases every day. The abundance of online news distribution services is now making it easier than ever for retailers to announce new product lines, special events and other shop news.

Sub product feeds

Retailers that sell products online should most definitely be using product feeds to reach a broader audience. A product feed is simply a file generated from the website that lists product details such as photos, descriptions, pricing and even specials. These product can be submitted to shopping comparison websites, search engines and also made available to customers using feed readers.

Share your knowledge

There are many ways a retailer can appear as an expert or voice of authority in a certain industry. One way is to host classes, seminars or workshops in-store. Another way is by signing up to teach related continuing education courses at the local college and gain extra exposure is by writing content for free distribution. Article marketing, as it is known, has the ability to increase awareness of a retailer’s presence, online and off.

Create a newsletter

Newsletter and email marketing is key in keeping in touch with the customers you’ve manage to get in your store or on your website. It takes a lot of work to gain a customer. Why let them leave without offering a way to stay in contact.

Submit your site

Many new website owners submit their site to the major search engines and then sit back and wait for customers to come. While this is an important step for marketing online, website owners often overlook all the other directories available. Look for specialized link directories and niches sites to submit your business information and website. Not only will these directories help increase your link popularity, but they can drive highly targeted traffic to your retail store.

Grab local listings

Google, Yahoo, Super pages and other directories and search engines are creating tools for local shoppers to find your business, provide maps of location, hours of operation and even coupons. Many of these listings are free with upgrade options for a fee.

Create your commercials

If your store has paid for a print display ad in the local newspaper, you may know how ineffective marketing without spoken word or visual imagery can be. Radio and television marketing may be too pricey for your shop’s budget, but there is another option. Video marketing online allows a retailer to extend the reach of their message to a larger audience for little investment. Unlike traditional marketing, producing a unique online ad or video to convey your message or brand your store can have an extremely high ROI.

Conclusion

In this unit, we have explore the meaning of the terms retailing, marketing and marketing communications. We have also considered the importance of the marketing mix and identified the different communication tools that a retailer might use to interact and communicate with their target customers. You have been introduced to a few theoretical concepts and ideas, which have been illustrated using real-world examples and cases in retailing. You have been introduced to some of the key areas of marketing communications- the message, the media and the communication

tools. You have considered the basics of the communication model that underpins the development of marketing communication messages. You have also explored what it takes to develop a communication message, how to use communications to build a brand and the characteristics of the different media that might carry marketing communications. In addition, you have identified a range of communication tools which make up the marketing communication mix. The unit has also aimed to introduce the importance of marketing and communication from a retail perspective.

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“A Study on Consumer Protection in E-Commerce Environment in India – Issues And Challenges”

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Introduction

Electronic commerce, commonly known as e-commerce or e-business consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks. The amount of trade conducted electronically has grown extraordinarily with widespread internet usage. The use of commerce is conducted in this way, spurring and drawing on innovations in the electronic fund's transfer, supply chain management, internet marketing, and online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically used the World Wide Web at least at some point in the transaction's lifecycle, although it can encompass a wider range of technologies such as e-mails as well.

Online shopping is a form of electronic commerce where the buyer is directly only to the seller's computer usually via the internet. There is no intermediary service. The sale and purchase transaction is completed electronically and interactively in real-time such as Amazon.com for new books. If an intermediary is present, then the sale and purchase transaction is called electronic commerce such as eBay.com. Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of the business transactions.

A large percentage of electronic commerce is conducted entirely electronically for virtual items such as access to premium content on a website, but most electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-tailers and online retail is sometimes known as e-tail. Almost all big retailers have electronic commerce presence on the World

Wide Web. Electronic commerce that is conducted between business is referred to as business-to-business or B2B. Electronic commerce that is conducted between business and consumers, on the other hand, is referred to as business-to-consumer or B2C.

Scope of E-Commerce

Home internet usage in India grew 19% from April 2006 to April 2007. In April 2007 it became 30.32 million and the e-marketeer accepts that there will be 71 million total internet users in India by 2011. India is showing tremendous growth in E-commerce. Rival tradeindia.com has 7,00,000 registered buyers and it has the growth rate of 35% every year which is likely to double in the year 2008. indiamart.com claims revenues of Rs.38 crores and has a growing rate of 50 every year. It receives around 5,00,000 enquiries per month. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. The travel portals' share in the online business contributed to 50% of Rs4800 crore online market in 2007-2008. The travel portal MakeMyTrip.com has attained Rs1000 crores of turnovers which is around 20% of the total e-commerce market in India. Further, an annual growth of 65% has been anticipated annually in the travel portals alone.

Early Development of E-Commerce

The meaning of electronic commerce has changed over the last 30 years. Originally, Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing business to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce.

From the 1990s onwards, electronic commerce would additionally include enterprise resource planning systems (ERP), data mining and data warehousing. An early example of many-to-many electronic commerce in physical goods was the Boston Computer Exchange, a marketplace for used computers launched in 1982.

Future of E-Commerce in India

Today, we are talking about e-commerce progress level of India, the seventh-largest by geographical area, the second-most populous country and the most populous democracy in the world. Indian e-commerce space percentage is getting higher as more and more online retailers enter the market. Although this level of entry in the e-commerce market is good form a long-term perspective, the challenge is that most entrepreneurs don't have the resources or capital to wait for years before they can get profits.

The past two years have seen a rise in the number of companies' embracing e-commerce technologies and the Internet in India. Most e-commerce technologies and the internet in India. Most e-commerce sites have been targeted towards the NRIs with Gift delivery services, books, Audio and videocassettes, etc.. Major Indian portal sites have also shifted towards e-commerce instead of depending on advertising revenue. The web communities built around these portal sites with content have effectively targeted to sell everything from ev3ent and movie tickets the grocery and computers.

Cyber Laws in India- Legal and Regulatory Framework for E-Commerce

The internet began with the connection of multiple and numerous computer networks, which in turn created new commerce, called "electronic commerce" (e-commerce) e-commerce changed a way of life of consumers. Due to this change, the government enacted an Act called information

technology Act-2001 .

India is only the 12th country in the world to have a legal framework for e-commerce promulgated as the ‘information Technology Act, 2001’. This Act effects consequential amendment in the Indian penal code, the evidence act, 1872, and the RBI Act, 1934, bringing all of them in line to the requirements of the digital transactions. This Act is also likely to affect the companies act, 1956 for facilitation e-governance and e-commerce in the country.

The Act seeks to address three areas:

- Enabling e-commerce(B2B and C2C)
- Enabling e-governance (G2C and C2G)
- Curbing cyber crime and regulating the online environment

Benefits to the Consumers

The CCA has established the National Root infrastructure which would be used for digitally signing the certificates of all the certifying authorizes. Beginning February 2002, four Certifying Authority license has been issued to operate under the Root. It is also setting up the National Repository to store all the certificates issued by all the CAs in the country as required under the Information Technology Act.

Advantages of Cyber Laws

The IT Act 2001 attempts to change outdated laws and provides ways to deal with cyber crimes. We need such laws so that people can perform purchase transactions over the Net through credit cards without fear of misuse. The Act offers the much-needed legal framework so that information is not denied legal effect, validity or enforceability, solely on the ground that it is in the form of electronic records.

Given the growth in transactions and communications carried out through electronic records, the Act seeks to empower government departments to accept filing, creating and retention of official documents in the digital format. The Act has also proposed a legal framework for the authentication and origin of electronic records or communications through digital signature.

E-Commerce Environment, Consumer Protection Problems, and Countermeasures

Online transactions are depending on the subject of market access. As the special environment of e-commerce, allowing trading to enter the market conditions was considerably relaxed. A subject through the relatively simple verification can become a member of certain trading platforms, and transactions.; the consumers can not determine his true identity. Many other acts such as the network of online fraud, false advertising network, credit are low, consumers the right to damages and other problems are difficult to achieve because of the trading of the main result of the uncertainty of identity. Therefore, protection of the rights of internet consumers the first problems is to ensure that online transactions to determine the identity of the subject. To bind parties to the transaction and for the protection of the rights of internet consumers and create basic conditions. Online trading of credit evaluation system problems’-commerce as a business activity, credit is also the basis for their existence and development. On the one hand, e-commerce needs of the credit system, while the credit system is also likely among the first in the area of electronic commerce to achieve a wide range of applications and reflects its value. Because e-commerce on the strongest demand for the credit system, there is no credit system to support e-commerce stakes are high. In some of the existing online credit evaluation system for its role was only limited to the scope of its trading platform, but also did not form a society-wide credit evaluation and examination system, lack of enforcement. This makes the credit evaluation system greatly reduced the binding and the deterrent effect, also buy a lot of online infringement of the event source.

Conclusion

The CII and NASSCOM reports and many other businesses have observed that there are some difficulties associated with the formation of online contracts in the present formulation of the IT Act. It is argued that legal enforceability of electronic contracts is open to challenge and legal jurisdiction of contracts involving international parties is not defined. The act is also silent on issues regarding taxation of electronic transactions. Customs duty for cross-border taxation, sales tax, etc. (indirect taxation) for goods and services delivered electronically are not spelled out. The jurisdiction of e-commerce transactions is also not clarified. They have also pointed out that there is no provision for dual-key pairs for individuals and businesses which can create some difficulties for confidentiality of e-transactions.

Effective policy framework has been outlined by the Indian government to bridge this gap. It has launched community information centers that provide broadband internet access to the population in the underdeveloped and underprivileged areas such as in the northeast and hill areas states. Newer, better and more effective methods of imparting education are evolving which will supplement traditional methods of teaching using books, classroom lectures and written exams on pen and paper.

Using modern technologies like multimedia, online training and testing, etc., the emphasis is shifting to computer-based training which uses text, audio, visuals and animation in interactive as well as self-paced mode. IT education could be encouraged by facilitating the setting up of institutes for imparting such education, buy the way of tax incentives, etc. the government could partner with business houses to establish centers for IT training and education in a big way. Currently, 40 percent of India's population is illiterate and only 20 percent understand English. Since most of the content on the internet is English or other foreign languages, a large portion of the content and applications is not accessible to a significant majority of the India population.

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A Study on the Impact of Social Media Marketing Trends on Digital Marketing

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Abstract

Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media

Keywords: Marketing before social media, the evolution of social media, social media today, and web technology, the impact of social media on marketing, concerns, and criticism of social media.

Introduction

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g., more active or passive use) and the establishment of a firm's desired social media “culture” and “tone.”. When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as “earned media,” rather than use marketer-prepared advertising copy.

The Objective of the Study

- To study Social Media Marketing
- To study Digital Marketing
- To study Digital Marketing Trends

Methodology

Research Type: Descriptive Type

Data Collection: Secondary data Collected through leading Journals, reviews, chapter Books.

Review of Literature

Chung and Austria (2010) researched with objectives to find out, what gratifications are underlying the usage of social media, the attitudes towards social media marketing messages, and the effectiveness of messages about online shopping value. The base was taken on the Uses and Gratification theory (Katz, Bluner & Gurevitch, 1974 and as enhanced by Ruggiero, 2000), to investigate consumer gratification in social media usage. Online shopping value was examined in a relationship with social media marketing messages. For social media gratifications, entertainment, information, and interaction were taken as exogenous variables. Attitude towards social media marketing messages and online shopping values were the endogenous variables.

Minton, Lee, Orth, Kim, and Kahle (2012) did this very interesting research on sustainable marketing and social media, involving cross-culture populations (subjects) to analyze the motives for sustainable behaviors. South Koreans are representing collectivist culture and USA, Germany being more of individualistic culture, were studied based on their usage of Face book and Twitter about motives for sustainable behaviors. Using Kelman's (1958) functional motives as a basic theoretical foundation, online survey method was used to cover the subjects belonging to different cultures. The conceptual model for this study tried to analyze how functional motives (responsibility, involvement, and internalization) influence the sustainable behaviors such as recycling behaviors, organic food purchase, green transport use, anti-materialistic views, and charity.

Vinerean, Cetina, Dumitrescu, and Tichindelean (2013) did this exploratory research based on primary data using university students in Romania to explore how to engage with different types of an audience on social media marketing platforms (based on their online behavioral aspects), to maximize the effect of online marketing strategy. A linear model was examined to find out how different predictors related to online users and social networking sites, have a positive impact on audiences perceptions of online advertisement.

The Platform of Marketing

Social networking websites

Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Social networking sites act as word of mouth or more precisely, e-word of mouth. The Internet's ability to reach billions across the globe has given an online word of mouth a powerful voice and far reach. The ability to rapidly change buying patterns and product or service acquisition and activity to a growing number of consumers is defined as an influence network. Social networking sites and blogs allow followers to "retreat" or "repost" comments made by others about a product being promoted, which occurs quite frequently on some social media sites. By repeating the message, the user's connections can see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Social media marketing then connects these consumers and audiences to businesses that share the same needs, wants, and values. Through social networking sites, companies can keep in touch with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. Social networking sites also include much information about what products and services prospective clients might be interested in. Through the use of new semantic analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. An understanding of buying signals can help sales people target relevant prospects, and marketers run micro-targeted campaigns.

In 2014, over 80% of business executives identified social media as an integral part of their business. Business retailers have seen 133% increases in their revenues from social media marketing.

Mobile phones

More than three billion people in the world are active on the Internet. Over the years, the Internet has continually gained more and more users, jumping from 738 million in 2000 all the way to 3.2 billion in 2015. Roughly 81% of the current population in the United States has some type of social media profile that they engage with frequently. Mobile phone usage is beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals immediate web browsing and access to social networking sites. Mobile phones have grown at a rapid rate, fundamentally altering the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time and allowing companies to constantly remind and update their followers. Many companies are now putting QR (Quick Response) codes along with products for individuals to access the company website or online services with their smart phones. Retailers use QR codes to facilitate consumer interaction with brands by linking the code to brand websites, promotions, product information, or any other mobile-enabled content. Also, Real-time bidding use in the mobile advertising industry is high and rising because of its value for on-the-go web browsing. In 2012, Nexage, a provider of real-time bidding in mobile advertising, reported a 37% increase in revenue each month. Adfonic, another mobile advertisement publishing platform, reported an increase of 22 billion ad requests that same year.

Mobile devices have become increasingly popular, where 5.7 billion people are using them worldwide, and this has played a role in the way consumers interact with media and has many further implications for TV ratings, advertising, mobile commerce and more. Mobile media consumption such as mobile audio streaming or mobile video are on the rise – in the United States, more than 100 million users are projected to access online video content via mobile device. Mobile video revenue consists of pay-per-view downloads, advertising, and subscriptions. As of 2013, worldwide mobile phone Internet user penetration was 73.4%. In 2017, figures suggest that more than 90% of Internet users will access online content through their phones.

Impact of Social Media Marketing Trends on Digital Marketing

The growth of social media marketing platforms has become a major part of building social signals that are very important in any SEO digital marketing campaign. Perhaps you are unaware that the emergence of different social media channels offers internet marketers like you a wider marketing opportunities in building brand visibility over the web. How your website ranks on the search engine can make a big impact regarding your customer and lead acquisition and conversion

rate for your site. Social media marketing integrated with search engine optimization strategies is effective in building an organic for website traffic. There are different social media marketing trends that will affect the way digital marketers will undertake their search engine optimization campaign to boost their lead generation process and website conversion rates this year.

From the insights of digital marketing experts, here are some of the social media marketing trends that can impact the growth and success of your digital marketing and search engine optimization campaigns. Are you ready to embrace these trends into integrating them to your internet marketing structures?

Investing in social media marketing - A need than a want

Online marketers now view the value of social media marketing for their business from a different perspective. There is a significant explosion in the number of consumers who are using socials as a means of finding products and services that they need. According to prestigious social consumer statistics:

- Social networking is used by about 76% of businesses to achieve their marketing objectives.
- Business retailers experience about 133% increase in revenues after marketing their business in the mobile market that promotes social media marketing value for their business.
- 40% of online shoppers from the US use the Smartphone for in-store shopping.
- About 71% of the consumers respond according to the feedback and recommendation of social users regarding a particular brand.
- Consumer reviews are regarded by shoppers as trustworthy than the marketing promotion coming directly from the brand site.
- The majority of successful brands have a social media page to widen their marketing coverage of making their brand more accessible among social media users.

Among the benefits of using social media channels in promoting a brand include

1. Growing social signals

Social signals can significantly boost your search engine optimization efforts. The more people in the social media community share, like, recommend and talk about your business the more the search engine finds your website relevant thereby increasing the chance of your web pages to acquire a higher position to the search engine results page.

2. Promote company branding and awareness

Social media users can always recommend to their social media circles significant quality of your brand. This can be a good marketing boost to your brand image and in growing the number of people becoming more interested in your brand reputation and to become a follower of your brand.

3. Word of mouth advertising is powerful

Word of mouth advertising tends to have a higher trust rating from the consumers than the product descriptions that your company promotes from your site. Whenever your web page gains more likes and shares from the social media community, the wider your audience reach and influence becomes to your target customers.

Integrating social media into your digital marketing campaign is thus crucial to attaining your marketing goals. From becoming a mere luxurious means of marketing business online, social media marketing becomes an important pillar in SEO with the need of integrating it to digital marketing in an effort of making small to medium businesses at par and competitive with their competitors.

The social advertising trend becoming indispensable in digital marketing

Digital marketers are being lured towards social media advertising due to the trend in the shopping behavior of the consumers. Social media surveys reveal that a big percentage of the consumers spend an average of 37 minutes a day on popular social media channels like Facebook and Twitter and 10% of the internet users are spent on social media sites. Imagine the potential market gain that social media can offer to online marketers. In 2013, about 53% of digital marketers were already positioning their brand in the social media market and by 2014 social advertising investment will continue to grow. If your business is not taking this marketing step to grow your market coverage by now, your competitors are probably taking advanced steps with a better and large market opportunity to play around.

To leverage social advertising to your business advantage, it is essential to implement the following:

- Define measurable goals for your business
- Integrate social advertising into your search engine optimization strategy to optimize your marketing efforts and results.
- Identify your target customer behavior, needs, and activities by using SEO analytics. This will help measure the potential effectiveness on the kind of social advertisement approach to using when engaging your target audience.
- Optimize the landing pages of your website by combining SEO and social media marketing strategies. Don't underestimate the influence of social media buttons in making your landing pages more engaging to your website visitors.

Image-Centric content for social media marketing

Social media users are becoming more engaged in sharing images and liking them. For an internet marketer, this is a good opportunity to grow the social signals that will give their brand a better search rank. Image content can be very enticing among the social media users that offer a good online exposure of a brand. The image-centric content has become one of the social media marketing trends embraced by Atlanta's social media marketing companies that are likewise integrated to their search engine optimization campaigns under the principle that images are known to boost a brand's exposure to the search engine users.

Social integration to email marketing

Email marketing is viewed by digital marketers as one of the pillars for successful lead conversion. The widespread use of email marketing remains to be prevalent despite the latest trend in digital marketing and marketers are taking the initiative of integrating social media marketing to further strengthen their business lead conversions. By using social media, your leads will find it easier to make a buying decision if they see your brand within their friends' social feeds. Social media marketers usually employ the process of updating their email marketing content in their social media status updates which effective in promoting brand marketing updates.

Conclusion

The study started with the aim to analyze the different issues related to digital marketing. Based on the discussion it has been found that in the case of digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach to the customers. The study has also revealed that to utilize digital marketing effectively, the companies are required to design an effective platform. With the example of Interest, the effectiveness of a social media platform has been discussed. The current trends in digital marketing have also been discussed in the study. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of a newspaper from the printed version to the online version has been exemplified the current trends of the digitalization.

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The Role of Information Technology in the Business Sector

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Abstract

The business sector produces products and services for profit. Information technology describes any technology used to create a process and disseminate information that is critical to business performance. Information technology is important to the business sector as a management tool to optimize the processing of information to produce goods and services for profit. No matter the size of your enterprise, technology has both tangible and intangible benefits that will help you make money and produce the results your customers demand. Technological infrastructure affects the culture, efficiency and relationships of business. It also affects the security of confidential information and trade advantages. The information revolution is sweeping through an economy. No company can escape its effects. Dramatic reductions in the cost of obtaining, processing, and transmitting information are changing the way we do business.

Keywords: business sector, information technology, competitive advantage, business relationships

Introduction

With information technology (IT) going mobile, thanks to the deployment of faster and more reliable broadband networks, we are experiencing yet another technology-driven transition. Technology (based) businesses can be referred to like businesses that engage in technology related products, processes and services. They may be low , medium or high technology. One area of the economy which has seen significant growth is that focused on new technology-based products and services and the high-technology sectors are perceived as major sources of future economic prosperity and employment growth.

However, IT includes the management information systems (computers, hardware, software, networks) used to automate and support business tasks and decision-making. IT is used to automate simple, routine tasks such as word processing and advanced processes such as production, scheduling and logistics. In this manner, information technology enables businesses to operate efficiently and profitably.

Technological advances in the past few decades have greatly increased the competitive nature of the economic business world.

Companies have used software, computers and the Internet to transform their businesses from local places of business to national and global market competitors. Many companies have responded to these changes by automating their business processes and capturing industry-related information and using it to their advantage. Technology has also forced businesses to remain flexible, adapting their operations to newer and better technological advances.

Business owners once had very few tools at their disposal: little more than a basic adding machine and paper records. Today's business owners can complete their duties much more effectively than their predecessors with an array of technological tools at their disposal. By using these tech tools, companies and employees enjoy some business-related benefits.

We know that the business sector produces products and services for profit. Information technology describes any technology used to create a process and disseminate information that is critical to business performance. Information technology is important to the business sector as a management tool to optimize the processing of information to produce goods and services for profit. Automation improvements achieved by deploying information technology usually decrease the number of personnel required. Economies of scale gained through the deployment of information technology reduce the overall cost for businesses to produce products and services. This has an overwhelmingly positive effect on the financial goals of a business.

Quality assurance entails systematic testing to ensure that a business is producing quality goods and services for its customers. Rigorous quality standards help business outputs meet the required specifications. Quality assurance can be used within processes such as marketing, customer support and accounting, as well as product testing. The effective and efficient processing of information related to achieving quality assurance goals is key to the delivery of quality goods and services to business customers. Investments in information technology can help make a firm's operational processes substantially more efficient, and its managerial processes much more effective. By making such improvements to its business processes a firm may be able to:

- Dramatically cut costs
- Improve the quality and customer service
- Develop innovative products for new markets

Investments in information systems technology can result in the development of new products, services, and processes. This can:

- Create new business opportunities
- Enable a firm to enter new markets
- Enable a firm to enter into new market segments of existing markets.

About strategic, competitive advantage plays a fundamental role in the success of a given business within its sector. Information technology has become fundamental to acquiring a competitive advantage. The combination of process improvements, cost reductions, communications and quality assurance all contribute to the competitive advantage of a business unit. However, the constant identification and analysis of new risks and opportunities are critical to the ongoing success of a business. Evolving Internet aggregation technologies, including social networks, blogs and subscription databases, are becoming important tools needed to achieve and maintain advantages within the business sector. The transfer of information is a significant impact of information technology in business. Companies gather information from both internal and external sources with more efficiency than in previous years. An email is now a common form of business communication that results in near-instant messages that deliver important information.

The Role of Information Technology

Importance of Information Technology in business relationships

The social interaction of a business relationship can be discussed regarding how often people from the companies meet, or how well the parties know each other. It is argued that depending on the extent of the use of information technology for different exchanges, the impact on the social interaction patterns that are carried out without information technology may be influenced.

One argument that could be raised in the theorizing on the effect of the use of information technology in business relationships is that the number of meetings or need for meetings will decrease, as the use of the technology handles a lot of information exchanges, i.e., replaces some of the personal exchange of information.

The question is if the need for personal meetings decreases when the levels of information technology use increase. That would suggest the increased efficiency of meetings, as the use of information technology then replaces other means of interaction for some types of exchanges. On the other hand, the use of information technology may require additional meetings, if the technology is difficult to use or the purpose of its employment is another than making the information exchange more efficient by decreasing the need for meetings. The reasons why the use of information technology in business relationships would decrease or increase the need for personal meetings can only be speculated on.

View of Information Technology’s Relationship to Business

There are two basic concepts or principles that can be effectively executed and applied within an organization to help the organization succeed when it comes to Information Technology.

- Link Information Technology Solutions to Overall Business Strategy
- Keep IT Simple

Maintaining focus on the overall goals and mission of an organization while looking at Information Technology enables management to make appropriate investments, reduce cost, and provide value. We recommend a top-down approach and have found the seven-layer OSI (Open Systems Interconnection) Model an excellent tool to help think about Information Technology needs. OSI is an international standard to help implementers, developers, technicians, and service providers ensure software and hardware properly work with one another and communication can occur within the network and with end users.

Keep “IT” Simple

We have found many organizations tend to complicate their Information Technology environment. We believe that Information Technology should not and does not need to be complicated.

We believe organizations should focus on keeping “IT” simple. By simplifying and consolidating an organization’s Information Technology, there is :

- Reduced or lowered costs,
- Improved efficiency and increased consistency,
- Easier overall administration,
- Ability to respond quicker to change, and
- Better use resources (hardware, software and people).

Some Keep “IT” Simple” recommendations are:

- Standardize on hardware and software,
- Develop and follow policies and procedures,
- Document your network infrastructure,
- Purchase and use proven products from well known and reliable vendors,

- Select and integrate application systems prudently, and
- Limit business workstation use to business use only.

It is our experience that the more complex the environment, the more complicated it becomes as well as inflexible. These results in additional time and effort needed to maintain and change the environment increasing operational and maintenance costs. By keeping IT simple, we have found funds can be reallocated from maintenance and routine operational activities to spending on strategic information technology and operational needs that support the overall organizational objectives and goals. How can the preceding competitive strategy concepts be applied to the strategic role of information systems? Information technology can be used to implement a variety of competitive strategies.

These include the five basic competitive strategies (differentiation, cost, innovation, growth, alliance), as well as other ways that companies can use information systems strategically to gain a competitive edge. For example:

- Lower Costs
- Differentiate
- Innovate
- Promote Growth
- Develop Alliances
- Improve quality and efficiency
- Build an IT platform
- Other strategies
- Use inter organizational information systems to create switching costs that lock in customers and suppliers.
- use investments in IT to build barriers to entry against industry outsiders.
- use IT components to make substitution of competing products unattractive.

Reengineering Business Processes

One of the most popular competitive strategies today is business process reengineering (BPR), most often simply called reengineering. Reengineering is the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in cost, quality, speed, and service. BPR combines a strategy of promoting business innovation with a strategy of making major improvements to business processes so that a company can become a much stronger and more successful competitor in the marketplace.

How To Implement Business Process Reengineering In Your Business?

The following steps (Davenport, 1992) can help BPR realize its core principles of customer satisfaction, reduced costs of business and increased competitiveness.

Business vision and objectives: Any BPR activity needs to begin with a clearly defined and measurable objective. Whether the goal is reducing costs, improving quality of a product, or increasing efficiency, the framework for what needs to be achieved has to be decided upon at the outset, in line with the company's vision and mission.

Identification and slacking processes: Once a clear goal is in mind, all processes need to be studied and those seen as 'slacking' or that can be improved need to be identified.

Understand and measure the 'red' processes: With a list of slacking processes in hand, it is imperative to identify how they were identified as such. Are they taking too much time to complete? Is the quality of the outcome being compromised?

Conclusion

Information technology can change the way businesses compete. For this reason, you should view information systems strategically, that is, as vital competitive networks, as a means of organizational renewal, and as a necessary investment in technologies that help an enterprise achieve its strategic objectives.

The evidence also suggests that turning an investment in ICT into higher productivity is not straightforward. It typically requires complementary investments and changes, e.g., in human capital, organizational change and innovation. Moreover, ICT-related changes are part of a process of search and experimentation, where some firms succeed and grow and others fail and disappear. Countries with a business environment that enables this process of creative destruction may be better able to seize benefits from ICT than countries where such changes are more difficult and slow to occur. As a result, small businesses are investing in information and communication technologies to expand information systems applications to support their business strategy and thereby establish a competitive advantage based on the unique capability created in their markets. Consequently, alignment between an organization’s business strategy and its information systems strategy positively affects business performance.

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Abstract

It is well-known that traditional (offline) marketing strategies are already widely used by companies around the world and there are almost no new options for fostering competition. And here comes online marketing with almost unlimited possibilities and options. This paper focuses on the growing importance of online marketing, including research of the state of the art through analysis of the data provided by numerous surveys. Does it contain a brief description of the online marketing itself, basic strategies on the internet nowadays and the answer to the question: How it is possible to get new customers while keeping the old ones?

Introduction

Marketing is carried out with the intent of reaching out to a maximum number of people in exchange of minimum cost. When the Internet was still in its formative years, marketing people used to depend on traditional media such as television, radio, handbills, billboards, newspapers, and magazines. Today, the Internet is a premium source for promoting your business. There has been a rapid rise in the number of internet users since last few years. Thus the Internet is the lucrative place to promote the business.

What Is Marketing?

As defined by the American Marketing Association, “marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large.” Marketing changes the perspective of a person. There are two approaches to marketing:

Traditional Marketing

Online Marketing

What Is Online Marketing?

Online marketing relies on websites or emails to reach to the users and it is combined with e-commerce to facilitate business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps. Online marketing is also termed as Internet marketing, Web marketing, or simply, OLM.

Difference between Traditional and Online Marketing

Traditional Marketing	Online Marketing
It is difficult to measure. You cannot know how many people read you're advertising and how many took favorable action upon viewing it.	It is measurable. You can know the number of people who viewed the online advertise, and the number of ones who purchased the product.
It is not cost-effective.	It is more cost-effective.
It is not so good for brand building.	It is fast and efficient for brand building.
In some way, it interrupts regular activities of users such as television advertises interrupt the program you are watching; billboards divert the focus of the driver, etc.	It is not interrupting. The user can attend online advertises as per his/her convenience and preferences.
It may leave users' queries unanswered as printing or narrating complete information about the product or service may not always be feasible.	It can provide maximum information about the product or service, offers, and transactions.

Online marketing is a widely practiced the strategy of advertising or promoting sales and name of the business. Wise use of online marketing strategies can take the business to unprecedented levels of success.

Market Research Business organizations need to set clear objectives and strong market understanding. To research the market, you can:

Review your Website Traffic

- Review the Ad conversion rates.
- Review the queries asked by your existing customers.
- Identify the customers' pain points that they post on various platforms such As yahoo answers, blogs, social media, and other sites. Anticipate and compile a list of Frequently Asked Questions (FAQs) with their clear answers and align them to customers' pain points.
- Include the fact sheet about a product if required.

Keyword Research Choosing a correct and relevant set of keywords can help design crisp and persuasive advertise for online marketing. Before accessing any keyword research tool, ask yourself:

- What is the purpose of this web page?
- How clearly can I state the conversion event?
- Have I answered all the pain points that users might look for on this page?
- Which phrases the users might enter while looking for a solution\
- Are my keywords relevant to the users' intent?

Web Analytics, The ultimate goal of analytics, is to identify actionable insights on a monthly basis which can help to make favorable changes to the website gradually. This in turn ultimately leads to strong profits in the long term.

Online Advertising

It is placing crisp, simple, and tempting Ads on the websites to attract the viewers' attention and developing viewers' interest in the product or service.

Mobile Advertising

It is creating awareness about the business and promoting it on smart phones that people carry with them inseparably.

Social Media Marketing

It includes creating profiles of your brand on social media platforms such as Google Plus, LinkedIn, Pinterest, Twitter, Facebook, etc. It assures that you remain connected to the existing or potential customers, builds awareness about the products and services, creates interest in and desire to buy your product, and interact with the customers on their terms and convenience.

Email Marketing

You can interact with the customers to answer their queries using automatic responders and enhance the customer experience with your website. You can offer options such as signing-in to subscribe to your newsletter. You can make the emails catchy and crisp so that they don't make recipients annoyed. Also, you can use selected best words in the subject line to boost the open rate.

Content Marketing

It includes creation and sharing of media and publishing the content to acquire and retain customers.

Internet Forums

They are nothing but message boards of online discussion websites, where people posts messages and engage into a conversation.

Market Reach

It is the total number of people or households exposed at least once to a medium of Advertising in a given span of time.

Advantages Of Online Advertising

- Internet access is easy and affordable. Today, the number of global internet users is almost 3 billion. No other conventional advertising medium can bring such a huge audience for your products or services.
- The Internet is capable of serving multimedia substance such as audio and video content apart from text and graphics. Multimedia advertisements are highly persuasive.
- Internet by nature is interactive. It can provide a reliable platform for a smooth shopping experience for people. The conversion rate is high for compelling advertises.
- No time or demographic constraints on delivering the online advertising.
- Online advertising is promotional as well as informational.
- It brings speedy outcomes.
- It provides effective performance tracking.

Google

Google+ lets you upload and share visuals. Take advantage of +1 and Google+ circles. This lets you segment the customers accordingly and refrain those who may not be useful to your business. Follow others to learn contemporary trends.

Pinterest

Pinterest is an emerging social media platform that allows you to showcase what you have to offer. You can create pinboards for your products and services and invite others to follow you. The pins on pinboards include a link to your website. Post attractive images of your products with specification and let people follow you freely.

Twitter

It lets you broadcast any update on the internet. Follow people or companies related to your business and gain followers in return. Use a hashtag to capture the audience who are not your followers. Tweet with an embedded link of your site to get traffic onto it.

Linkedin

It is the largest professional social marketing site to let you contact the other professionals related to your field. You can hire or get hired on Linkedin. You can explore all categories and follow people. Invite others to see what they are up to. You can build a strong business profile to shine on it. You can encourage customers to a recommendation. It makes you appear more credible and trustworthy.

Instagram

Instagram has devoted users. It lets you share pictures and videos with family and friends. It makes your business look interesting and innovative. On Instagram, you can post your content in the form of images.

Youtube

YouTube is a video sharing website. You can upload and view a video. You can also comment on it. YouTube can help you immensely in building brand awareness in a quick span of time.

Social Media Marketing Tips

Plan: Build a plan to attract your targeted audience.

- **Content:** Ensure you are offering valuable, correct, and up-to-date information to the audience.
- **Blog:** Develop a blog to post social media content, contests, and events.
- **Links:** Add great and worthy links that your audience may enjoy and learn from.
- **Quantify Results:** Measure results to trace your efforts. Analyze which strategies you need to follow and which to turn off.
- **Track Your Competitors:** It provides you marketing insights. You can also refine strategies and keywords which are working for them and can work for you as well.
- **Keep Patience:** Apply all efforts and keep patience. Social media results take time to reap the fruits.

Conclusions

Online marketing offers an enormous amount of possibilities for companies. It is an evolving world which is why constant development of strategies is necessary. It is much easier for customers to find substitutes from competitors on the internet because of the minimal effort a person has to make to get to another website. Every internet page is full of different kinds of touch points as advertisements and offers which makes it hard for companies to guide potential buyers to a certain website without “losing” them through their way of the internet.

This is exactly why the fundamental understanding of consumers' behavior is so important. Regardless in which world – online or offline – customers nearly behave the same way. The first step is always to catch customers' attention. There are just different types of strategies which are used to get in touch with a certain target group. Which strategies are used at the end depends on the way potential buyers do behave and how a company can understand these actions. Nowadays it seems to be indispensable running a business without any online presence because figures show that the trend from consuming in shops goes in the direction of online consuming.

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A Study on Social Media Marketing

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Abstract

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g., more active or passive use) and the establishment of a firm’s desired social media “culture” and “tone”

Definition of Social Media Marketing (Smm)

Social media marketing (SMM) refers to techniques that target social networks and applications to spread brand awareness or promote particular products. Social media marketing campaigns usually center on:

- Establishing a social media presence on major platforms
- Creating shareable content and advertorials
- Cultivating customer feedback throughout the campaign through surveys and contests

Social media marketing is perceived as a more targeted type of advertising and is therefore believed to be very effective in creating brand awareness.

Two Importance Platforms of Social Media Social networking websites

Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels,

consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Social networking sites act as word of mouth or more precisely, e-word of mouth. The Internet's ability to reach billions across the globe has given an online word of mouth a powerful voice and far reach. The ability to rapidly change buying patterns and product or service acquisition and activity to a growing number of consumers is defined as an influence network. Social networking sites and blogs allow followers to "re-tweet" or "repost" comments made by others about a product being promoted, which occurs quite frequently on some social media sites. By repeating the message, the user's connections can see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

In 2014, over 80% of business executives identified social media as an integral part of their business. Business retailers have seen 133% increases in their revenues from social media marketing.

Mobile phones

More than three billion people in the world are active on the Internet. Over the years, the Internet has continually gained more and more users, jumping from 738 million in 2000 all the way to 3.2 billion in 2015. Roughly 81% of the current population in the United States has some type of social media profile that they engage with frequently. Mobile phone usage is beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals immediate web browsing and access to social networking sites. Mobile phones have grown at a rapid rate, fundamentally altering the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time and allowing companies to constantly remind and update their followers. Many companies are now putting QR (Quick Response) codes along with products for individuals to access the company website or online services with their smart phones. Retailers use QR codes to facilitate consumer interaction with brands by linking the code to brand websites, promotions, product information, or any other mobile-enabled content. Also, Real-time bidding use in the mobile advertising industry is high and rising because of its value for on-the-go web browsing. In 2012, Nexage, a provider of real-time bidding in mobile advertising, reported a 37% increase in revenue each month. Adfonic, another mobile advertisement publishing platform, reported an increase of 22 billion ad requests that same year.

Mobile devices have become increasingly popular, where 5.7 billion people are using them worldwide and this has played a role in the way consumers interact with media and have many further implications for TV ratings, advertising, mobile commerce and more. Mobile media consumption such as mobile audio streaming or mobile video are on the rise – in the United States, more than 100 million users are projected to access online video content via mobile device. Mobile video revenue consists of pay-per-view downloads, advertising, and subscriptions. As of 2013, worldwide mobile phone Internet user penetration was 73.4%. In 2017, figures suggest that more than 90% of Internet users will access online content through their phones.

Passive approach

Social media can be a useful source of market information and a way to hear customer perspectives. Blogs, content communities, and forums are platforms where individuals share their reviews and recommendations of brands, products, and services. Businesses can tap and analyze the customer voices and feedback generated in social media for marketing purposes; in this sense, the social media is a relatively inexpensive source of market intelligence which can be used by marketers and managers to track and respond to consumer-identified problems and detect market

opportunities. For example, the Internet erupted with videos and pictures of I-Phone 6 “bend test” which showed that the coveted phone could be bent by hand pressure. The so-called “bend gate” controversy created confusion amongst customers who had waited months for the launch of the latest rendition of the I-Phone. However, Apple promptly issued a statement saying that the problem was extremely rare and that the company had taken several steps to make the mobile device’s case stronger and robust. Unlike traditional market research methods such as surveys, focus groups, and data mining which are time-consuming and costly, and which take weeks or even months to analyze, marketers can use social media to obtain ‘live’ or “real-time” information about consumer behaviour and viewpoints on a company’s brand or products. This can be useful in the highly dynamic, competitive, fast-paced and global marketplace of the 2010s.

Active approach

Social media can be used not only as public relations and direct marketing tools but also as communication channels targeting very specific audiences with social media influencers and social media personalities and as effective customer engagement tools.[15] Technologies predating social media, such as broadcast TV and newspapers can also provide advertisers with a fairly targeted audience, given that an ad placed during a sports game broadcast or in the sports section of a newspaper is likely to be read by sports fans. However, social media websites can target niche markets even more precisely. Using digital tools such as Google Ad sense, advertisers can target their ads to very specific demographics, such as people who are interested in social entrepreneurship, political activism associated with a particular political party, or video gaming. Google Ad sense does this by looking for keywords in social media user’s online posts and comments. It would be hard for a TV station or paper-based newspaper to provide ads that are this targeted (though not impossible, as can be seen with “special issue” sections on niche issues, which newspapers can use to sell targeted ads).

Social networks are, in many cases, viewed as a great tool for avoiding costly market research. They are known for providing a short, fast, and direct way to reach an audience through a person who is widely known. For example, an athlete who gets endorsed by a sporting goods company also brings their support base of millions of people who are interested in what they do or how they play and now they want to be a part of this athlete through their endorsements with that particular company. At one point consumers would visit stores to view their products with famous athletes, but now you can view a famous athlete’s, such as Cristian Ronaldo, latest apparel online with the click of a button. He advertises them to you directly through his Twitter, Insta gram, and Face-Book accounts.

Social Media Advantages

Large Audiences

In addition to Face-book, Twitter has 313 million monthly active users, Insta gram has 500 million, and Pin- interest has about 200 million. Although you don’t need to utilize every single platform, creating accounts on just one or two can give you exposure to millions of people around the world.

Free to Create

One of the biggest advantages of social media marketing is that it is entirely free to start. None of the largest platforms have signup fees of any sort, so the only investment you’ll need to make is in the form of time.

That being said, there are paid advertising options on most social media platforms. These can be a great tool for growing your following and reaching more users but are by no means mandatory for businesses.

Encourage Sharing

Perhaps the unique advantage of social media is the ability to get help from your followers. People love to share things with their networks, from photos and recipes to interesting articles and hot deals.

Unlike other forms of Internet marketing, like your site and paid advertisements, content on social media is often shared. However wide your reach, your followers can share with their followers, who then share with their followers, giving you a wider reach (with lower cost) than a traditional marketing campaign.

Increase Brand Loyalty

In addition to increasing the reach of your brand, social media also allows you to increase brand loyalty. And a study conducted by The Social Habit shows that 53% of Americans who follow brands on social media are more likely to remain loyal to those brands.

Social media is more than a sales pitch. Instead, it facilitates two-way communication that allows you to build meaningful relationships with current and potential customers. This makes them more confident in their decision to trust your business, and it encourages them to choose your brand in the future.

Un Covers Valuable Sights

You can also use social media to gain valuable information about your customers that will help you make smarter business decisions. For example, social listening allows you to discover how people feel about your company and brand. With social listening, you can uncover conversations about your business and answer questions about your offerings.

What do people like about your business? How can you improve your products and services to better meet the needs of your target audience? Understanding the answers to these questions can help your business stand out from the competition and reach more people.

Social Media Dis-Advantages

Of course, social media marketing isn't without its flaws. Just as quickly as users can share your content on social media, they can choose to share an unflattering story about you or your business.

Negative Feed Back

Social media users have free rein to post whatever they want. This means that satisfied customers can leave glowing reviews on your pages, but it also means that unhappy ones can leave angry rants about your business.

Some of this negative feedback could come from within your organization. Disgruntled employees have been known to vent on social media about work and their bosses, which makes the entire company look bad.

Potential For Embarrassment

It's easy to get caught up in social media and post whatever comes to mind, which can have huge consequences for any business.

Take, for example, when DiGiorno Pizza noticed that “#Why I Stayed” was trending on Twitter, and jumped on board with a tweet that read “Why I Stayed You had pizza.” This doesn’t sound awful until you consider that the hash-tag was being used to discuss why victims of domestic violence stay in abusive relationships.

For companies with a large audience, mistakes like this don’t go unnoticed. Thanks to social media users’ quick reactions and tendency to share, the tweet was all over major media outlets within hours.

Time intensive

It takes a lot of time and effort to maintain an interactive social media presence. If you have a small team or limited resources, it is sometimes difficult to devote the needed resources to social media.

People have to monitor each social network, respond to questions and feedback, and post valuable updates. While some people may view this as a drawback, investing time into social media can help your business create lasting relationships with customers that will keep them coming back for years to come.

Conclusion

Social marketing aims to achieve behavioral change across a wide range of issues which are crucial to the wellbeing of individuals, groups, communities and the planet. By understanding the motivations of individuals and organizations and the factors which influence this, social marketing programmes can be developed to influence and achieve behavioral change. There are many techniques and approaches which are available to the social marketer; in particular, the role of stakeholder analysis, market segmentation, marketing communications and branding have been highlighted in this course. There are many other important areas which have not been directly addressed, for example, the crucial role of research in developing insight into consumer and organizational behavior, the social marketing planning process, the nature of relationship marketing, and the role of service organizations in the delivery of social marketing programmes.

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Study on Digital Marketing

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Abstract

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Introduction

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 online marketing is still prevalent, in Italy 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 marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

Objectives

- The main purpose of this paper is to recognize the usefulness of digital marketing in the competitive market.
- To study the impact of digital marketing on consumers purchase.

Methodology Applied

Secondary Data: The research is done through observation:

- And a collection of data through questionnaires. Secondary Data: Secondary data is collected from
- Journals, books and magazines to develop the theory. Sample Size: The sample size is determined as 100

- Respondent's opinions from the customers who are presently purchasing products with the help of digital marketing.

Research Instrument

This study uses Wilska's (2003) instrument to measure perceptions of professional. All measures adapted use five-point Likert scales. Various non-statistical validity checks were made before the questionnaire's actual implementation. Firstly, all of these constructs were adopted from earlier studies providing acceptably reliable and valid measures. Secondly; these measures had acceptable reliability figures mostly stated regarding Cronbach's alpha above 0.5. They have reported a reasonable internal consistency among the items. Finally, these measures were processed in a systematic manner in the earlier stages of the research project. In addition to these steps, pre-testing of the questionnaire was also performed.

Data Collection

The strategy of using advertising agencies and their clients' worked well regarding questionnaire administration and provided a suitable environment necessary for target participant's involvement, motivation and convenience. All questionnaires were properly filled and 100% response rate was achieved

Traditional Marketing Vs Digital Marketing

The following table lists a few points that differentiate digital marketing from traditional marketing:

Traditional Marketing	Digital marketing
Communication is unidirectional. Means, a business communicates about its products or services with a group of people	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services
A medium of communication is generally phone calls, letters, and Emails.	A medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching	There is always a fast way to develop an online campaign and carry out changes in its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for the general public. It is then made to reach the specific audience by employing search engine techniques.
It is the conventional way of marketing; best for reaching a local audience.	It is best for reaching a global audience.
It is difficult to measure the effectiveness of a campaign	It is easier to measure the effectiveness of a campaign through analytics.

Digital Marketing

Companies have been through a lot of changes in a very short period since the beginning of the 21st century thanks to the opportunities provided by the advances in technology. The usages of information and communication technologies have increased day by day by companies for the purpose of introducing their products and getting to know their customers. This increase was linear

throughout the years. Moreover, companies have been using IT in the trade with other companies. In this system which is called “business to business” electronic infrastructure is used. In order to leave their rivals behind, companies use electronic trade and digital marketing actively (Bulut et al., 2006). In this way, a two-sided connection is established between the customers and the companies. Digital marketing is very much different from the traditional marketing (Vernal, 2012:39).

Since the condition of digital marketing is different, brands which cannot be rivals under normal conditions can be rivals to one another. Digital marketing aims to serve customers as quickly as possible and expects guidance from customers instead of trying to change their perception like traditional marketing. Through digital marketing, customers can easily and quickly reach products and services and have an opinion about them by comparing similar products, and therefore, speed up the purchasing process. Also, the time spent while shopping is normally seen as a big problem, but now with the online shopping, this problem seems to be out of the way (Cop & Oyan, 2010:100). The main objective of online marketing is to use existing infrastructure to make a profit. Development, pricing, promotion and distribution of goods are also done online. The benefits that digital marketing provides can be considered as a revolution for the marketing world (Karaca, 2012:40).

Analysis Digital Marketing

The data were analyzed in some stages. Firstly, exploratory factor analysis was used to determine the factor structure of items related to marketing professional perception towards digital marketing. Secondly, a summated score was calculated for resultant digital marketing factors and finally, individual differences were measured for marketing professional mindset factors. Factor analysis was conducted for the digital marketing perception mindset scale using a multi-step process which includes three steps;

- (a) Extracting the factors;
- (b) Labeling the factors
- (c) Creating summated scales and examining the descriptive statistics.

Analysis of 12 items related to the digital marketing perception scale, using the maximum likelihood method of extraction with direct oblimin rotation, yielded a four-factor solution, to which various criteria were then applied for refinement. Initially, the solution was examined to determine whether all the factors satisfied the Kaiser criterion (eigenvalues 1) and they did. All the items loading on each separate factor were found to cohere to some degree, and therefore they were included in their respective factors. The above analysis resulted in a final four-factor solution, comprising 12 items, all with communality values greater than 0.3.

Digital Marketing and Measurability

Digital ads have different parameters compared to the ones in traditional marketing. Traditional ads are measured by using methods like Gross Rating Point (GRP). On the other hand, for the ads in digital media, more distinctive methods, such as CPM (Cost Per Mile), CPC (Cost Per Click), is used (Açıkel and Çelikol, 2012:13). With regards to advertising companies, the Internet comes up with realistic values then it comes to measurability.

Advertising gains more importance with every passing day since it is used to reach customers by giving information about the products. Advertisements help form a positive perception about the products and, therefore, gain customers’ loyalty and commitment. Customers, on the other hand, have the opportunity to make healthy decisions thanks to detailed information regarding products and services in ads (Gökaliler and Sabuncuğlu, 2008:1314-17). In this way, companies get measurable feedbacks in return for the ads in digital media. What’s more, it is much more

efficient to advertise in digital media in comparison to traditional ads. This leads the way for digital marketing industry to grow at high speed. By the advances in technology, we may encounter new ways of advertising method each day. The fact that band capacity has enhanced and that the technology is easily affordable nowadays make it easier to reach the target audience with the help of video ads.

Advantages of Digital Media

The biggest advantage of digital marketing is to be able to reach the target audience by using interactive media. Certain models have been developed to have the most efficient results from digital marketing. The moment when customer needs and requests are met properly is also the moment when customer satisfaction and loyalty is achieved (Molla and Licker, 2001:136). Moreover, the researches show that companies' efficiently using online marketing cares deeply about mutual communication in an aim of increasing customer loyalty and commitment (Srinivasan et al., 2002). In addition to all these, digital media provides an advantage in competition, decreases personnel expanse and advertising cost. Nowadays, customers have all the information they need about the products or services at their feet thanks to the Internet. As a result of this fact, they can easily compare products and services and therefore reach a quick decision about which ads to purchase. Search engines like Google, Yahoo, Bing and Ask are available 24/7. Online shopping sites have drastically increased in number. Furthermore, basic problems such as distribution, storage, payment and security have been overcome now. Delivery systems have been developed with the infrastructure investments. Shipping and cargo transactions are now being handled smoothly. Banks, financial institutions and retailers together have been developing return policies along with the precautions against payment frauds. Most companies make a great deal of investment in a purpose of forming a proper basis for secure shopping (Karahanan, 2013:62-65).

Conclusion

Digital marketing has to turn out to be a crucial part of the approach of many companies. At present, still, for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. A company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

With an increasing rate of technological developments, tablets, smart phones and other electronic devices have become common everyday items. Correspondingly, people who use social networks and e-mails have been using digital media for shopping. Search engines make web surfing much easier for people. Additionally, the process of decision making in purchasing has become much less difficult for promotional videos and comments about the products help customers decide. The most important difference between digital and traditional marketing is that in digital marketing the data is used properly.

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Astroturfing Marketing – In the Age of Engage Offline, Converse Online

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Abstract

Buzz marketing is the practice of gathering volunteers to try products, then sending them out into the world to talk up their experiences with the people they meet in their daily lives. The idea is that the more people see a product being used in public, or the more they hear about it from people they know and trust, the more likely they will be to buy it for themselves. Of course, word-of-mouth has long been the way that many people find their favorite products, or learn about a new favorite movie, book or restaurant. “For years, people recognized the power of word-of-mouth in convincing, influencing, affecting consumer behavior,” says marketing professor Jerry Wind. “It has more credibility than traditional advertising.” But it’s a fairly recent development for companies to try to create a structure around the practice, to harness and direct the way that word-of-mouth spreads—and to attempt to measure its effect on sales once the ‘campaign’ is complete. “Buzzing isn’t new. The hype about these different kinds of buzz agents is what’s new,” says Kahn. This paper is an attempt to understand the concept of buzz marketing campaign that attempts to replicate natural word of mouth by making the customer feel enthusiastic and stumble on a quality product and to focus on the recent and best buzz marketing campaigns through social media and face book in India.

Keywords: Astroturfing, Buzzing, Viral, Social Media and Word of mouth

Buzz Marketing – Introduction

Buzz Marketing means few firms like to create excitement about their products through buzzing. Buzz marketing is viral advertising where carefully selected consumers are encouraged to talk about the product to friends and family in the hope that the ‘chatter’ will create a buzz about their product. Firms will target people that are known as “trend setters,” i.e., people who are usually aware of the next big thing. Buzz marketing is a viral marketing technique that is focused on maximizing the word-of-mouth potential of a particular campaign or product, whether that is through conversations among consumers’ family and friends or larger scale discussions on social media platforms. By getting consumers talking about their products and services, companies that employ buzz marketing hope to grow

their awareness through the growth of online traffic and increase sales and profits. A buzz marketing example would be if a company decides to promote a product through some type of event centered around a show or stunt of some kind where consumers can try the product and are encouraged to share their experiences through everyday conversation or online. Another term for buzz marketing is Astroturfing.

Online buzz marketing is typically driven by “influencers,” or early adopters of a product, that are eager to share their thoughts on the product and proactively start conversations about it. These people typically have established online presences and large followings on social media platforms such as Face book and Twitter and possess power and influence over their follower base. Influencers’ opinions get noticed more readily and can have a positive effect on the sales and awareness of the product. Marketers aim to rally these influencers to build buzz for their products. Some marketers target people known as “connectors,” or big-name personalities and celebrities who can lend instant credibility and exposure to a product. Marketers looking for a large jump in awareness for a product will seek out connectors, aiming for an instant jolt of societal relevance.

Social media marketing is a main component of buzz marketing. Face book and Twitter are two of the main social media platforms that companies try to maintain a presence on. Using these and other, smaller social media sites, companies can interact with customers, receive feedback, address issues or concerns and promote their products and services. Cultivating a rich set of shareable content and amassing a strong following on these sites enable consumers to obtain needed materials straight from the company and also, more importantly, allows the company to have a real-time dialogue with their constituents to foster an atmosphere where customers feel valued and informed.

Other online buzz marketing strategies include enlisting the help of influential bloggers to create a stir. Companies oftentimes let bloggers or media outlets try a product in advance of its release in exchange for a published mention of the product. Using website forums to drum up buzz and creating customer communities that connect fan clubs, message boards and other groups are also examples of how companies create online buzz marketing.

Objectives

To understand the concept of buzz marketing campaign that attempts to replicate natural word of mouth by making the customer feel enthusiastic and stumble on a quality product.

To focus on the recent and best buzz marketing campaigns through social media and face book in India.

Review of Literature

Chung; Moldovan, Goldenberg and Chattopadhyay (2011)¹ focuses on implicitly or explicitly equate the buzz with word-of-mouth it is possible nevertheless to clearly distinguish between the two concepts. (Cheema and Kaikati 2010; Lee et al. 2012; Traylor and Mathias 1983; Woodside and Delozier 1976) observes word-of-mouth is simply a phenomenon of interpersonal communication taking place within a social system. (Taufique and Shahriar 2011). The buzz includes not only that last part but also all marketing actions leading to it Presence of word-of-mouth in a given market allows marketers to know what actions to take to manage the buzz (Lee et al. 2012). Some authors also equate buzz marketing with viral marketing (Huang et al. 2011). However, viral marketing refers only to the second part of buzz, namely marketing campaigns. But the difference between the two concepts is much broader to the extent that viral marketing is mainly based on the virus(es) launched by the company to create the event.

It also includes continuous work afterward. The original virus is far from being the central element of the campaign. The buzz integrates consumers in its tracks, ensures continuous monitoring and

prevents the company from being overtaken by events (Ferguson 2008; Strutton, Taylor and Thompson 2011).

Process of Buzz Marketing

The Buzz Marketing process is illustrated diagram below



Approaches to Buzz Marketing

Buzz marketing is a different approach to marketing than the traditional outbound marketing techniques or “mass marketing” tactics of TV, radio and print advertising. In outbound marketing, companies aim to proliferate their messages to as many people as possible with the hope that a few will become interested. Buzz marketing depends on the power of one-on-one personal messages more than broadcast messaging and assumes that word-of-mouth holds more weight with consumers since it is perceived as unbiased, coming from people they trust and not simply directly from the company.

As consumers get better at identifying buzz marketing when it is taking place, marketers have to use these tactics wisely and sparingly to be effective. Early incarnations of online buzz marketing, such as pop-up ads, banner ads and email marketing, were new at the time but consumers have since treated these techniques as annoyances and the marketers’ message goes unnoticed. Companies also run the risk of not being able to connect their campaigns with the brand or product itself; merely creating a piece of content that gets people talking means nothing if people can’t identify it with the company that created it.

Buzz marketing examples include companies creating online videos, usually centered around something humorous, controversial, unusual or outrageous, that hope to cause a sensation and get people talking about it, sharing it via social media and driving up views on websites such as YouTube. Companies will then try to capitalize on the content’s popularity by promoting the product on social media, either by creating a hash tag in the hopes of becoming a “trending topic,” or encouraging consumers to download other pieces of content to further foster customer engagement.

Best Marketing Campaigns of India (2017 – 2018)

In 2017, based on the discussions made, it was found that many new trends emerged in marketing in India. The debates conducted insisted on the need of brands posting regularly on Facebook and also questioned if Indian internet businesses need celebrity brand ambassadors in their communication strategy to acquire new users. It could find a lot of brands jumping on the IPL 10 brand wagon and how “Selfie” was the dominant theme for Smartphone marketers in 2017. Like every year, 2017 saw a lot of interesting marketing campaigns. Similar to the previous years ten best marketing campaigns, again came up with some of the best work in marketing that stood out, without saying, that the shortlisted campaigns are not a function of views or media weights behind them. The criteria remain the same as follows,

1. Does it establish a positioning for the brand?
2. Does it integrate the product/service USP seamlessly with the brand message?
3. Does it establish a strong functional/emotional benefit for the end consumer?
4. Does it stand on a strong consumer insight?
5. Does it induce change in buying pattern or consumer behavior?
6. Does the creative do justice to the overall idea?

Top Marketing Campaigns in 2017 - 2018

Mutual Funds Sahi Hai - “Mutual funds are subject to market risk. Please read the offer documents carefully before investing”

The above phrase still remains the bitter truth about mutual funds; it was important to break the shackles of this apprehension and see mutual funds as a potential investment option for the population with some disposable income. The evident objective of this campaign was to play up the simplicity and benefits of investing in mutual funds without getting into too many details. The campaign shows people from all income classes engage in a short conversation and a catchy yet apt line “**mutual funds Sahi hai.**” According to Association of Mutual Funds in India, fund houses added an average of **8.8 lakhs accounts every month with an average size of Rs. 3300** per SIP account. The objective of this campaign is not just to acquire or educate but also to change the perception. It successfully manages to convey people to start small but regularly thus increasing the ROI for the campaign as the LTV of every account acquired has the potential of years. This ensures that risk is minimized and mutual funds as a whole delivers, for more investors to welcome the same.

Zomato, Hotstar, Google Maps – “Super Creative OOH campaigns.”

Cracking an interesting, eye-catching, attention grabbing creative for out-of-home media is not an easy prospect. Despite there being multiple examples from the west, we don’t often come to see any majorly innovative work on the billboard front happening in India. Billboards are not the go-to medium for big brands. It is purely dominated by local players and retail outlets. It’s primarily because of this reason that campaigns by Zomato, Hotstar and Google deserve mention for trying something out of the box and being successful at it. Research says that you have exactly 6 seconds of a consumer’s time for an outdoor advertisement. To communicate online food delivery or even benefit of Google Maps in a creative way is a challenge in itself. Not to mention the basics of talking to the right audience at the right location in the right local context.

Zomato – “We’ve got it all, Order Food Online.”

A lot of people were miffed with this, terming it as misogynist and regressive. The other creatives from the campaign were catchy enough for it to go viral. Campaigns like these open and set newer benchmarks when it comes to OOH on how a completely offline, push media can create conversations and buzz online. Bolly wood and food mixed with a local context is a win-win combination which is why the campaign clicks among its target audience. It does so without sacrificing on successfully portraying the functional benefits.

Hotstar – “Torrents Must Die”

Hot stars Game of Thrones campaign was right on point. While a show like G.O.T does not need any sort of promotion but the indirect competition that Hotstar was facing from torrents was contributing too much to their losses. This could have been a run of the mill billboard campaign like a lot of other shows announced, but Hotstar stepped up and came up with a witty and contextual copy which struck a chord.

One thing to notice in both campaigns from Hotstar and Zomato is that it made content the hero and truly the king instead of obsessing over logos and throwing the brand on audience’s faces. The

learning is that your brand will get noticed if the content is on point and no matter how big your logo is on the ad it will still be a blind spot if the creative does not communicate to your target audience.

Google Maps – “Look Before You Leave”

A lot of times on this blog we have stressed the importance of extending your campaign beyond one medium to resonate with target audience across. This also holds because the creative format that works on digital to TV to radio to OOH is completely different but the campaign thought needs to remain the same. Making sure, with the difference in creative formats, the audience is able to have the same takeaway is a task in itself. The good part about these campaigns is that they do not apply a one size fits all approach. An easier approach could also have been just simply translating the same copy and creative for the local language. However, these campaigns go a step ahead and hyper-local in the approach to truly speak to the audience for that 6-second attention span.

CEAT Tyres – “It Helps”

Honestly, they could have done with a better line but the campaign scores full marks on a lot of other things. It captures the true observation and minute nuances of the daily traffic struggles of an average commuter and talks to the good Samaritan, the one who uses CEAT. The narrative is extremely simple and takes a border line sarcastic tone which connects. It also breaks the age-old shackles of stressing about safety or shouting about complicated technology that has gone in making the tyres. It understands the emotion called “Indian roads” and presents a solution in itself which is convincing enough. As Santosh Desai correctly and accurately captures in this article, Indian traffic is not a mere occurrence but a test of some cosmic kind designed by powers higher than us. Several parallel universes descend on a narrow strip of road and conspire somehow not to collide, at least most of the time. For the one thing, Indian traffic is guaranteed not to do is make us take anything for granted.

Coca-Cola – “Lift The Feeling” “Taste the feeling.”

Just when people had warmed up to a unique and desirable positioning of happiness of Coke, it decided to go with a “One Brand” global strategy and change its positioning from “Open Happiness” to a more functional “Taste the feeling.” The product plays the role of an ice-breaker between a diehard fan and a celebrity in an awkward situation lightening up the entire environment. The Indian film is a localized version of Coke’s international ad featuring David Guetta and to be honest it’s a bit more warm and fun than it’s international counterpart.

The film is fun, goofy and strikes the right chord with Deepika Padukone being an ideal casting for the film. In general, I am a strong believer of using celebrities in ads to play themselves instead of a character. Celebrity association with the brand is heightened when they play themselves, making it easier to influence consumers. The ad gets everything right in terms of music and product placement. The film was further hyperlocalized featuring North superstar Diljit Dosanjh. The strategy made sense considering that ~30% of Cola consumption in India happens in North India, almost as much as South.

Bajaj Platina Comfortec / Jhatka Mana Hai – “ 20% Less Jurks –Now say bye-bye to back pain.”

Platina is an old brand in Bajaj Auto’s motorcycle portfolio overshadowed by its other hero brands like Pulsar and CT100. For long, like a lot of other brands in the 100cc segment, it had positioned itself as the best-in-class mileage bike. However, the brand realized that it was not getting differentiated in a market that associates all 100cc—125cc bikes as mileage bikes. Sumeet Narang, Bajaj Auto’s, VP, Marketing lays out the strategy clear in his own words in this article. According to him, consumer insights revealed that Bajaj Platina was also known for its comfort owing to long seat and light handling. Based on the same, it was decided to change the core brand

benefit of Platina from reliability/mileage to comfort. While sharp communication was the need of the hour to establish a connect with the sea of 100cc commuters, they ensured that the product delivers by objectifying the solution with a promise of 20% fewer jerks. The comfort space was an interesting opportunity to occupy given majority of the demand for 100cc bikes is fueled by small towns and rural markets where the roads can get a bit uncomfortable.

The Top 5 Digital Marketing Campaigns from India

Digital marketing are an essential part of a digital marketing strategy which is used by almost every agency out there. They showcase their digital campaign ideas, product, and services with the help of the creative marketing campaigns. Whether it's a small or big company, every marketing company is using social media channels like YouTube, Facebook, Instagram, and Twitter in creative ways to market their products. Here are the top 5 list of best digital marketing campaigns from India to get inspired from.

1. Social Media Marketing Campaign: How KFC India Boosted its Social Media Presence – “Radio KFC RJ Hunt.”

KFC is among the famous global restaurant chain brands. It's the number one restaurant brand on social media in India. KFC is increasing their online presence on social media platforms for their brand awareness. The primary objective of this social media marketing campaign was to increase the sale of their product in India and to appeal and to target young audience by involving apps like Radio KFC RK Hunt, Designing their bucket campaign, Currcature, and Wow Menu option. They wanted to develop their brand engagement. 3000 people around 30 Indian cities have participated in this competition. “Radio KFC RJ Hunt” was a social media campaign to promote KFC brand's in-house radio channel. For the execution, the fans recorded their voices over the internet with the Facebook app and were provided with the analog radio experience.

As per the results of the social media campaign, KFC was featured by Social Baker as among the top 5 socially devoted brands. The overall positive sentiment of their Face book page grew from 6.2% to 93.8%. Their engagement rate increased the sector average thrice. KFC was placed among the five fastest growing social media brands in India.

2. British Airways: “Fuelled by Love Campaign”

Indians are full of emotions. The airline brand, British Airways has released a new digital marketing campaign titled as “Fuelled by Love.” The campaign showcased a real-life example of a British Airways cabin crew who have experienced once in a lifetime experience in India during her first flight to India. The main subject of the campaign and the story was that “while the service is driven by purpose and efficiency, but the true care is only fuelled by love.” With this digital marketing campaign, the airline company announced a special three-day offer for its customers from India to London with exclusive fares starting from INR 53,542 and INR 1,45,517 in economy class and business class respectively. The offer was valid for a specific time-period between February 2 to 4, and for outbound travel period till 30th June.

This campaign was among the best digital marketing campaigns that have shown the two cultures coming together brilliantly. The video went live on the official website of British Airways on February 2, 2016, and was promoted to the social media channels including Face book, Twitter, Google Plus, and YouTube. The campaign won an award in the US and had gone viral and touched many lives.

3. Dabur’s Digital Transformation For the Modern Indian Women

Indians are very traditional people still. Even the youth wants traditional in a very fashionable manner. For 30-40 years, Dabur was using the traditional media and way of marketing since 30-40 years. But they realized that digital would be great for the transformation of the Modern Indian Women. There are more than 80 million women on the internet. Dabur can speak to all of them, So it's a perfect fit for digital media to grow the brand faster. Digital media is a two-way communication and a space for storytelling. This brings the idea of being Brave And Beautiful.

Brave and Beautiful started first as a social idea where they connected with the users through compelling storytelling. They wanted to salute the women who fought cancer bravely and have survived beautifully. The campaign is among the top successful digital marketing campaigns and is more than an advertisement and takes customer engagement to a different level altogether.

4. KKR: “ Twenty20 cricket tournament.”

Kolkata Knight Riders (KKR) is the franchise representing Kolkata in the Indian Premier League, a Twenty20 cricket tournament whose co-owner is Shahrukh Khan. Sourav Ganguly was the team's Icon Player for the first three seasons. Face book page of KKR has 15 M likes, the highest of all the other IPL teams. In Twitter, KKR is the most engaging IPL team. KKR became the most followed IPL team on Instagram with more than 466K followers. It has also gained traffic to its Pinterest page and Google Plus profile. KKR fans were given a chance to receive a customized, personalized and acknowledgment video in return which has turned to 10 million cricket followers which impacted on and off to the KKR team.

5. Bajaj Avenger: “ Ride Your Independence”

Bajaj Avengers released their title of communication on the day of independence, “Ride your Independence,” which delivers the freedom of our country with women liberation. The 1.44 minutes video has a great impact with a powerful message ending from Mahatma Gandhi, “the day women can walk freely on the roads at night, the day we can say that India has achieved independence.”The social media campaign has already clicked by more than 11 million views on the YouTube channel, more than 5.7 million views on Face book, and a great impact on all social media platforms.

Conclusion

Never underestimate the power of simple, clear and crisp communication. At times good communication gets rejected at drawing board because it is not “creative” enough or too direct. A non-traditional idea can give life to a seemingly boring traditional medium. Today, the reach of an idea or creative is not limited to a particular medium. It is the age of engage offline, converse online. A differentiated communication can stem by looking inward and understanding what consumers see as a benefit through social media channels like YouTube, Facebook, Instagram, and Twitter in creative ways to market their products. Astroturfing or Buzz marketing allows the company to have a real-time dialogue with their constituents to foster an atmosphere where customers feel valued and informed in this digi world.

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Social Media Marketing: Advantages and Disadvantages

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Abstract

In recent years, social media has become ubiquitous and most important for social networking, content sharing and online accessing. Due to its reliability, consistency and instantaneous features, social media opens a wide place for businesses such as online marketing. Marketing which occurs via social media is known as social media marketing. Social media marketing has made possible for companies to reach targeted consumers easily, effectively and instantly. Besides that, social media marketing also faces several challenges in the field. This article argues on social media marketing advantages and disadvantages in present era.

Keywords: social media, social media marketing, advantages, disadvantages

Introduction

The absence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of people around the world. Social media has exploded as a category of online discussion where people create content, share it, bookmark it and network at vast rate. All types of social media provide an opportunity to present oneself and one's products to dynamic communities and individuals that may be interested. Social media includes a variety of applications that, using technical terms, allow consumers to ‘post,’ ‘tag,’ ‘digg,’ ‘blog,’ etc. This content created by social media is a type of newly generated resource for online information that is created, spread, and used by consumers desiring to educate each other about products, brands, services, and problems. Examples include Facebook, MySpace, Digg, Twitter, LinkedIn and Google+. Due to its ease way of use, speed and reach, social media became the trendsetter in topics that range from environment, politics, and technology to entertainment industry. Social media are essentially self-promoting in that users spread. The viral quality of social media makes it an appealing tool for businesses to market products and services. Social media is now a developing phenomenon in marketing. Marketers are beginning to understand the use of social media as a component in their marketing strategies and campaigns to reach out to customers. Promotions, marketing intelligence, sentiment research, public relations, marketing communications, and product and customer management are sub-disciplines of marketing that may use social media. Each social media platform (such as blogs, online discussion forums, and online communities) has an effect on

marketing performance (e.g., sales), so it is vital to understand their relative importance and their inter-relatedness. Furthermore, users of social media now are highly motivated web consumers. As exposed by Nielsen, State of the Media: Social Media reports that 70% of social media users are engaged in online shopping. Consumers easily get what they want just by sitting in front of computer screen and accessing online websites. Though social media marketing has huge benefits on consumers and marketers, at the same time, it has negative impacts on both of them.

Due to its ease way of getting access to information, lack of monitoring and control, undoubtedly it favors many risks and cyber crimes. In the coming chapters, we will be discussing advantages and disadvantages of social media marketing in further detail.

Social Media Marketing and Its features

Social media marketing is a new trend and rapidly growing way in which businesses are reaching out to targeted customers easily. Social media marketing can be simply defined as the use of social media channels to promote a company and its products. This kind of marketing can be thought of as a subset of online marketing activities that complete traditional Web-based promotion strategies, such as e-mail newsletters and online advertising campaigns. By encouraging users to spread messages to personal contacts, social media marketing has injected a new term of exponential dissemination and trust to mass communication and mass marketing. By this new approach of outreach and marketing, new tools are being developed and increased in turn for businesses. Social media marketers are now going better and more effective insight through the introduction of analytic applications by official social network site platforms. There are numerous different social media sites, and they take many different forms and contain different features. Undoubtedly, the most common social networking site that first comes to our mind is Face book. Face book was first launched in February 2004, owned and operated by Face book, Inc. As of May 2012; Face book has over 900 million active users. Users must register before using the site; they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Also, users may join common-interest user groups; categorize their friends into lists such as "People From Work" or "Close Friends." Facebook's main mission is to give people the power to share and make the world more open and connected. Other social network sites such as Twitter, Google Plus, and LinkedIn may differ in some ways, but essentially they work using the same principles.

Advantages

According to Watson et al. cited by Sheth and Sharma with the popularity of digital marketing on the rise, many businesses are investigating how social media can help them promote their products and services to potential and existing customers. Social networking sites like Facebook and Twitter have transformed the way some businesses think about advertising. Some businesses direct customers toward their social network pages more than they direct them to their websites. There are certain advantages to market via social media, but there are also related drawbacks as well. The primary advantages of social media marketing is reducing costs and enhancing reach. The cost of a social media platform is typically lower than other marketing platforms such as face-to-face salespeople or middlemen or distributors. Also, social media marketing allows firms to reach customers that may not be accessible due to temporal and locational limitations of existing distribution channels. Social media platforms increase reach and reduce costs by providing three areas of advantage for customers.

First, the marketing firm can provide unlimited information to customers without human intervention. This is an advantage over other forms of contact because the amount of information

that can be provided is much greater than in any other form of communication. Additionally, and more importantly, the information can be provided in a form that customers can easily process and understand. For example, airline scheduling and reservation systems are very difficult to create and maintain to serve individual needs. Additionally, in this context, the choices are large and difficult to provide in any format that is better than web-based format. Second, social media marketing firm can create interactions by customizing information for individual customers that allow customers to design products and services that meet their specific requirements. For example, online checking and seat assignment can be done on the Internet. Finally, social media platforms can allow transactions between customers and firms that would typically require human contact as in the case of successful firms such as Dell and amazon.com. To understand better about the advantages of social media marketing, there are five main advantages to succeed in this field:

i. Cost-related

According to Weinberg, The main advantage of social media marketing is cost-related. The financial barriers to social media marketing are quite low compared to others. The majority of social media sites are free to access, create profile and post information. Whereas traditional marketing campaigns can cost millions of dollars, many social media tools are free even for business use. Businesses can run highly successful social media marketing campaigns on a limited budget. The advantage of reaching your targeted market for little or no cash investment is substantial, and the audience wanting your information voluntarily joins or follows you. Pay-per-click advertisements on sites such as Facebook are “geo-targeted” according to specific criteria, to reach the correct audience. The viral nature of social media means that each person who reads your posts has the capability to spread the news farther within his network so that information can reach a large number of people in a short time.

ii. Social Interaction

One of the most notable phenomena of new media is how it has increased and created new forms of social interaction. People spend more than a quarter of their time online involved in communication activities (e.g., emails, IM chat, and social networks), which is equivalent to the total time spent online for general leisure and entertainment cited by. Social networking sites have become so pervasive that they are the most popular Internet destinations. Not only has new media demonstrably altered how often people communicate online, but it has also enlarged the pool of individuals they communicate with, and led to new ways for behaviors to be influenced. Consumer behavior studies reveal that individuals give greater consideration to advice and information shared online, spending more time with websites that provide third-party evaluations, and other studies indicate such information can directly influence buying decisions, even if received from purely,,virtual sources cited by.

Indeed many of the reported benefits of new media usage (increased reputation, anticipated reciprocity) relate directly to its social interaction aspects.

iii. Interactivity

As observed by Steuer cited by Ronald P. Hill and Nora Moran unlike watching TV or listening to the radio, the interactivity of new media lets consumers become more than just passive recipients of stimulation. Interactivity can be broadly described as the „extent to which users participate in modifying the form and content of a mediated environment in real time. Interactivity is one of the defining characteristics of new media technologies, giving greater access to information as well as supporting increased user control of and engagement with social media content cited by. Interactivity depends on the context. In an online social networking context, interactivity refers to a user-centered interaction with machines, messages, or other users, focusing on the experiential aspect of networking process cited by. While interactivity can be simple in certain contexts, it can

also be more involved and elaborate, such as allowing individuals to develop online. Studies show that increased levels of interactivity can lead to higher involvement and more positive attitudes toward websites along with higher source credibility. This user interactivity enables consumers to participate in personal social networking by selecting the content, timing, and communication act. Specific applications of social media empower consumers, such that they can take active control and perform two-way communications. Active control takes place in a social networking context and requires attention and participation from all participating parties, including individual users, groups of networked people or communities, and brands.

iv. Targeted market

Social media provide marketers with the ability to target audiences and consumers based on site users' interests and what their friends like. For example, list country music as one of your interests on a social networking site; you will most likely be seeing ads about country music concerts and artists. Some sites' advertising will also highlight which country artists your friends like to provide a personal connection. With such "smart" marketing and advertising, marketers effectively reach the people who are most interested in what they have to offer. Furthermore, social networking enables word of mouth to promote products beyond what advertising alone does.

v. Customer Service

Customer service is another crucial area for social media marketing. Sometimes website designers cannot avoid a certain degree of complexity in the architecture of a website. Therefore, it is necessary to have a thoughtful customer service system. Links to Frequently Asked Questions (FAQs) and links to online representatives are useful in order to assist customers in the selection or buying process. A marketer should not just offer online assistance. In many cases, it is more convenient for customers to call a company.

Therefore, the use of a toll-free phone number for customers should be considered. According to Gommans et al., Order fulfillment and rapid delivery systems are as critical to e-loyalty development as the other factors. A thoughtful logistics system that guarantees a fast delivery after the checkout process contributes to customer satisfaction, which in turn contributes to loyal behavior. In addition to the speed of delivery, the logistics system should allow different ways of delivering products. Some customers prefer to get the product delivered by parcel services, like FedEx and UPS. Others might want to pick up a product in a physical store in order to have somebody to talk to. A customer who buys something on the Internet has one major disadvantage compared to a customer in real space. Internet customers cannot touch, smell, or experience the good before they buy it. This makes a shopper insecure about buying a product. In order to minimize this insecurity, social media marketers should offer brands that are well-known, good product quality, and, of course, guarantees.

Disadvantages

The online environment creates not only opportunities but also complications and challenges for the social media marketing process. The transparency of the web makes online information available to all audiences and reinforces the need for consistency in the planning, design, implementation and control of online marketing communication. There are five main disadvantages need to be considered on social media marketing, which are:

i. Time intensive

As the name implies, social media is interactive and successful; two-way exchanges take commitment. The nature of marketing changes in social networks, with the focus placed on establishing long-term relationships that can turn into more sales. Somebody has to be responsible to monitor each network, respond to comments, answer questions and post product information

the customer deems valuable. Businesses without service to manage these social networks will find it difficult to compete. The first preliminary consideration and probably the most important one is that social media marketing requires a significant time investment. As a general rule, simply dabbling in a few social media resources and hoping to realize enormous returns is fanciful. A company must realize the necessary time commitment and either accept or reject that commitment as plausible for its operation.

ii. Trademark and Copyright Issues

According to Steinman and Hawkins, It is of the utmost importance for companies to protect their trademarks and copyrights when using social media to promote their brands and products. A company's brands and other intellectual properties are often nearly as valuable as the products or services that they offer. Social media's capacity to facilitate informal and impromptu communication often on a real-time basis can aid companies in promoting their brands and disseminating copyrighted material, but it can also facilitate third-party abuse of a business trademarks and copyrights.

When using social media, whether via a third-party outlet or a company's own social media platforms, marketers should regularly monitor the use of their trademarks and copyrights. Companies should monitor their social media outlets as well as third-party social media platforms to ensure that those providing content through the media outlets are not misusing their intellectual property. Internet tracking and screening services are available to monitor the use of your business's marks and copyrights on third-party sites, including checking social media sites for profile or user names that are identical or substantially similar to your company's name or brands.

iii. Trust, Privacy and Security Issues

Using social media to promote one's brand, products, or services can also implicate trust, privacy and data security issues. It is important for companies to aware of these issues and takes appropriate measures to minimize their exposure to liability related to personal data collection, use, and maintenance. Trust, particularly the unique dimensions of transactional security and privacy, play a critical role in generating customer loyalty to social media marketers. A study by Ratnasingham has shown that fear of online credit card fraud has been one of the major reasons customers have not done more extensive online buying. Moreover, privacy concerns have led to a public relations fiasco for some major social media marketing resulting in substantial brand image erosion. Social media companies like Face book and Twitter generally have their privacy policies that govern their use of consumer data and third-party conduct on the social media platform with respect to personal data. Marketers using third-party social media outlets should ensure that their marketing campaigns do not encourage consumers or any other parties to engage in practices that would violate the social media company's privacy policy and marketers should also ensure that they are abiding by the policies as well. Companies that administer their blogs or other social media platforms should also maintain comprehensive policies that disclose the company's data collection, use, and storage practices, and any responsibilities that third parties have regarding privacy and data security.

iv. User-Generated Content (UGC)

During the last few years, users have spent more time and shared more information, thoughts, and opinions easily via the Internet. Also, new forms of content generation, communication, and collaboration have come out on the Internet. Oftentimes marketing strategies involving social networking sites or other social media incorporate user-generated content into the field. For example, UGC allows Internet users to make comments in various forms, such as photos, videos, podcasts, ratings, reviews, articles, and blogs. Whether it's a video or photo shared on a site or messages that site users disseminate to members of the network, UGC holds much promise as a marketing tool. In addition, user-generated content comes with a relatively high degree of credibility in the eyes of

consumers, particularly if someone created the content for example or a tweet between friends.

Soliciting user-generated content in connection with a marketing strategy comes with some risk of incurring legal liability for content created by an individual participating in the campaign. Marketers can, however, take certain steps to minimize legal risks associated with marketing campaigns that involve the dissemination of user-generated content through social media.

v. Negative Feedbacks

Social media, in a way, converts consumers into marketers and advertisers, and consumers can create positive or negative pressure for the company, its products, and its services, depending both on how the company is presented online and on the quality of products and services presented to the customer. Consumer-generated product reviews, images, and tags, which serve as a valuable source of information for customers making product choices online, have increased rapidly on the Internet and have had a great impact on electronic commerce following the emergence of Web 2.0 technologies. One aspect of social networking that is especially damaging to marketing campaigns is negative post responses. Unhappy customers or industry competitors are able to post disparaging or offensive pictures, posts or videos and there is not much a marketer can do to prevent these occurrences. Still, negative or other non-constructive feedback cannot be ignored. Social networks must be managed efficiently enough to immediately respond and neutralize harmful posts, which takes more time.

Discussion

According to Gurau, The online marketing environment raises a series of opportunities and also challenges for social media marketing practitioners. The audiences become more fragmented and proactive, but, on the other hand, the company has the possibility to combine various modes and categories of information in a complex message. Social media also permit the enterprises to collect, register, analyze and use customer data and feedback for better targeting online audiences and customizing its messages. The specific characteristics of the Internet and social media applications are making the implementation of integrated online marketing both inevitable and efficient for an online approach. The cost-related factors, social interactions, interactivity, targeted market opportunities, and customer services are excellent features for organizations to adopt a proactive-reactive attitude and to succeed in social media marketing. On the other hand, downside of social media marketing such as time intensive, trademark and copyright issues, trust, privacy and security issues, user-generated content (UGC) and negative feedbacks from customers are major barriers facing by social media marketers. According to Designing and implementing a specific model of integrated social media marketing can integrate these characteristics. The message communicated online should be first infused with the core corporate values, then adapted to the online strategy and tactics of the organization, and finally customized for a specific combination of targeted audience and online channel. The selection of the appropriate communication-mix needs to take into account the characteristics of social media marketing.

Conclusion

Social media can be established anywhere with an Internet connection, and it should be considered by marketers, advertisers, and online content creators as a basic part of their communications because social media affects all aspects of the Internet and transforms the role of Internet in people's lives. Today, consumers gain a new role with social media. Consumers are becoming „content creators and, thus, functional consumers instead of just consuming, as in the past. Social media applications or tools that facilitate this are blogs, micro blogging applications, social networking sites (such as Face book), podcasts, and video and photo sharing sites (such as YouTube and Flickr). Given this

reality, it is useful for companies, especially marketers, to integrate social media into marketing and their marketing strategies. This study has attempted to identify the major advantages and disadvantages determined by the development of Internet technology in the area of social media marketing. Social media is the modern tool for marketers who try every means to get their message out to their target markets. The medium has many advantages and disadvantages based on their firm, and many companies still struggle to find the right way to use it. The average business owners or marketers do not fully understand the risks and challenges in it. The field is still so fresh that it is difficult to evaluate the qualifications of social media “experts” who offer their services online. So, before a company step into the field of social media marketing, they have to complete full research on social media practices. An organization has to master basic principles and tactics of using social media as an effective tool in order to survive in the field of social media marketing. Main goals of a company or organization have to engage customers, to protect company reputation, to provide customers with good quality of product and services and to satisfy customers need.

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Abstract

The 21st century has brought both opportunities and challenges in our global, boundary-less world. Importantly, managers face a dynamic and interconnected international environment. As such, 21st-century managers need to consider the many opportunities and threats that Web 2.0, social media, and creative consumers present and the resulting respective shifts in loci of activity, power, and value.

To help managers understand this new dispensation, we propose five axioms: Social media are always a function of the technology, culture, and government of a particular country or context; Local events rarely remain local; Global events are likely to be (re)interpreted locally; Creative consumers’ actions and creations are also dependent on technology, culture, and government; and Technology is historically dependent. At the heart of these axioms is the managerial recommendation to continually stay up to date on technology, customers, and social media.

To implement this managerial recommendation, marketers must truly engage customers, embrace technology, limit the power of bureaucracy, train and invest in their employees, and inform senior management about the opportunities of social media. There has been an increase in social media marketing in sport, as sports teams and clubs recognize the importance of keeping a rapport with their fans and other audiences through social media

Social media marketing is the use of social media platforms and websites to promote a product or service. Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. This type of message encourages other locals to follow the business on the sites to obtain the promotional deal. In the process, the business is getting seen and promoting brand visibility.

Marketing and Social Media

Social media marketing is the use of social media platforms and websites to promote a product or service.[1] Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.

Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g., more active or passive use) and

the establishment of a firm’s desired social media “culture” and “tone.” When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as “earned media,” rather than use marketer-prepared advertising copy.

Social networking websites

Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly.

That interaction can be more personal to users than traditional methods of outbound marketing and advertising.[4] Social networking sites act as word of mouth or more precisely, e-word of mouth.

Social networking sites and blogs allow followers to “retweet” or “repost” comments made by others about a product being promoted, which occurs quite frequently on some social media sites. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

Mobile phones

More than three billion people in the world are active on the Internet. Over the years, the Internet has continually gained more and more users, jumping from 738 million in 2000 all the way to 3.2 billion in 2015.[9] Roughly 81% of the current population in the United States has some type of social media profile that they engage with frequently.

Mobile phone usage is beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals immediate web browsing and access to social networking sites. Mobile phones have grown at a rapid rate, fundamentally altering the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time and allowing companies to constantly remind and update their followers. Many companies are now putting QR (Quick Response) codes along with products for individuals to access the company website or online services with their smart phones.

Passive approach

Social media can be a useful source of market information and a way to hear customer perspectives. Blogs, content communities, and forums are platforms where individuals share their reviews and recommendations of brands, products, and services. Businesses can tap and analyze the customer voices and feedback generated in social media for marketing purposes;[15] in this sense the social media is a relatively inexpensive source of market intelligence which can be used by marketers and managers to track and respond to consumer-identified problems and detect market opportunities.

Active approach

Social media can be used not only as public relations and direct marketing tools but also as communication channels targeting very specific audiences with social media influencers and social media personalities and as effective customer engagement tools.[15] Technologies predating social media, such as broadcast TV and newspapers can also provide advertisers with a fairly targeted audience, given that an ad placed during a sports game broadcast or in the sports section of a newspaper is likely to be read by sports fans.

Engagement

In the context of the social web, engagement means that customers and stakeholders, such as consumer advocacy groups and groups that criticize companies (e.g., lobby groups or advocacy organizations) are active participants rather than passive viewers. Social media use in a business or political context allows all consumers/citizens to express and share an opinion about a company's products, services or business practices, or a government's actions.

Local businesses

Small businesses also use social networking sites as a promotional technique. Businesses can follow individuals social networking site uses in the local area and advertise specials and deals. These can be exclusive and in the form of "get a free drink with a copy of this tweet." This type of message encourages other locals to follow the business on the sites to obtain the promotional deal. In the process, the business is getting seen and promoting itself (brand visibility).

Small businesses also use social networking sites to develop their market research on new products and services. Also, customers will feel the company has engaged them in the process of co-creation—the process in which the business uses customer feedback to create or modify a product or service the filling a need of the target market. Such feedback can present in various forms, such as surveys, contests, polls, etc.

Twitter

Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines.[40] Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product's website and other social media profiles, etc.[41] Twitter is also used by companies to provide customer service.

Facebook

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders.

LinkedIn

LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others.[48] Through the use of widgets, members can promote their various social networking activities, such as a Twitter stream or blog entries of their product pages, onto their LinkedIn profile page.

Whatsapp

WhatsApp was founded by Jan Koum and Brian Acton. WhatsApp joined Facebook in 2014 but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world. WhatsApp started as an alternative to SMS. Whatsapp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls.

Instagram

In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter.[57] According to

Scott Galloway, the founder of L2 and a professor of marketing at New York University’s Stern School of Business, latest studies estimate that 93% of prestige brands have an active presence on Instagram and include it in their marketing mix.

Snapchat

Snapchat is a popular messaging and picture exchanging application that was created in 2011 by three students at Stanford University named Evan Spiegel, Bobby Murphy, and Reggie Brown. The application was first developed to allow users to message back and forth and also to send photographs that are only available from 1-10 seconds until they are no longer available.

YouTube

YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience’s style and taste.

Blogs

Platforms like LinkedIn create an environment for companies and clients to connect online.[71] Companies that recognize the need for information, originality/ and accessibility employ blogs to make their products popular and unique/ and ultimately reach out to consumers who are privy to social media.[72] Studies from 2009 show that consumers view coverage in the media or from bloggers as being more neutral and credible than print advertisements, which are not thought of as free or independent

Tumblr

Blogging website Tumblr first launched ad products on May 29, 2012.[75] Rather than relying on simple banner ads, Tumblr requires advertisers to create a Tumblr blog so the content of those blogs can be featured on the site.

Marketing techniques

Social media marketing involves the use of social networks, consumer’s online brand-related activities (COBRA) and electronic word of mouth (eWOM)[81][82] to successfully advertise online. Social networks such as Facebook and Twitter provide advertisers with information about the likes and dislikes of their consumers.[67] This a technique is crucial, as it provides the businesses with a “target audience.”[67] With social networks, information relevant to the user’s likes is available to businesses; who then advertise accordingly.

Electronic recommendations and appraisals are a convenient manner to have a product promoted via “consumer-to-consumer interactions. A good service would result in a positive review which gets the hotel free advertising via social media. However, poor service will result in a negative consumer review which can potentially harm the company’s reputation.

Implications for traditional advertising

Traditional advertising techniques include print and television advertising. The Internet has already overtaken television as the largest advertising market.[95] Web sites often include the banner or pop-up ads. Social networking sites don’t always have ads. Television commercials often end with a spokesperson asking viewers to check out the product website for more information.

Leaks

The Internet and social networking leaks are one of the issues facing traditional advertising. Video and print ads are often leaked to the world via the Internet earlier than they are scheduled to premiere. Social networking sites allow those leaks to go viral and be seen by many users more quickly. The time difference is also a problem facing traditional advertisers.

Ethics

The code of ethics that is affiliated with traditional marketing can also be applied to social media. However, with social media being so personal and international, there is another list of complications and challenges that come along with being ethical online. With the invention of social media, the marketer no longer has to focus solely on the basic demographics and psychographics given from television and magazines, but now they can see what consumers like to hear from advertisers, how they engage online, and what their needs and wants are.

Social Media Marketing in Sport

There has been an increase in social media marketing in sport, as sports teams and clubs recognize the importance of keeping a rapport with their fans and other audiences through social media.[117] Sports personalities such as Cristiano Ronaldo have 40.7 million followers on Twitter and 49.6 million on Instagram, creating opportunities for endorsements.

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A Study of Online Marketing

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Abstract

Online marketing is the practice of leveraging web-based channels to spread a message about a company’s brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, and more. The objective of marketing is to reach potential customers through the channels where they spend time reading, searching, shopping, or socializing online.

Definition

Internet Marketing (also known as E-marketing, web marketing, or digital marketing) is an all-inclusive term for marketing products and services online – and like many all-inclusive terms, internet marketing means different things to different people.

“Marketing is a widely used term to describe the communication between a company and the consumer audience that aims to increase the value of the company or its merchandise or, at its simplest, raises the profile of the company and its products in the public mind.”

Benefits of Online Marketing

By marketing on the Internet, you can overcome barriers of distance. You can sell goods in any part of the country without setting up local outlets, widening your target market. You can also build an export business without opening a network of distributors in different countries. However, if you want to sell internationally, you should use localization services to ensure that your products are suitable for local markets and comply with local business regulations. Localization services include translation and product modification to reflect local market differences.

A key benefit of using online channels for marketing a business or product is the ability to measure the impact of any given channel, as well as how visitors acquired through different channels interact with a website or landing page experience. Of the visitors that convert into paying customers, further analysis can be done to determine which channels are most effective at acquiring valuable customers.

Online Marketing Tools

- Email Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Display Advertising
- Search Engine Marketing (SEM)
- A/B Testing & Website Optimization
- Content Marketing
- Video Marketing
- Marketing Analytics
- Marketing Automation
- Customer Relationship Management (CRM)
- Content Management System (CMS)

Online Marketing Advantages

Online marketing allows you to sell goods without setting up your online store selling through Internet marketing provides the flexible business opportunity with relatively low start-up costs, many small businesses advertise the traditional way but they are looking to expand & explore Internet marketing.

Internet marketing gives you tracking results; You can track the results of your advertising that will be illustrated in detailed graphics, It will give you traffic growth, leads and sales conversions from your marketing search campaigns

The online market is personalized; it allows you to tailor your message and ads based on your customer's previous purchase history or preferences, Sending the customer a personalized e-mail has a far greater impact than sending a generic message to all your e-mail subscribers.

Internet marketing allows you to overcome the distance barriers; you can reach & sell to anyone in the world with Internet access, You're not limited to your local region, Internet marketing allows you to build the relationships, The social media is a great platform for engaging your customers in a two-way conversation.

Online Marketing Dis-Advantages

There's more competition, Promoting your business online offers the international reach but not everyone uses the internet, You need to truly understand your target audience before you decide to market yourself online, The internet is constantly evolving & there's a lot to learn, You may not know everything about Internet marketing.

There's no personal interaction; Some customers enjoy the shopping experience of being in a store, There are shipping rates, Though some companies offer free flat rate shipping, it may come at a cost, The clothing store may offer free shipping but at a minimum of a \$50 purchase If you do not like the item, you will want to return it or be refunded your money, it is tedious & It is prolonged since you would have to ship back the item and wait on the buyer to refund your payment.

Internet marketing can charge commission on every sale, Fees can vary from site to site, Before selling your products on the marketplace, make sure you understand the marketplace's pricing structure and you have to see fees for selling.

Online stores may impose the restrictive terms & conditions regarding how you can communicate with the customers; There may be marketplace limitations as to how your business can brand its online presence.

Uses of Online Business

A small business might only need an e-mail address to communicate with their client customers and suppliers electronically. Other business must use a web-site to conduct their entire business online.

The Online Business Used to Some Benefits they are

Promoting Your Business

One of the many advantages of online marketing is that you can market your business all the time. Online marketing has the advantage of selling and pitching your business or business products/services without any time restrictions or geographical barriers. With users/consumers increasingly turning to the Internet for their buying products and availing services online marketing is the need of the hour.

Growth Opportunities

A business with an established online presence enjoys the perks and benefits of being online, such as building a brand identity, gaining popularity and an audience that follows you. Unlike traditional marketing methods where opportunities are lesser, online marketing has tremendous opportunities for growth. From your content going viral to establishing yourself as a credible source of information and knowledge, the opportunities to having an online presence are numerous.

Reaching to Your Audience

It becomes easy to reach out to a wide audience. When you send out a message, you send out a message to the audience that is already following you, along with people who are searching for content you post. It is important to keep in mind keyword research and hashtags while marketing online.

In traditional marketing methods, a business cannot reach audiences located miles away. However, in digital marketing, reaching out to a customer who is practically miles away is not at all a challenge.

Analyzing and Evaluating Every Action

Unlike traditional marketing where businesses have to wait for days to analyze and evaluate their best performing marketing techniques and campaigns, online marketing makes it possible to evaluate every business action taken instantly. This is possible because as soon as people start to engage with your campaign, you can track insights. These include your reach, traffic to website, likes, shares, etc. Running campaigns on Twitter and Facebook can give you insights and analytics from within these applications itself!

Better ROI

When it comes to profit, businesses are keen to know and adapt every technique that helps them grow their business. This is possible by having an excellent online presence. It is as simple as getting maximum output from minimum investment.

Driving Business Growth

Online marketing is a great platform for all types of businesses. Even a small business which has just initiated online marketing can succeed by wisely planning online marketing strategies for their brand.

Better Conversion

Online marketing paves the way for better conversion rates. Getting leads for your online business is easier than traditional offline marketing. Highlight the pain points of your target audience and you will become your customer's favourite. Reaching out to your targeted audience is much easier. It helps you generate more leads and improve your conversion rates with ease. The best part? All of this can be tracked using online insight, evaluation and tracking tools!

Learning Opportunity

Online marketing enables a business, whether a start-up or a small business, to stay in the competition. No doubt the journey to be as successful as huge corporations will be difficult. But the opportunity it provides will be huge. For a start-up owner, this is an opportunity to experience/explore from the large corporations and make your start-up succeed.

Some Statistics to Follow

Blogs

Writing a blog is good an idea to market your small business. A Blog should be on a regular basis. It should be semantic, Interesting and Meaningful. Write at least 2 or 3 blogs in a week.

Email marketing

Sending emails to existing and new clients quite cool and it also maintains a good relationship between you and your clients on a long term.

Face book Groups

Join relevant groups and post images or articles related to your business.

Fan Page

Create a fan page on Twitter, Face book, LinkedIn, Google+, etc.

Google

Make your business available on Google maps and Google+ to get your brand seen.

PPC Marketing

Pay per click is also a good tactic. You have only to pay when someone clicks on the ad.

Examples of Online Marketing

Some examples of online marketing campaigns include:

- Canon advertises for search keywords related to “photography” on Google, Yahoo, and Bing search engines to market their cameras to a relevant audience.
- Whole Foods collects email addresses on their website to advertise new products, sales, and events in their stores.
- Dove creates video advertisements and shares them with their audience on Face book, Twitter, and other social networks to promote favourable conversation about their brand and products

Importance of Online Marketing

Online marketing is important because it aligns with the way consumers make purchasing decisions. Studies by analysts such as Gartner indicate that increasing numbers of consumers use

social media and research on the mobile Internet to carry out preliminary product and price research before making final decisions. Internet marketing enables you to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing

Conclusion

On line marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons. When software is used to do the purchasing, it is known as programmatic advertising.

It includes email marketing, search engine marketing (SEM), 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 who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics and advertising affiliates who do independent promotional work for the advertiser.

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Abstract

E-commerce is buying and selling goods and services over the Internet. E-commerce Is part of e-business as specified in Chapter E-business is a Structure that includes not only those transactions that center on buying and goods and services to generate revenue, but also those transactions that Support revenue generation. These activities include generating demand for Goods and services, offering sales support and customer service, or facilitating Communications between business partners.

Introduction

The idea of electronic commerce started in the early 1970s. During this time, electronic commerce% meant the facilitation of commercial transactions electronically, using technology such as Electronic Funds Transfer (EFT). This technology allows businesses to send commercial documents like purchase orders or invoices electronically. The use of ICT has enabled innovations in the world of business by introducing the concept of electronic commerce or e-commerce. E-Commerce (EC) is the process of buying, selling, transferring or exchanging products or services via a computer network. The second of generation of e-commerce was introduced in the 1980s with the acceptance of credit cards, automated teller machines (ATM) and telephone banking.

E-Commerce in Business Models

As it is mentioned in Chapter1, the ultimate goal of e-business is to generate revenue and make a profit, similar to traditional businesses. It is factual that the Internet has improved productivity for almost all the organizations that are using it. Nevertheless, the bottom line is that productivity must be converted to profitability. To achieve profitability as the final goal, different e-businesses or e-commerce sites position themselves in different parts of the value-chain. To generate revenue, an e-business either sells products/services or shortens the link between the suppliers and consumers. Many business-to-business models try to eliminate the middleman by using the Web to deliver products/services directly to their customers. By doing this, they may be able to offer cheaper products and better customer service to their customers. The result would be a differentiation between them and their competitors, increased market

share, and increased customer loyalty. Products sold by e-businesses could be either traditional products, such as books and clothing, or digital products, such as songs, computer software, or electronic books.

Concept of E-Commerce

In this section, we are going to discuss some of the basic concepts of e-commerce such as EC organizations, EC transactions, EC Business Models and EC Framework.

EC Organizations

Introduction of e-commerce has created three types of business organizations:

- Brick-and-mortar organizations: pure physical business organizations.
- Click-and-mortar organisations: business organisations that conduct some e-commerce activities, but their primary business is done in the physical world. Many brick-and-mortar organisations are now moving towards click and- Mortar organisations, for example, May Bank and Air Asia.
- Pure e-commerce organisations: business organisations that conduct their business purely online, for example, Amazon.com.

EC Transactions

E-commerce can involve various parties. Thus we have some different EC Transactions, such as:

- Business to Business Transactions;
- Business to Customers Transactions
- Customers to Customers Transactions; and
- Customers to Business Transactions.

Most e-commerce transactions are B2B. In this type of transactions, both sellers and buyers are business organizations. For example, manufacturing companies have to buy raw materials from some suppliers. To reduce the time taken in getting the supplies, business between manufacturing companies and their suppliers are done through e-commerce. Figure 9.1 illustrates an e-commerce activity between a manufacturing company and a supplier. Payment for the transaction is normally done through the bank, which can also be connected with the companies through a B2B business transaction.

EC Business Models

A business model is a method of doing business by which a company can generate the revenue.

Some EC Business Models are

- Online direct marketing: Business organizations sell directly to customers.
- Affiliate marketing: Business organizations provide services for vendors to Place their logos (or banners) on the website. Commissions will be charged to The vendors if customers click on their logos, go to their websites and buy Their products.
- Viral marketing: Advertisement about the products are sent to some receivers who will then send the information to their friends?
- Membership: Only members can use the services provided, and members are normally charged membership fees.

Electronic Retailing

Electronic retailing is the direct sales of products or services through electronic storefronts or electronic malls. This facility enables us to buy from home, 24 hours a day, seven days a week.

Electronic Banking

Electronic banking offers various banking activities that can be conducted online.

Some of the capabilities provided by electronic banking are:

- Paying bills;
- Applying for the loan;
- Fund transfer; and
- Account statement.

Online Job Market

There are some e-commerce companies that provide online job market. Through this job market, companies can place an advertisement for available positions. Job seekers can then apply for the job electronically.

Another type of online job market allows job seekers to place their electronic CV. Companies that are interested to hire personnel's can browse the CV and they can invite suitable job-seekers for an interview session.

Online Advertising

Traditional media for advertising are TV, radio and newspapers. This type of advertising is one-way and not interactive. Tele-marketing is a type of marketing where individuals are contacted by direct mail or telephone. This type of marketing provides interactive and personalized advertising, but it is slow and expensive.

Online advertising improves traditional marketing by providing media-rich, interactive and dynamic advertisement. It can research a large number of potential buyers all over the world.

M-Commerce and L-Commerce

M-Commerce or mobile commerce is a type of e-commerce that is done in a wireless environment, via the Internet or private network.

Mobile Banking

Many banks are now offering mobile banking services. Customers can check their account and do fund transfer by using mobile computing devices.

Mobile Shopping

Many online vendors are now allowing customers to shop through wireless devices.

Location Based Commerce

Location Based Commerce (or L-Commerce) is a type of commercial activity that involves localization of products and services. L-Commerce developed due to the availability of technologies that allowed people to:

- Determine the exact location of a person or a thing;
- Navigate a route from one location to another location;
- Track and monitor the movement of a person or a thing; and
- Create a digital map of a specific geographical location.

By using these technologies, sellers can offer products or services to customers who are close to their locations. Some supermarkets are using these technologies to propose to customers items that they may be interested whenever they are moving closer to the place where the items are stored.

Conclusion

In general, today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services, etc. to continuously be better, faster, and cheaper. In this world of new technology, businesses need to accommodate the new types of consumer needs and trends because it will prove to be vital to their business' success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented.

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Advantages and Challenges of E-Commerce Customers and Businesses: In Indian Perspective

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Abstract

The massive Indian market is changing fast. Internet access is a mainstreaming among professionals and the use of mobile is intensifying. This change is increasing at a rapid speed with the digital channels growing in larger volumes. Day-by-day the Internet users in India are on increasing trend. People spend more time on online. E - Commerce allows customers to electronically replace goods and services with no barrier of time or distance. Electronic commerce has expanded rapidly over the past five years and is predicted to continue at this rate, or even pick up the pace. In the near future, the restrictions between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet. The e-commerce industry in India is growing at a remarkable pace due to high penetration of internet and sophisticated electronic devices. However, the recent growth rate of e-commerce in India is far lagging at the rear than other developed countries.

Keywords: e-commerce, electronic commerce, advantages, challenges.

Introduction

Electronic commerce or e-commerce is a term for any type of business, or commercial transaction, which involves the transfer of information diagonally the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge. Carrying out these transactions electronically provides vast competitive advantages over time-honored methods. Electronic transactions have been around for quite some time in the form of Electronic Data Interchange or EDI. EDI requires each supplier and customer to set up a dedicated data link (between them), where e-commerce provides a cost-effective method for companies to set up multiple, ad-hoc links. Electronic commerce has also led to the development of electronic marketplaces where suppliers and potential customers are brought together to conduct mutually beneficial trade. The telecom sector is also playing a vital

role in this digitalization process. The launch of Reliance Jio which has free unlimited access to Internet and other companies like Airtel, Idea, Vodafone & BSNL play a major role in E-commerce.

e-commerce Advantages for Customers

Convenience: With the invent of internet literacy, the whole world is the finger tip. But just typing the product in the search engine you can look for product that opts for you in various size, shape and design in just a matter of seconds.

Time-saving: With e-commerce, there is lot of savings in time as we need not step out of our home for any purchase. Many big stores have started online shopping with full line as well use warehouse that are easy to locate and delivered in just a few days.

Options, options, and options: Choosing from a variety of products online is a difficult task since online shopping offers more options to choose from. While a physical store has limited space, the same store on the internet will have full stock.

Easy to compare: Side by side comparisons are readily available and easy to do. When products are placed online, they come with all the specifics, and they want you to compare them with others, know they have the best options and come back for more!

Easy to find reviews: Because the competition is high, companies’ online want you to look at other consumer reviews. Good and bad reviews are on every site, not only can you see if the product is liked, but you can also see the reasons behind the thumbs up or down.

Coupons and deals: With every online business wanting you, more and more coupons and deals can’t be avoided, which are great for customers. With major sites that act as department store, you may find items up to 80% off. Take advantage of the competition and find the best price available.

e-commerce Advantages for Businesses

Increasing customer base: Customer satisfaction is the ultimate goal in every organization whether it is online or off line. Purchase of the products can be made from any corner of the world.

Rise in sales: Since the purchase and sales are made worldwide, they is a chance in increasing the sales to a large extent which in turn would increase the profit of the organization.

They can redistribute money to make the consumer shopping experience faster and more efficient. While being available to international markets, more products will sell.

24/7, 365 days: If it’s snowing and the roads are closed, or it’s too hot and humid to even step outside in the summer, or a holiday that every store in town closes, your online business is open for consumers 24/7 every day of the year. The doors never close and profits will keep rising.

Expand business reach: Expansion of the business is possible throughout the world as it does not require any specific language to be read or understood. I need to require any site for every language. With the right marketing, every consumer around the globe can find the business site, products and information without leaving home.

Recurring payments made easy: With a little research, every business can set up recurring payments. Find the provider that best suits your needs and billing will be done in a consistent manner; payments will be received in the same way.

Instant transactions: With e-commerce, there is no more waiting for the check to clear or a 30-day wait for certain other types of payment. Transactions are cleared immediately or at most two to three days for the money to clear through the banking system.

e-commerce Disadvantages for Customers

Privacy and security: The major disadvantages in the online transactions will be of the security and privacy of the customer. So it would always be better to check for the security certificates.

Convenient shopping should not end up in personal information to be stolen.

While many sites are reputable, always do your research for those with less than sufficient security.

Quality: While e-commerce makes everything easily accessible, a consumer cannot touch products until they are delivered to the door. It is important to view the return policy before buying. Always make sure returning goods is an option.

Hidden costs: When making purchases, the consumer is aware of the product cost, shipping, handling and possible taxes. Be advised: there may be hidden fees that won't show up on your purchasing bill but will show up on your form of payment. Extra handling fees may occur, especially with international purchases.

Delay in receiving goods: Although delivery of products is often quicker than expected, be prepared for delays. A snow storm in one place may throw off the shipping system across the board. There is also a chance that your product may be lost or delivered to the wrong address.

Need access to internet: Internet access is not free, and if you are using free wifi, there is the chance of information theft over an unsecure site. If you are wearing your public library, or cannot afford the internet or computer at home, it may be best to shop locally.

Lack of personal interaction: While the rules and regulations of each e-commerce business is laid out for you to read, there is a lot to read and it may be confusing when it comes to the legalities. With large or important orders, there is no one you can talk to face to face when you have questions and concerns.

e-commerce Disadvantages for Businesses

Security issues: While businesses make great efforts to keep themselves and the consumer safe, there are people out there that will break every firewall possible to get the information they want. We have all seen recently how the biggest and most renowned business can be hacked online.

Credit card issues: Many credit card businesses will take the side of the consumer when there is dispute about billing—they want to keep their clients, too. This can lead to a loss for e-commerce business when goods have already been delivered and the payment is refunded back to the consumer.

Extra expense and expertise for e-commerce infrastructure: To be sure an online business is running correctly, money will have to be invested. As an owner, you need to know transactions are being handled properly and products are represented in the most truthful way. To make sure you get what you need, you will have to hire a professional to tie up any loose ends.

Needs for expanded reverse logistics: The infrastructure of an online business must be on point. This will be another cost to the business because money will need to be invested to ensure proper handling of all aspects of buying and selling, especially with disgruntled consumers that want more than a refund.

Sufficient internet service: Although it seems that everyone is now on the internet all the time, there are still areas in which network bandwidth can cause issues. Before setting up an e-commerce business, be sure your area can handle the telecommunication bandwidth you will need to run effectively.

Constant upkeep: When a business has started as e-commerce, they must be ready to make changes to stay compatible. While technology grows, the systems that support your business must be kept up to date or replaced if needed. There may be additional overhead in order to keep data bases and applications running.

Conclusion

E-marketing also offers businesses the opportunity to garner the data about their customer base to an extent that has till now been very difficult to achieve via traditional marketing methods. The development of internet marketing and social media advertising has led to examples of business in recent years that appear to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as result. In the next few years, online marketing in India will strengthen even further. However, long-standing sustainability directly depends on factors like changes in the market, innovations and interactivity by market places. Owing to increased penetration of credit cards and easy access of computing witnessed a promising growth. Moreover, bargain-hunting consumers are latching on this trend as Internet retailers are known to offer products at special discounted prices compared to store-based retailers. Consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

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Introduction

At present, E-Commerce is the most vast and popular business sector. It's an online buying and selling process, so its needs are as simple as the business means. Customer reaching, High sales, Products quality and on-time delivery are some of the needs of any E-commerce business. And when we talk about its objectives so its objectives are for fulfilling its needs.

Objectives

High reach ability - The main objective and at the same time need is traction on your web store. Of, course if you are selling products online what you require are customers. If you are getting good reach ability, then your business will grow. Therefore one of the objectives is high reach ability.

High Conversions- if people are coming on your web store and purchasing something then it will calculate as conversions and from the number of people who are buying stuff from your web store we can calculate the conversion rate.

Customer satisfaction - Customer is the main part of any E-commerce business so it's very important to make your customer happy and satisfied. By providing quality and desirable products, on-time delivery, customer support, and timely sale & best deal offers you can make your customer happy. It is one of the main objectives of E-commerce.

Social popularity - Unless and until you are not famous and popular among people you cannot establish your brand. Social presence with Omni channel &Digital marketing is essential for any E-commerce business.

Advantages of E-Commerce

There's a reason vendors like Amazon choose to do business online. It gives them some unique advantages over their store-bound competitors. The biggest advantages are the low costs, flexibility and speed, and the high levels of data.

Low Costs

Opening a store is expensive. You have to pay rent, furnish the space, get the equipment you need, and hire employees to work in it. The total dollar cost will depend on how much space you need and where you want to open your store, but it will run you at least a few thousand dollars to start and then rent and ongoing expenses after that.

Opening a business online, on the other hand, is much less expensive. If you already have a customer base and want to build out a custom website, you’ll probably pay dollars for the coding and building of that site. If you’re just starting, you can look for a “hosted” solution. That means the website’s e-commerce functions are already built and you just have to customize your information. Shopify is one popular choice; it charges anywhere from \$30 – \$180 per month to host your online store.

Opening a brick and mortar store takes time. You have to find a space, get through the commercial leasing process, and get the store set up. That may involve construction time or at least the time to decorate and prepare your space.

An e-commerce website, on the other hand, can be up and running in just a few days if you use a hosted solution. A custom-built website, of course, will take longer.

On an e-commerce site, you can change your product offerings, display, and marketing materials almost instantly. In a brick-and-mortar store, you’ll have to physically move things around and it just takes longer. An e-commerce site is extremely flexible and lets you adapt to the changes needs of your customers and the changing demands of the business environment.

Finally, an e-commerce business is flexible for you. As the owner, you can work from anywhere with an Internet connection. You may not even need to have office space; you can work from home!

Data

In 2016, data is king. All of the websites we use every day collect tons of data about us to learn how we surf the web, what sorts of sites we visit, and what kinds of things we purchase. If you’re running an e-commerce site, you’ll be able to collect data on how long your customers stay on your site, what they look at, and how they go about making purchases. That gives you direct insight into what’s making them click “Buy” or what’s stopping them.

You can use that information to improve the shopping experience and improve the likelihood that your site’s visitors will turn into customers. It’s much harder to get that information in a brick-and-mortar store. There’s no record of what every single customer looked at or how long they spent with a particular product before buying it.

E-Commerce Disadvantages

E-commerce isn’t perfect. It’s all online, which means that customers can’t touch or feel or try on your products before buying. Online transactions often feel less personal, which can make it harder to make a genuine connection with your customers to keep them coming back for more. E-commerce is limited by the lack of a brick-and-mortar store, the new challenges of mobile shopping, and the difficulties of marketing online. It’s also a challenge to manage the crossover from e-commerce to physical products.

The Website is All You Have

The old adage is true: you never get a second chance to make a good first impression. Yours, as an online vendor, is your business’s website. Your site is the customer’s introduction to your product and brand, as well as how you make sales and collect payments, so you want to make sure

you get it right. Brick-and-mortar stores may also have websites, but they also have a physical presence to back it up. If you go with an online presence only, then your website is all you have. If it's slow, unappealing, poorly-designed, or doesn't work right, your visitors aren't going to stick around. An e-commerce business can't survive without a strong website.

To make your website work for you and not against you, you have to consider:

Navigation

Your goal is a pleasant experience for all your visitors, with ease of navigation. If your customers come to your site and can't use it easily, or can't locate what they're looking for, you've lost a sale. Think about the structure of your site and the way your products are organized. You want it to be as easy as possible for your users to find what they're looking for.

Simplicity

You want your website to be clear and user-friendly, and that means keeping it simple. The fewer times your customers have to click to make a purchase, the easier it is for them to do and the more likely they'll go through with it.

Stability

Your site needs to be stable – that means it doesn't crash or take forever to load. Make sure your site is technically sound so your customers don't hit a virtual brick wall. Check the functionality of your cart and payment sections to make sure the transactional components are flawless and smooth. You can't make a sale if your cart keeps crashing or your customer can't enter their payment info.

Security

Data breaches and hacks have made the news a lot lately. Just look at the fallout from Target. The harsh reality of doing business online is that your site may get hacked. Customers want to feel secure when they make an online purchase and want to be reassured that their financial information won't be shared or compromised.

Post a clear privacy statement on your site about who has access to your customer's information. Then, follow through with it. Take steps to protect customer data and personal information. That includes regularly changing your passwords on your site to discourage breaches and closely monitoring your reports and data to identify any security risks. By remaining vigilant and being proactive, you can protect your site, which in turn protects your customers and builds trust and loyalty.

Credibility

No matter what industry or market you're in, business is about people and relationships. Creating those relationships can be more challenging in the e-commerce world because of the lack of face-to-face connections. Unlike a "Main Street" vendor, your business website and online marketing tactics are your ways to build relationships. Aim for professionalism and credibility in your website and online marketing.

Try to obtain customer testimonials so customers can identify with others and their experiences. If a customer emails you, respond immediately. Join a best practice organization, such as the Better Business Bureau, and display that badge on your website.

Customers have a lot of choices when they're shopping online, so you have to give them an excellent experience to make sure you stand out.

Your Shoppers are Mobile

These days, we are all on the go, all the time. Accordingly, mobile access has exceeded desktop computer use. Your customer needs to be able to access your site, browse, and make purchases from cell phones and other mobile devices. This means your site needs mobile optimization.

This is something you'll need to keep in mind when you're first building your e-commerce website. If you have a custom build, make sure your web developers know that you want your site to be responsive for mobile devices. If you want to use a hosted solution, make sure that the host supports mobile sites.

Customers have a short attention span, especially when they're on the go. That means your website has to be extremely efficient at giving them the information they need as quickly as possible. The mobile aspects of your site need to run perfectly or you'll lose the sale.

How to Attract Online Customers

Brick-and-mortar stores tend to have local customers. People know what stores are in the area and they know where they can go to get what they need. The Internet, on the other hand, is anything but local. You may have the best e-commerce site and the best products around, but none of that does you any good if no one knows about your business. Online marketing is tough because there are so many potential customers and so many competing businesses. How can you get your site noticed?

Conclusion

E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-commerce has a tremendous opportunity in the course of or business in Malaysia. Also, it is also to introducing new techniques and styles in a transaction. Use the extensive E-Commerce in the Internet world is much better to bring the goodness of the individual or the state.

E-Commerce has undeniably become an important part of our society. The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development. E-Commerce is not an IT issue but a whole business undertaking. Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits. Moreover, E-Commerce is a helpful technology that gives the consumer access to business and companies all over the world.

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Online Marketing

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Abstract

This paper will serve as the Master Thesis on the Cand.Merc.Ibe education. The paper is designed to give the reader insight to if, and how companies utilize the possibilities of Internet advertising and branding.

Introduction

Even before the Internet, there were many different ways to advertise, in different media such as radio, TV, newspapers, magazines, as well as via telemarketing or pamphlets. Usually, the goal was to get a company- and product name, a statement, etc. communicated to as many people as possible for the smallest price possible.

When the Internet arose, some search options became available. Companies had the option to advertise themselves on a larger scale. Due to advertising perception at the time, many businesses were assumed to have great value, and thus traded on the stock exchange at extraordinarily high rates. This collapsed in 2001 at what is commonly known as the dot-com bubble.

What Is Online Marketing?

Online marketing is the marketing of products or services over the internet & it ties Together creative and technical aspects of the internet, including design, development, advertising and sale. Online marketing is used by companies selling goods and services directly to consumers as well as those who operate on a business to business model

Types of Online Marketing are

- Email Marketing
- Blogging
- Pay pre-click (PPC)Marketing
- Social media marketing
- Digital marketing
- Viral marketing

Email Marketing

- Email marketing is promoting products through the use of email
- There are two main ingredients for an effective email marketing campaign
- They are to build a large list of people you can email and write great emails
- The emails should be packed with free value and they should move people to buy what you're trying to sell

Blogging

- Another but important and crucial marketing trend that has brought a huge aberration in our society
- Blogger was launched in 1999 by three friends. Blogging as an ardent marketing tool has blossomed in the last some years
- Businesses, companies and even superstar now use blogging system for huge promotion.

Pay Per Click Marketing

- You have to pay for PPC ads.
- You target certain words and then when those words are searched for on a search engine such as Google your ad will appear.
- But you do have to pay every time your ad is clicked on.
- You need to make sure you do your homework and find out how to effectively use PPC.
- Otherwise, you can easily lose a lot of money in a short amount of time.
- But if you do learn how to use PPC effectively, then you can make a lot of money just as fast.

Social Marketing

- Social media is very popular right now and it's only getting more popularly.
- You can trap that popularity by using social media to sell your products.
- Just make sure you don't SPAM people. You shouldn't use any social media to directly sell anything.
- Just use social media to direct people to other sites where you can then hit them with a sales pitch.

Digital Marketing

- With regards to the internet, this is the promoting of brands using all forms of online advertising channels to reach consumers.
- This includes video channels, internet Radio, Mobile Phones, display or banner ads, digital outdoors, and any other form of digital media.

Viral Marketing

- Marketing techniques that use social networks to produce an increase in brand awareness or achieve other marketing objectives (such as product sales) through self-replicating viral processes.
- It can be word-of-mouth delivered or enhanced by the network effects of the internet. Viral promotions may take the form of video clips, interactive Flash games, ebooks, images, or even text messages.

India's Top 10 Digital Marketing Companies

Webchutney

Webchutney has worked with some top leading companies in India. They have worked hard and created some award-winning and memorable campaigns for their costumes and the brands to build a good relationship with their audience.

Webchutney is the top digital marketing companies in India. They provide services like Online advertising, Website Designing, Mobile Marketing, SEO, Analytics, Application Development and Social Media. Some of their top brand clients are Microsoft, P&G, Airtel, Unilever, Wipro, and HDFC.

Pinstorm

Pinstorm ranks among the top digital marketing companies in India and leading digital advertising agencies in the world. Pinstorm provides services to clients and brands all over the world which include Walt Disney, Yahoo, Canon, HSBC, Café Coffee Day, ICICI, ET Now, GQ among many others.

The services Pinstorm provide include Search Engine Marketing, Search Engine Optimization, Social Media Marketing, viral advertising, Online Reputation Management, etc. Their offices are located in Mumbai, Delhi, Singapore, Bengaluru, Kuala Lumpur, Zurich and Santa Clara.

Watconsult

WatConsult is a leading digital agency which delivers across the value chain right from beginning a brand via digital to building a brand's salience via digital to driving business leads and sales for a brand. It is one of the top digital marketing companies in India.

They provide services like Digital Marketing, Search Marketing, Social Media Marketing, Mobile Marketing, Digital Analytics and Digital Video Promotion. They have also got many awards which include the DMAi Gold Award for Youth Marketing Award for Best Disruptive Digital Campaign (Jack & Jones), Lead-based search campaign (Reliance Group).

Adsyndicate

Adsyndicate is a 360-degree communication and largest independent advertising agency based out of Mumbai. Adsyndicate gave some monumental and memorable brands to India. The company is ranked as the top digital marketing companies in India.

They provide their services to clients all over the world, and some them are Quickr, Mahindra, SBI, RBI, Canara Bank, Punjab National Bank, Union Bank, Isuzu, Tata Motors and Manipal University. The services they provide include SEO, SEM, Chatbots, Web Designing and Development, Print Services, Branding, 360 Degree Photo and Video Production.

Phonethics

Phonethics is popular for creative and analytical spirit along with globalized income in the process of Digital Marketing. Their services include Search Marketing, Social Media Marketing, Customer Relationship Management, the Web and App Development, Content Marketing, Mobile Marketing.

Phonethics is a leading and ranked among the top digital marketing companies in India. They have provided services to many leading brands which include Cadbury, HT Media, Nissan, Monginis, Sony Entertainment, Ford, ICICI among many others.

Blog Works

Blogworks is a digital marketing agency which assists brands and organizations globally to connect stakeholders in conversations to share, draw insight, build communities, and co-create offerings for business impact. Blogworks is one of the top digital marketing companies in India.

Blogworks provide services like Content Syndication, Website, and Mobile Development, Brand Storytelling, Designing, Media Planning, Media Buying, etc. Some of their top brand clients are Harley Davidson, Fastrack, Mahindra, Allen Solly, Marks and Spencer, Samsung among the others.

FoxyMoron

FoxyMoron was established in the year 2008 by just four friends, and now the startup has converted into one of India's leading independent digital agencies. They are now the top digital marketing companies in India.

Foxy Moron has worked on many innovative, impactful, interactive and award-winning campaigns. Their digital services include Website Designing & Development, SEO, SEM, Social Media, Public Relations, Games, and App development, Print campaigns.

Gozoop

Gozoop was established in the year 2010. It is a globally recognized Digital Marketing Agency that believes in humanizing your brand by optimizing your online reputation. They provide services like Integrated Digital Campaigns, Online PR, Mobile Marketing, Web Businesses, Social Media Marketing.

The Gozoop digital company has ranked in the Top 100 companies to work for in 2015 by Economic Times which makes the Gozoop one of the best make your career with them. Some of their top brand clients are Mumbai Indians, Dell, India Bulls, Citi Bank, BMW, Ferrari, Asian Paints, Amazon, MOD among others.

Marketing Strategies

Pull Marketing

- Websites and blogs are pulling strategies
- Build websites & Blogs
- Company's social media profiles
- Long-term success
- The company tries to draw in customers through different kinds of advertising, such as TV ads online banner ads and social media
- Online banner ads, and radio and TV ads are other forms of pull marketing
- Create an email database of potential customers and sent them product announcements and promotions directly

The Advantages & Disadvantages of Advertising on the Internet

More than 4 billion people use the internet. If you want to build your business brand, reach prospective customers, and make more sales, you can no longer ignore digital advertising. But beware: There are ineffective strategies that can eat your ad dollars in record time, leaving you with little to show for your advertising efforts. However, the advantages outweigh the disadvantages

Advantage: Your Customers Are on the Internet

Do you know anyone who doesn't use the internet? The fact that it is so ubiquitous is probably the most compelling reason to get on board. Platforms like Face book, Instagram, Twitter and LinkedIn give you ample opportunities to put your products or services in front of potential customers. The Google Display Network is a true advertising behemoth with more than 2 million publisher sites on which you can advertise.

Advantage: You Can Closely Monitor Spending

You can spend thousands of dollars on a 30-second television ad that might reach someone who might be interested in what you have to sell someday. You can also spend thousands of dollars on internet ads, and only pay when people who are interested in your products click on your ad. With digital ads, you can set a spending cap and limit the number of times a prospective customer sees an ad in a given period.

Disadvantage: It's complicated

There are lots of choices when it comes to advertising on the internet. You can choose search advertising, so your ads show up when a target audience is looking for just what you offer or display ads that appear where your most likely prospects roam on the internet. There are even native ads that show up on publisher sites and blend in so well that they appear not to be ads at all. Then there are remarketing ads that target someone who's visited your website with a customized message that appears in front of them somewhere else on the internet. Add to those choices the way you pay. With pay-per-click ads, you pay when someone clicks, but how much are you willing to pay? For those search ads, you'll need to identify key search terms and decide how much to bid on each word. There are lots of levers to pull.

Disadvantage: Mistakes Can Be Costly

Because digital advertising is complicated, it's not uncommon for businesses to make mistakes. Choose the wrong keywords, neglect a bidding cap, target ineffectively, or leave a campaign running when you thought it was off, and you can spend a fortune without turning a single lead into a sale. For example, if you run a campaign on Facebook but your customers are more likely to be LinkedIn users, you're unlikely to convert a lead. If you don't cap your bids, you could blow through the money you thought would last months in a matter of days.

Disadvantage: Competition is Fierce

It depends on your products and market, but internet advertising competition can make ads prohibitively expensive. Those keyword bids? If you can only afford 10 cents a word, but your competitor can pay \$10, you don't stand much of a chance. For some businesses, it makes sense to build a good website and then rely on traditional advertising methods that have always worked in the past.

Internet Marketing in India – Challenges

I mentioned in a recent post about top affiliate programs in India that Internet marketing in India is yet to pick momentum. India along with the other BRIC (Brazil, Russia, India and China) countries has huge potential to make it big in the Internet volume business but it is still untapped or underutilized due to multiple reasons. In this post, let me try to analyze the reasons behind the lower penetration of online marketing in the Indian context.

India is a huge country regarding population and our cities are scoring low on infrastructure resulting in huge traffic jams, crowded malls and long queues. Ideally, such a scenario should push people to do more things online, but at the moment that's not the case. The situation, hence, is not conducive for Internet-based marketing as well.

Conclusion

With huge potential out there, the Indian culture, infrastructure available, government support and marketing philosophies haven't helped the cause of Internet marketing in India yet. Most of the online marketers and affiliates in India are still promoting foreign products and networks due to these reasons. However, I hope that the situation will change over the years for good and we all get to benefit from the same

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The Impact of E-Commerce on Business Concern

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Abstract

The said research paper involves a study of the impact of E-Commerce on Business. The research study has highlighted the Management Information Systems, Finance and Accounting, Marketing and Computer Sciences of E-Commerce on Business. E-commerce is a way of conducting business over the Internet. Though it is a relatively new concept, it has the potential to alter the traditional form of economic activities. Already it affects such large sectors as communications, finance and retail trade and holds promises in areas such as education, health and government. The integration of E-Commerce and Business will bring a renaissance in marketing function. As it present opportunities to get close to the customer to bring the customer inside the company, to explore new product ideas and pretest them against real customers.

Keywords: E-Commerce, Management Information Systems, Finance, Accounting, Marketing, Computer Sciences.

Introduction

E-commerce has a significant impact on business costs and productivity. E-Commerce has a chance to be widely adopted due to its simple applications. Thus it has a large economic impact. Electronic Commerce provides the capability of buying and selling products and information on the internet and other on-line service. Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. Electronic commerce is transforming the marketplace by changing firms' business models, by shaping relations among market actors, and by contributing to changes in market structure. It is difficult to single out the impact of electronic commerce. Some businesses address three themes associated with electronic commerce and the organizational changes it entails: changes in business models, changes in market structure and opportunities for economic growth created by organizational change. Electronic commerce creates the possibility of new models for organizing production and transacting business, by offering inters modality and complementarily – not only substitution – in business models.

E-Commerce plays an important role in the economic growth and development of nation. It is a purposeful activity includes in planning, controlling, promotion and also distribution of various goods and services. In this research paper will describe how the Business spirit plays an important role in nation's growth. It also pertains to any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact. E-commerce is usually associated with buying and selling over the Internet or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network. Though popular, this definition is not comprehensive enough to capture recent developments in this new and revolutionary business phenomenon. A complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals. While some use e-commerce and e-business interchangeably, they are distinct concepts. In e-commerce, information and communications technology is used in inter-business or inter- organizational transactions and in business-to-consumer transactions.

E-commerce is a way of conducting business over the Internet. Though it is a relatively new concept, it has the potential to alter the traditional form of economic activities. Already it affects such large sectors as communications, service, finance, retail trade and holds promises in areas such as education, health, transport and government. The largest effects may be associated not with many of the impacts that command the most attention but with less visible, but potentially more effects on routine business activities. E-commerce presents opportunities to accelerate business processes, reduce costs, reach new customers and develop new business models and markets in the business concern.

Conceptual Background of the Research Study

In the age of Globalization, tremendous progress in science and technology has brought changes to the world of trade, commerce, banking & marketing. E-Commerce expands the marketplace to national and international markets. It decreases the cost of creating processing, distributing and retrieving paper-based information. The Importance of E-Commerce is very wide because it reduces the transaction cost. Reduced transaction cost leads to consumer empowerment. In short, E-Commerce is bringing about a very big change in commerce and marketing.

E-Commerce is the process of buying and selling or exchanging of product, services and information via computer networks including the internet. It is the application of technology toward the automation of business transaction and work flow. It is the delivery of information; Products, Services, or payments over telephone lines, computer network, or any other electronic means. It is a tool that addresses that desire of firms, consumers and management to cut service costs while improving the speed of service delivery. E-Commerce remains a relatively new, emerging and constantly changing area of business management and information technology. There has been and continues to be much publicity and discussion about e-commerce.

For the purpose of clarity, the distinction between e-commerce and e-business in this research paper is based on respective terms commerce and business. Commerce is defined as embracing the concept of trade, ‘exchange of merchandise on a large scale between different countries.’ By association, e-commerce can be seen to include the electronic medium for this exchange. Thus electronic commerce can be broadly defined as the exchange of merchandise (whether tangible or intangible) on a large scale between different countries using an electronic medium – namely the Internet. The implications of this are that e-commerce incorporates a whole socio-economic, telecommunications technology and commercial infrastructure at the macro-environmental level.

All these elements interact together to provide the fundamentals of e-commerce. Business, on the other hand, is defined as 'a commercial enterprise as a going concern.' E-business can broadly be defined as the processes or areas involved in the running and operation of an organization that are electronic or digital. These include direct business activities such as marketing, sales, human resource accounting and human resource management but also indirect activities such as business process re-engineering and change management, which impact on the improvement in efficiency and integration of business processes and activities.

Research Methodology

For the said present research study is based on the secondary data. Such secondary data is collected from various reference books on E-Commerce, E-Business, Marketing Management, Marketing Research, Mobile Commerce, Internet Marketing, Electronic Advertising, Economics, Commerce, Management, Banking, etc. For the said research study the secondary data is also collected from the various National and International Research Books and Journals which are related to E-Commerce, Internet, Commerce, Banking, Management and Information Technology.

The present research study the data pertaining to the following objectives was collected by the review of the literature on the subject concerned. The literature was thus collected by visiting libraries and various concerned websites.

Objectives of the Research Study

Many E-Commerce business activities present different objectives. These may be specific and immediately measurable objectives as well as more general and complex. The most commonly cited objectives of the impact of electronic commerce on business are:

1. To study the theoretical concept of E-Commerce.
2. To study the E-Commerce Models of Business.
3. To study the impact of E-Commerce on Business.
4. To study the benefits of E-Commerce to Organizations, Consumers and Society.
5. To study the barriers to E-Commerce.

Hypothesis of the Research Study

E-Commerce is where business transactions take place via telecommunications networks, especially the Internet. E-commerce describes the buying and selling of products, services and information via computer networks including the Internet. It is defined as the conduct of a financial transaction by electronic means. The present said research study was carried out with following hypothesis in view:-

1. E-Commerce reduces the time between the outlay of capital and the receipt of products and services.
2. The use of internet for business marketing the goods and services are increasing day by day.
3. The impact of E-Commerce is positively affecting business marketing.

e-commerce Models

Creating an e-commerce solution mainly involves creating and deploying an e-commerce site. The first step in the development of an e-commerce site is to identify the e-commerce model. Depending on the parties involved in the transaction, e-commerce can be classified into main four models. These are discussing as follows:

1. Business-to-Business (B2B) Model

This is said to be the fastest growing sector of e-commerce. The B2B model is predicted to become the largest value sector of the industry within a few years. The B2B model involves electronic

transactions for ordering, purchasing, as well as other administrative tasks between houses. It includes trading goods, such as business subscriptions, professional services, manufacturing, and wholesale dealings. Sometimes in the B2B model, business may exist between virtual companies, neither of which may have any physical existence. In such cases, business is conducted only through the Internet. The main two advantages of the B2B model such as it can efficiently maintain the movement of the supply chain and the manufacturing and procuring processes, and it can automate corporate processes to deliver the right products and services quickly and cost-effectively.

2. Business-to-Consumer (B2C) Model

The B2C model involves transactions between business organizations and consumers. It applies to any business organization that sells its products or services to consumers over the Internet. These sites display product information in an online catalog and store it in a database. The B2C model also includes services online banking, travel services, and health information. The B2C model of e-commerce is more prone to security threats because individual consumers provide their credit card and personal information on the site of a business concern. In addition, the consumer might doubt that his information is secured and used effectively by the business organization. This is the main reason why the B2C model is not very widely accepted. Therefore, it becomes essential for the business organizations to provide security mechanisms that can guarantee a consumer for securing business information.

3. Consumer-to-Consumer (C2C) Model

The C2C model involves transaction between consumers. Here, a consumer sells directly to another consumer. Online auction Web sites that provide a consumer to advertise and sell their products online to another consumer. However, it is essential that both the seller and the buyer must register with the auction site. While the seller needs to pay a fixed fee to the online auction house to sell their products, the buyer can do so without paying any fee. The site brings the buyer and seller together to conduct deals. Any buyer can now browse the site of www.ebay.com to search for the product he is interested in. If the buyer comes across such a product, he places an order for the same on the Web site of eBay. eBay now purchases the product from the seller and then, sells it to the buyer. In this way, though the transaction is between two customers, an organization acts as an interface between the two organizations.

4. Consumer-to-Business (C2B) Model

The C2B model involves a transaction that is conducted between a consumer and a business concern. It is similar to the B2C model. However, the difference is that in this case the consumer is the seller and the business organization is the buyer. In this kind of a transaction, the consumers decide the price of a particular product rather than the supplier. This category includes individuals who sell products and services to organizations. In addition to the models discussed so far, five new models are being worked on that involve transactions between the government and other entities, such as consumer, business concern, and other governments. All these transactions that involve government as one entity are called e-governance.

The Various Models in the E-Governance Scenario Are

- a) Government-to-Government (G2G) model: This model involves transactions between governments. For example, if the Indian government wants to buy oil from the Arabian government, the transaction involved are categorized in the G2G model.
- b) Government-to-Consumer (G2C) model: In this model, the government transacts with individual consumer. For example, a government can enforce laws pertaining to tax payments on individual consumers over the Internet by using the G2C model.

- c) Consumer-to-Government (C2G) model: In this model, an individual consumer interacts with the government. For example, a consumer can pay his income tax or house tax online. The transactions involved in this case are C2G transactions.
- d) Government-to-Business (G2B) model: This model involves transactions between government and business organizations. For example, the government plans to build a flyover. For this, the government requests for tenders from various contractors. Government can do this over the Internet by using the G2B model.
- e) Business-to-Government (B2G) model: In this model, the business houses transact with the government over the Internet. For example, similar to an individual consumer, business houses can also pay their taxes on the Internet.

The Impact of Electronic Commerce on Business

E-Commerce and E-Business are not solely the Internet, websites or dot-com companies. It is about a new business concept that incorporates all previous business management and economic concepts. As such-Business and E-Commerce impact on many areas of business and disciplines of business management studies.

1. Management Information Systems – Analysis, design and implementation of e-business systems within an organization; issues of integration of front-end and back-end systems
2. Human Resource Management – Issues of on-line recruiting, home working and ‘Entrepreneurs’ works on a project by project basis replacing permanent employees.
3. Finance and Accounting – On-line banking; issues of transaction costs; accounting and auditing implications where ‘intangible’ assets and human capital must be tangibly valued in an increasingly knowledge-based economy.
4. Economics – The impact of e-commerce on local and global economies; understanding the concepts of a digital and knowledge-based economy and how this fits into economic theory
5. Production and Operations Management – The impact of on-line processing has led to reduced cycle times. It takes seconds to deliver digitized products and services electronically; similarly, the time for processing orders can be reduced by more than 90 percent from days to minutes. Production systems are integrated with finance marketing and other functional systems as well as with business partners and customers.
6. Marketing – Issues of on-line advertising, marketing strategies and consumer behavior and cultures. One of the areas in which it impacts particularly is direct marketing. In the past, this was mainly door-to-door, home parties and mail order using catalogs or leaflets.
7. Computer Sciences – Development of different network and computing technologies and languages to support e-commerce and e-business, for example linking front and back office legacy systems with the ‘web-based’ technology.
8. Business Law and Ethics – The different legal and ethical issues that have arisen as a result of global ‘virtual’ market issues such as copyright laws, the privacy of customer information, and legality of electronic contracted.

The Benefits of E-Commerce to Business

The previous sections have included discussions about what e-commerce is and its impact, but what are the benefits of e-commerce? What does it offer and why do it? The benefits of e-commerce can be seen to affect three major stakeholders: Business Organizations, Consumers and Society.

Benefits of E-Commerce to Business

- a) International Marketplace - What used to be a single physical marketplace located in a geographical area has now become a borderless marketplace including national and

- international markets? By becoming e-commerce enabled, businesses now have access to people all around the world. In effect, all e-commerce businesses have become virtual multinational corporations.
- b) Operational Cost Savings - The cost of creating, processing, distributing, storing and retrieving paper-based information has decreased.
 - c) Mass Customization - E-commerce has revolutionized the way consumers buy goods and services. The processing allows for products and services to be customized to the customer's requirements. In the past when Ford first started making motor cars, customers could have any color soling as it was black. Now customers can configure a car according to their specifications within minutes on-line via the www.ford.com website.
 - d) Lower Telecommunications Cost - The Internet is much cheaper than value-added networks (VANs) which were based on leasing telephone lines for the sole use of the organization and its authorized partners. It is also cheaper to send a fax or e-mail via the Internet than direct dialing.
 - e) Digitization of Products and Processes - Particularly in the case of software and music/video products, this can be downloaded or e-mailed directly to customers via the Internet in digital or electronic format.
 - f) No more 24-hour-time Constraints - Businesses can be contacted by or contact customers or suppliers at any time.

The Barriers of E-Commerce

The drivers of e-commerce were identified and summarized there are barriers to the growth and development of e-commerce. Numerous reports and surveys identify the different kinds of barriers, and many of them focus on security as being one of the largest inhibitors to and problems for e-commerce. Different nations are at different stages of development of e-commerce and as such the issues that are relevant to one nation may not be relevant to another. Similarly, the issues that are relevant to the type of organization also differ. Overall, all kinds of organizations have similar barriers but with different emphases for discuss as follows:

- 1. Commercial Infrastructure - Relates to issues such as international trade agreements, taxation laws and other legal agreements that facilitate all kinds of on-line trading and so is a barrier relevant to all types of businesses.
- 2. Technology Infrastructure - Deals with issues of standardization of systems and applications, which is a particular concern for larger organizations who want to implement solutions such as value chain integration and e-supply chain management.
- 3. Internet Infrastructure - Deals with issues such as availability and quality of the Internet in terms of speed and reliability. This barrier is of particular concern to Business to Consumer organizations, since their business relies more on general consumers, and so the ease with which the general public can connect to the Internet has a direct impact on their Web-based business.
- 4. Security - In its broadest term is one of the most significant barriers toe-commerce both within the organization and external to it. Identified as Security and Encryption; Trust and Risk; User Authentication and Lack of Public Key Infrastructure; Fraud and Risk of Loss it relates to the development of broader security infrastructure and it also relates to the kinds of measures barriers to e-commerce businesses can take to improve security.
- 5. Interoperability of systems- This is identified as one of the major barriers for large US-based Business to Business Corporations. This refers specifically to implementation and compatibility problems of integrating new e-commerce applications with existing legacy

systems and resources within organizations. This problem also extends to interacting with systems of business partners and stakeholders.

6. Lack of Qualified Personnel- This is a particularly strong concern because internally they do not have sufficient resources to attract and maintain their support staff to develop a sophisticated technology infrastructure. With regards to third parties, the qualified personnel tended to work for larger organizations.

Conclusion

This research paper involves a study of the inability to find the product or services of interest quickly is the biggest barrier to effective marketing this problem may be overcome through E-commerce, where number of companies offer several products thought the net. In Short, Indian e-commerce has to face many difficulties in web marketing because of infrastructural difficulties and computer illiteracy. Majority of the customers live in rural areas do not sufficient knowledge about computer and internet. Some of customers in urban areas do not have credit facilities and therefore online buying and selling of goods is limited to urban class having knowledge of computer internet if Indian marketers take into account essentials of good website they can make success marketing in international markets.

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Challenges for Digitalization in Occupational Safety in Manufacturing Industry

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Abstract

Digitalization presents a range of new options for the shaping of work, and thus also new opportunities for occupational safety and health. This extends to all forms of work, whether primarily mental or physical. The challenge lies in exploiting the range of possibilities and in finding solutions that satisfy the needs of the company concerned. As digital manufacturing technology becomes more sophisticated, it naturally enables a safer human work environment by replacing the repetitive and dangerous jobs that generate the highest incident of work-related injuries.

Keywords: Occupational safety, Digitalization

Introduction

Digitalization means that information of all kinds is handled and networked electronically, thereby permitting powerful management of the information. This enables, for example, work schedules and instructions to be prepared for specific situations in consideration of the progress of work, the product configuration, and the workers' experience. Information can be presented not only on conventional monitors, but also on smart glasses, or can be projected into the working area. These new forms of presenting information link it directly to the work object. The overhead of searching for relevant information and the corresponding workload for the workers can thereby be reduced considerably. It is important here for the actual form taken by digitalization such as the selection of relevant information and the form in which it is presented to meet the specific needs of the company and thus to be accepted by all parties involved.

Computer-based handling of large volumes of information permits better planning of personnel deployment. Workers' individual stress/strain situation can be considered, in addition to their availability and qualifications, when they are assigned to specific tasks. The stress/strain situation can be determined and considered in the planning process with computer support using the worker, workplace and task profiles by established procedures, such as the key indicator methods. A system of this kind can also be used to assign certain tasks to each

person at least once within a defined period, for a sufficient level of practice with the task and thus also familiarity with the OSH information related to it to be retained. This includes strategies for a systematic rotation that ensure that regular changes occur in the stress/strain situation and that stresses are consequently better distributed among the workforce.

Digital Manufacturing

Digital Manufacturing is an integrated approach to manufacturing that is centered around a computer system. The transition to digital manufacturing has become more popular with the rise in the quantity and quality of computer systems in manufacturing plants. As more automated tools have become used in manufacturing plants, it has become necessary to model, simulate, and analyze all of the machines, tooling, and input materials to optimize the manufacturing process. Overall, digital manufacturing can be seen sharing the same goals as computer-integrated manufacturing (CIM), flexible manufacturing, lean manufacturing, and design for manufacturability (DFM). The main difference is that digital manufacturing was evolved for use in the computerized world.

Importance of digital manufacturing

Work more efficiently

Digital technologies can improve manufacturing operations. By automating processes, identifying weaknesses and bottlenecks in the production chain and pre-testing new ideas before implementing them, your business can save time and money, while using employee time more effectively. Initiatives like e-sourcing, automatic stock replacement, Key Performance Indicators (KPI) monitoring, and predictive disruption analytics give you the freedom to monitor factory performance as it happens and make improvements quickly where needed. It's a smoother, slicker way of working.

Innovate more easily

A digital factory design is a far more flexible workplace. Instead of the traditional, linear approach, where machinery is built based on designers sketches, and development cycles are soloed, digitalization makes it possible to plan and develop in tandem. That way, potential weaknesses can be identified and fixed as you go, rather than in hindsight. Exciting new technologies like 3D modeling systems and data connectivity enable factories to be configured and reconfigured faster and more easily than ever before for less money.

Share specialist knowledge

There's a lot of ingenious, well-engineered machinery out there. However, the original designs and the reasons for creating them are often locked inside the heads of only a few people. As time passes and personnel changes, those vital insights, and secrets are lost. Ultimately, no one in your organization might know why a particular machine is configured a certain way making upgrades and replacements more complex to carry out. In a digital world, these designs are created collaboratively and stored centrally so that they can be shared with anyone. This vital knowledge, therefore, stays inside your company, for as long as it's needed.

Learn on the job

Because you can build intelligence and instructions into new machinery as it's developed and deployed, your operations stay optimized, and you can prevent potential disruption before it impacts your business. Then, as these machines do more and more data is generated, you can also benefit from advanced analytics to constantly improve performance. Digital systems are intuitive too. They learn from the environment around them and can make recommendations for process improvement based on that information. It all adds up to a better manufacturing process and greater best practice.

Make customers and employees even happier

Digitalization gives you the opportunity to introduce rigorous quality management and control; both for your products and those of your suppliers. As well as providing peace of mind, you'll also meet compliance demands more easily. Customers will be happier, while employees will enjoy their work more. You'll also become more attractive to new employees if you have a technologically advanced operation.

Digital Manufacturing Drives Sustainability and Safety in the Workplace

Environmental Sustainability

Digital manufacturing drives environmental performance by minimizing waste, reducing resource usage and decreasing carbon footprint allowing connected factories to optimize production for their customers. Waste is minimized by utilizing lean manufacturing principles which reduce or eliminate production defects and excess inventory. Digitized systems within our factories reduce resource usage during off-peak periods by lowering lights and temperature. This means substantial energy savings and minimizing overhead costs to provide customers with a competitive advantage. On an even larger scale, digital manufacturing is exponentially sustainable because automated equipment requires less space than traditional manufacturing operations, meaning lower property costs, reduced resource consumption, and lower carbon emissions. Digital manufacturing also enables reshoring, which reduces transportation costs as less land usage means more goods can be manufactured locally, further reducing the overall carbon footprint. While automation enables smart and sustainable manufacturing by minimizing environmental impact and ensuring the conservation of energy and resources, it also provides solutions for safer working conditions.

Workplace Safety

Leveraging technology to automate difficult or repetitive tasks is a critical tool in addressing safety concerns and other labor challenges. As digital manufacturing technology becomes more sophisticated, it naturally enables a safer human work environment by replacing the repetitive and dangerous jobs that generate the highest incident of work-related injuries.

The Future of Safety in the Digitalization

Emerging technologies including nanotechnology, genetic engineering, and individualized medicine have similar potential to revolutionize science and industry. At the same time, there may be unintended risks to human health and the environment that accompany their development and use. Regulatory bodies are crucial to evaluate and mitigate these risks as they arise. More positively, technology has already helped improve health and safety for workers. Wearable technologies allow for better industrial hygiene, vital signs monitoring, and better emergency response. Portable smart devices allow workers to access “moment of need” training, stay in contact with other crew members, and record observations or incidents in a safety management system. Consistent systems have allowed organizations to standardize safety practices across borders, independent of language or cultural variation. Better environmental controls, smarter machines, and higher quality personal protective equipment have improved safety for workers throughout a range of industries.

Conclusion

Digitalization presents a range of new options for the shaping of work, across all industries, a consistent safety management system can help organizations standardize safety practices across borders. In a recent survey on safety among multinational corporations, 95% of respondents across a range of industries agreed that a globally consistent safety message is important. It is human nature to both fear and embraces change. As we continue to explore the brave, new digital world, it is incumbent on employers and regulators alike to weigh the risks and the benefits and make the best use of technology for the business and its people.

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Digitalization Leads to Digital Business

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Abstract

Increased digitalization has influenced various business activities including companies' business Models (BMs) by enabling various new forms of cooperation between companies and leading to new product and service offerings as well as new forms of company relationships with customers and employees. At the same time, this digitalization has put pressure on companies to reflect on their current strategy and explore new business opportunities systematically and at early stages. While research on digitalization in the context of BMs is now gaining increased attention, a research gap still exists in this field since the number of empirical insights is limited. The paper aims to discuss these issues.

Keywords: Vendors, Finances, Human Resources, Social Media

Introduction

Over the past few decades, global industries not only have faced technological changes that have led to opportunities such as greater flexibility, reactivity, and product individualization/ but also have presented diverse challenges such as rapid technological change, increased complexity and changing customer preferences and legal requirements. This has led to challenging situations in a corporate context: manifold, new technological opportunities are perceived, but people are uncertain how to use and implement them simultaneously regarding product and service offers (Lerch and Gotsch, 2015). The situation in the field of digitalization and business model innovation (BMI) is interesting because the influence of digitalization on the business model (BM) is fuzzy, and the exploitation of technological opportunities – also from a strategic viewpoint – is challenging (Mezger, 2014; Loebbecke and Picot, 2015; Paulus-Rohmer et al., 2016; Bouwman et al., 2017). Digitization (i.e., the process of converting analog data into digital data sets) is the framework for digitalization, which is defined as the exploitation of digital opportunities. Digital transformation is then defined as the process that is used to restructure economies,

institutions, and society on a system level (Brennen and Kreiss, 2016; Unruh and Kiron, 2017). While the latter embraces changes on all societal levels, digitalization using combining different technologies (e.g., cloud technologies, sensors, big data, 3D printing) opens unforeseen possibilities and offers the potential to

create radically new products, services and BM (Matzler et al., 2016). These innovations could lead to new forms of cooperation between companies or the modification of relationships with customers and employees (Kiel et al., 2016 referring to Kagermann et al., 2013). As a result of this new embedded usage of digital technologies, companies can achieve success in terms of experiencing optimized resource utilization, reduced costs, increased employee productivity and work efficiency, optimized supply chains, increased customer loyalty, and satisfaction, to name but a few (Coupette, 2015; Kagermann et al., 2015; Kaufmann, 2015; Loebbecke and Picot, 2015). However, as argued above, the increasing number of Opportunities driven by digitalization also put pressure on companies “to critically reflect their current strategy” and “to systematically and early identify new business Opportunities” (Kiel et al., 2016, p. 675) and requires “managers to significantly adapt One or more aspects of their business models” (Wirtz et al., 2010, p. 273) or even design Completely new ones. In one of the latest surveys on digitalization (McKinsey Global Survey, 2014, p. NOS), executives reported that their CEOs “are more involved in digital efforts than ever before,” but at the same time they say that “their companies must address key organizational issues before the digital can have a truly transformative impact on their business.” In this context, one can assume that digitalization has a de facto influence on every industry as it impacts corporate strategies and challenges existing BMs to be Reconsidered and adapted (Linz et al., 2017). Digitization (i.e., the process of converting analog data into digital data sets) is the framework for digitalization, which is defined as the exploitation of digital opportunities. Digital transformation is then defined as the process that is used to restructure economies, institutions, and society on a system level (Brennen and Kreiss, 2016; Unruh and Kiron, 2017). While the latter embraces changes on all societal levels, digitalization using combining different technologies (e.g., cloud technologies, sensors, big data, 3D printing) opens unforeseen possibilities and offers the potential to create radically new products, Services and BM (Matzler et al., 2016). These innovations could lead to new forms of Cooperation between companies or the modification of relationships with customers and employees (Kiel et al., 2016 referring to Kagermann et al., 2013). As a result of this new embedded usage of digital technologies, companies can achieve success in terms of experiencing optimized resource utilization, reduced costs, increased employee productivity and work efficiency, optimized supply chains, increased customer loyalty, and satisfaction, to name but a few (Coupette, 2015; Kagermann et al., 2015; Kaufmann, 2015; Loebbecke and Picot, 2015). However, as argued above, the increasing number of opportunities driven by digitalization also put pressure on companies “to critically reflect their current strategy” and “to systematically and early identify new business opportunities” (Kiel et al., 2016, p. 675) and requires “managers to significantly adapt one or more aspects of their business models” (Wirtz et al., 2010, p. 273) or even design completely new ones. In one of the latest surveys on digitalization (McKinsey Global Survey, 2014, p. NOS), executives reported that their CEOs “are more involved in digital efforts than ever before,” but at the same time they say that “their companies must address key organizational issues before the digital can have a truly transformative impact on their business.” In this context, one can assume that digitalization has a de facto influence on every industry as it impacts corporate strategies and challenges existing BMs to be reconsidered and adapted (Linz et al., 2017). The extent, however, to which digitalization impacts corporate activities and leads to BMI differs from industry to industry and takes time since “business models are more context-dependent than technology,” depending on resources and capabilities that are available within the respective company (Teece, 2018, p. 45). In this context, the goal of this research was to explore if and how digitalization Influences a company’s BM and leads to BMI.

Objectives

- To find the digital business
- To study the Principles and business performance
- To study the pros and cons

Research Methodology

The paper is based on the secondary data and the information is relevant websites have been consulted to make the study an effective one.

7 Principles:

- Know Yourself
- Know Your Customer
- Competition
- Current Position
- Engine of Growth
- Resources
- Tactics

Business Performance

This year’s report sees the introduction of a new question to ascertain how company respondents view their department’s 2017 performance in the context of their top business goal. Used in tandem with a question about how companies are performing against their competitors, we have identified the most successful organisations to understand what top-performing companies are doing differently from their peers.

5 Accelerating Technology Trend

- Just Talk to Me
- Block chain
- Digipak
- Artificial Intelligence and Machine Learning
- Internet of Everything

To succeed in transforming to a digital business Forrester identified some success factors – three of them are sampled here:

1. Clear executive leadership
2. Exude a digital culture
3. Employees must know their metrics

Create the right mindset and shared understanding.

- Digital business is not just about expanding the use of technology. Digital business leaders must think about technology in a fundamentally different way than in the past. It is not an enabler to be applied to what the business wants to do but a source of innovation and opportunity for what the business could do. This more proactive model focuses on creative disruption and new business models to gain competitive advantage.
- As digital business continues to mature, the pipeline of opportunities that will evolve will take on the characteristics of what Gartner calls a “business moment,” defined as “transient opportunities exploited dynamically.” In the context of digital business, a business moment is a brief everyday moment in time and the catalyst that sets in motion a series of events

and actions involving a network of people, businesses and things that span or cross multiple industries and multiple ecosystems.

- Business moments are important/ because they will force enterprises to rethink the role they play in a value stream. Business moments illustrate a wide variety of possibilities and players and help companies envision and design new businesses that integrate people, businesses and things to do things that were not possible five years ago. The hallmark of a digital business will be the ability to spot these opportunities, however fleeting.
- Digital business is changing the way organizations use and think about technology, moving technology from a supporting player to a leading player in innovation, revenue, and market growth, according to Gartner, Inc. However, digital business should not be considered an IT program and should instead become an enterprise mindset and lingua franca, with digital expertise spread across the enterprise and value ecosystem.
- Gartner predicts that a lack of digital business competence will cause 25 percent of businesses to lose competitive ranking by 2017.
- “CIOs or IT professionals hear ‘digital business’ and think ‘IT’ will be blindsided,” said Ken McGee, vice president, and Gartner Fellow. “Digital business is not synonymous with IT. It is about revenue, value, markets, and customers. It is outward-focused. It is a metaphorical combination of front office, top line and downstage compared with back office, bottom line, and backstage. True, information and technology help to build the capabilities for digital businesses, but they are only part of a complex picture.”
- “Businesses have used information and digital technology for some time as sources of efficiency and productivity,” continued Mr. McGee. “However, in digital business, digital technology, for the first time, moves into the forefront, into the heart of what the business is doing and how it generates revenue, seizes competitive advantage and produces value. The Digital business represents a more extreme revolution than previous technology-driven changes, and CIOs, with their insight into technology and information, are positioned to develop and promote a successful digital business.”
- Gartner has identified six crucial steps that will enable CIOs and other business leaders to build a successful digital enterprise and change the game.

The Importance of Digital Business Nowadays

3 Pillars Support a Successful Digital Business

1. Market Insight

Market insight combined with modern technology only gives the traditional form of market awareness or business understanding a digital dimension.

2. Collaborative Leadership Team

Combining insight and technology from the beginning serves to guide cross-functional teams of business leaders and tech engineers to address the needs of the consumer. Once these foundations are laid, as with any business, these consumer demands need to be monitored and cared for, for the duration of the business lifespan.

3. One or More Technological Platforms

From a technological angle, digital businesses include one or more software platforms, leveraging the best technology available to suit the company’s individual needs.

The final pillar which is a primary component to the digital business and its success is the platform. These technologies enable businesses to strive for their goals, establishing their vision and accomplishing their objectives. The use of technology in regards to innovation only serve businesses to continuously improve their performance by accelerating business activities, processes

National Level Seminar on “**Digitalization in Business**”

competencies, and models. This is the way of the future. Digital business is still in its infancy and has immense room for growth and advancement.

GBSB Global Business School Master of Science in Digital Business program is by far the most pertinent and innovative master program addressing the challenges facing business professionals today. By utilizing an assortment of teaching methods – everything from case studies to industrial visits, workshops and more – students will learn to become transformational agents in the digital arena, with a global vision transferable to markets across the globe.

Program coursework is very extensive, covering topics like e-commerce, digital business model design, social networks, SEO/SEM strategies, web analytics, mobile marketing and more. Electives are provided so students can customize the program to suit their individual needs as entrepreneurs, for those who want support in digital startup techniques, or as corporate professionals seeking to direct the transformation through innovation of a company.

The Master of Science in Digital Business will lead students to develop real-world skills and specific knowledge that will increase their employability upon graduation. The faculty is exceedingly diverse, both in their nationalities and industry experience. Students have the rare opportunity to be taught by highly successful business leaders who have a desire for mentoring students on their journey to success.

Pros of Digital Business

- Digital India initiative helps people connect around the country through technology
- Financial issues can be handled sitting at home
- The need to carry regular money can be avoided
- The flexibility for students to be able to study increases by a great amount
- Information can be gathered sitting at home
- Emergency situations can be handled by utilizing the internet, and the respective contacts can be gathered as well
- The need for documentation is reduced
- Transparency increases
- Opportunities in IT department can be increased along with the job search
- A Mobile for worldwide access to all services.
- A Bank accounts for Immediate Benefit Transfers of subsidies and payments.
- The program also aims to eliminate all electronics imports from foreign countries by 2020 and make India a electronics manufacturing super power.
- It will help in decreasing crime if applied on the whole.
- It will help in getting things done easily.
- It will help in decreasing documentation.
- Some of the services which will be provided through this desire effort are Digital Locker, e-education, e-health, e-sign, and nationwide scholarship portal.
- It will ostensibly create a lot of jobs.
- It will be a boost to industry; both large and small enterprises.

Cons Of Digital Business

- The vulnerability to hacks increases
- The rural people might find it a really hard transition
- Confusion while using the digital payment methods might lead to deception
- The rate of cyber crimes would increase to a drastic amount due to the lack of awareness
- Data Security

- Complexity
- Social Disconnect
- Job Insecurity
- Digital Media Manipulation
- Longevity
- Depersonalization

The Rise of Digitalization in Business:

- Increases efficiency
- Reduces operational costs
- Enables data to be analyzed
- Safer data storage in the cloud
- Lack of human error

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A Study on Digital Marketing

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Abstract

In this world of digitisation, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. Flip-kart with its innovative digital marketing has created a niche market in online stores competing with the conventional stores showing the power of online marketing. The case study analyses how Flipkart.com has brought in an array of digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how Flip-kart has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field.

Definition

Digital marketing’s development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology.

Types of Digital Marketing

- Content Creation
- Search Engine Marketing
- Social Media Marketing
- World Press Website Development
- Radio Advertising
- Television Advertising
- Mobile Phone Advertising

Content Creation

The content that you publish or that gets shared across owned, earned and paid digital channels can serve many purposes including building brand awareness, driving traffic, growing your audience, generating sales leads, and more.

There are many different types of content your organization can create across the four content formats (text, images, video, audio) – and each has its pros and cons depending on your business objectives, the publishing channel and the information expectations of your audience.

Understanding these unique dynamics is the key to a successful content creation program. An intersection can help your organization create the following types of content:

- Blog posts
- Case studies
- Curated content
- Custom images
- E-books
- E-learning course or series
- E-newsletters
- Face-book custom pages
- Info-graphics
- Online press releases
- Presentations
- Testimonials
- Videos
- Webinars
- Whitepaper

Search Engine Marketing

According to a survey conducted by GE Capital, 66% of consumers use a search engine to start researching a purchase.

The process involves increasing your site's visibility in search engines, i.e., Google through search engine optimization (SEO) and paid search.

Search Engine Marketing Services

An intersection can help your organization in two key areas:

Intersection works to increase the organic reach of your website content by:

- Conducting comprehensive keyword research.
- Selecting the words and phrases that are most relevant for your site AND that are most popular with the prospects and customers searching for your products and services online.
- Optimizing your site by writing and editing your web pages to include keywords in a way that will make your site more search engine friendly, improve your search engine rankings, and generate more traffic.

Pay- Per Click Advertising

We help you create or optimize Google Add-Words campaigns based on your business objectives. Services include:

- Comprehensive keyword research.
- Setting up campaign parameters including ad types, geo-targeting, bidding, budgets, and conversion tracking.

- Setting up keyword relevant ad groups and writing ad copy.
- Ongoing campaign monitoring and adjustments.

Social – Media Marketing

If you’re having a difficult time answering that question, it might be time to explore a new approach to managing your social media marketing.

An intersection can help your organization develop, implement, and manage a social media marketing plan that is guided by your business objectives.

From strategic planning that helps you understand your audience and their information needs to tactical implementation such as channel set up, content development, and social promotion, we’re here to help you do social the right way.

Here are a few of the things we do on channels like Face-book, Twitter, LinkedIn, You-tube, Slide-share, Insta- gram, and Pin-test:

- Page set up
- Page optimization
- Advertising management
- Promotions, campaigns, and contests
- Custom content creation
- Content management and publishing
- Social media monitoring and reputation management

Word Press Web-Site Development

Our Word Press website development team uses a transparent approach to help deliver sites that effectively balance design and functionality and, most importantly, add value to your business.

We take the project management burden off your hands and help guide you through the process of developing your Word Press website – from an assessment of business objectives to post-launch support.

Process

Website Strategy

- Review business objectives.
- Assess what functionality you require.
- Set a budget and develop production schedules.

Information Architecture

- Organize navigation and website content so visitors can easily find information.
- Develop calls to action and conversion paths that help activate users to do what you want them to on your site, i.e., fill out a form, sign up for more information, place an order, download an e-book/whitepaper, etc.

Word Press Website Development

Template design and coding.

- Content development (keyword analysis, writing/editing headings and body copy, writing for the web)
- Content management system training – teach you how to publish and manage content on your website without having to call a programmer.
- Third party application integration, i.e., social media, email marketing, e-commerce, etc.

- Search engine optimization
- Google Analytics
- Usability testing

Radio Advertising

You know what I am referring to, don't you? Those breaks in your favorite music program where someone tells you what car to buy or what cleaner to use. Some of these spots can be rather annoying; a select few manage to be entertaining – at least when you hear them the first time.

Television Advertising

It is not dead yet: The spot that breaks up your favorite television program. While we are more and more getting used to finding ways to omit having to watch TV commercials there is still some marketing success in TV advertising. Some spots like the ones created for Super Bowl make it to some notable marketing fame. Some of the best Super Bowl spots even make it to social media fame and get a ton of shares that the advertisers do not have to pay -for – or rather which is probably calculated into the price of advertising space for Super Bowl anyway.

What you need to keep in mind is that advertising via TV offers very limited targeting options.

Mobile Phone Advertising

Digital marketing can take place on your mobile phone. You are probably using Face-book, Instagram, and Google on your mobile phone after all. But there are some other types of marketing on your mobile phone that so far would not fit into any of the mentioned categories.

SMS advertising has been around for some time now. And with technology like Bluetooth still, on the rise, the marketing and advertising options for mobile especially in local marketing have by far not yet been fully leveraged.

The Main Advantage of Digital Marketing

Is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

Global Reach

A website allows you to find new markets and trade globally for only a small investment.

Lower Cost

A properly planned and effectively targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Traceable Measurable Result

Measuring Your Online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising. Web analytics can be set up to show you exactly how much money you make from each digital tactic.

Personalization

If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

Opponess

By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.

Social Currency

Digital marketing lets you create engaging campaigns using different types of rich media content. On the internet, these campaigns can gain social currency - being passed from user to user and becoming viral.

Improved Conversation Rates

If you have a website, then your customers are only ever a few clicks away from completing a purchase. Unlike other media which require people to get up and Make a phone call, or go to a shop, digital marketing can be seamless and immediate.

The Stages of Digital Marketing Planning

The Main Components of A Digital Marketing Plan will Typically Include the following Stages

Identify Your Target Audience

If you identify multiple targets, rank them in order of importance so that you can allocate resources accordingly. Profile each target group and understand their requirements and expectations. This type of customer segmentation will help you choose the right tactics for your plan.

Understand Your Competitors

Profile your competitors and the market in which you operate. What types of online marketing do your competitors use and how well do they perform? This type of benchmarking will help you understand the environment in which you are operating.

Set your Objectives

Possible objectives could include raising awareness of your brand, improving sales or online registrations and improving customer retention. The objectives and strategy that you choose depend on your business needs.

Plan your Tactics

Once you have a top-level strategy including your overall objectives, you need to identify the tactics that you want to use. The plan can also cover any other non-internet marketing activities that are being undertaken. Think about how you will measure your success - build in feedback mechanisms and regular reviews to enable you to assess the performance of your digital marketing activities and identify areas for improvement.

Agree on a Budget

Care-full budget planning allows you to prevent costs spiraling out of control. Identify the returns you expect to make from your investment in digital marketing activities and compare these with the costs to develop a cost/benefit analysis

Conclusion

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses

has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital marketing.

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Introduction

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g., more active or passive use) and the establishment of a firm's desired social media “culture” and “tone.”

When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as “earned media,” rather than use marketer-prepared advertising copy.

Platforms

Social Networking Websites

Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Social media marketing then connects these consumers and audiences to businesses that share the same needs, wants, and values. Through social networking sites, companies can keep in touch with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. Social networking sites also include much information about what products and services prospective clients might be interested in. Through the use of new semantic

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analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. An understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns. In 2014, over 80% of business executives identified social media as an integral part of their business. Business retailers have seen 133% increases in their revenues from social media marketing.

Mobile Phones

More than three billion people in the world are active on the Internet. Over the years, the Internet has continually gained more and more users, jumping from 738 million in 2000 all the way to 3.2 billion in 2015. Roughly 81% of the current population in the United States has some type of social media profile that they engage with frequently. Mobile phone usage is beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals immediate web browsing and access to social networking sites. Mobile phones have grown at a rapid rate, fundamentally altering the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time and allowing companies to constantly remind and update their followers. Many companies are now putting QR (Quick Response) codes along with products for individuals to access the company website or online services with their smart phones. Retailers use QR codes to facilitate consumer interaction with brands by linking the code to brand websites, promotions, product information, or any other mobile-enabled content. Also, Real-time bidding use in the mobile advertising industry is high and rising because of its value for on-the-go web browsing. In 2012, Nexage, a provider of real-time bidding in mobile advertising, reported a 37% increase in revenue each month. Adfonic, another mobile advertisement publishing platform, reported an increase of 22 billion ad requests that same year. Mobile phone Internet user penetration was 73.4%. In 2017, figures suggest that more than 90% of Internet users will access online content through their phones.

Purposes and Tactics

One of the main purposes of employing social media in marketing is as a communications tool that makes the companies accessible to those interested in their product and makes them visible to those who do not know their products. These companies use social media to create buzz and learn from and target customers. Marketing through social media has other benefits as well. Of the top 10 factors that correlate with a strong Google organic search, seven are social media dependent. While platforms such as Twitter, Facebook, and Google+ have a larger number of monthly users, the visual media sharing based mobile platforms, however, garner a higher interaction rate in comparison and have registered the fastest growth and have changed how consumers engage with brand content. Instagram has an interaction rate of 1.46% with an average of 130 million users monthly as opposed to Twitter which has a .03% interaction rate with an average of 210 million monthly users. Unlike traditional media that are often cost-prohibitive to many companies, a social media strategy does not require astronomical budgeting.

To this end, companies make use of platforms such as Facebook, Twitter, YouTube, and Instagram to reach audiences much wider than through the use of traditional print/TV/radio advertisements alone at a fraction of the cost, as most social networking sites can be used at little or no cost (however, some websites charge companies for premium services). This has changed the ways that companies approach to interact with customers, as a substantial percentage of consumer interactions are now being carried out over online platforms with much higher visibility. Customers can now post reviews of products and services, rate customer service, and ask questions or voice concerns directly to companies through social media platforms.

Twitter

Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers’ Home timelines. Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product’s website and other social media profiles, etc. Twitter is also used by companies to provide customer service. Some companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation.

Facebook

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product’s Twitter page as well as send out event reminders. As of May 2015, 93% of businesses marketers use Facebook to promote their brand. A study from 2011 attributed 84% of “engagement” or clicks to Likes that link back to Facebook advertising. By 2014, Facebook had restricted the content published from businesses’ and brands’ pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least 500,000 “Likes”) from 16% in 2012 down to 2% in February 2014.

Whatsapp

WhatsApp was founded by Jan Koum and Brian Acton. WhatsApp joined Facebook in 2014 but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world. WhatsApp started as an alternative to SMS. Whatsapp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls. Whatsapp messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them. Whatsapp has a customer base of 1 billion people in over 180 countries. It is used to send personalized promotional messages to individual customers. It has plenty of advantages over SMS that includes an ability to track how Message Broadcast Performs using blue tick option in Whatsapp. It allows sending messages to Do Not Disturb(DND) customers. Whatsapp is also used to send a series of bulk messages to their targeted customers using broadcast option. Companies started using this to a large extent because it is a cost-effective promotional option and quick to spread a message. Still, Whatsapp doesn’t allow businesses to place ads in their app.

Yelp

Yelp consists of a comprehensive online index of business profiles. Businesses are searchable by location, similar to Yellow Pages. The website is operational in seven different countries, including the United States and Canada. Business account holders are allowed to create, share, and edit business profiles. They may post information such as the business location, contact information, pictures, and service information. The website further allows individuals to write, post reviews about businesses, and rate them on a five-point scale. Messaging and talk features are further made available for general members of the website, serving to guide thoughts and opinions.

Instagram

In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter. According to Scott Galloway, the founder of L2 and a professor of marketing at New York University’s Stern School of Business, latest studies estimate that 93% of prestige brands have an active presence on Instagram

and include it in their marketing mix. When it comes to brands and businesses, Instagram's goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment.

Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers. Many brands are now heavily using this mobile app to boost their marketing strategy. Instagram can be used to gain the necessary momentum needed to capture the attention of the market segment that has an interest in the product offering or services.

Instagram has proven itself a powerful platform for marketers to reach their customers and prospects through sharing pictures and brief messages. According to a study by Simply Measured, 71% of the world's largest brands are now using Instagram as a marketing channel. For companies, Instagram can be used as a tool to connect and communicate with current and potential customers. The company can present a more personal picture of their brand, and by doing so, the company conveys a better and true picture of itself.

YouTube

YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested; this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video are also possible on YouTube, "for example, a user who searches for a YouTube video on dog training may be presented with a sponsored video from a dog toy company in results along with other videos." YouTube also enable publishers to earn money through its YouTube Partner Program. Companies can pay YouTube for a special "channel" which promotes the companies products or services.

Advantages

Increased brand Awareness

Given in the current world almost every person owns a smartphone, desktop or a laptop, and they spend a lot of time in social media sites, implementing social media marketing strategy greatly improves product recognition since you will be interacting with a broad audience. To get started one can request employees, Instagram followers and friends to like and share your post or page. Getting people to interact with your product creates awareness among the public. Hence they may end up being potential customers.

Better Customer Satisfaction

It is human nature to attract attention. Establishing social media marketing allows one to respond to a specific customer at a time. Customers do appreciate when they know they will get personalized response when they post comments on your page rather than get automated message response. It shows that you are attentive and caring. This puts you as a marketer at an advantage position since more customers will be attracted

Cost-effective

Social media marketing is possibly the most cost-effective mode of advertising any product. Creating a new profile and signing in is free for almost every social media. Those that usually charge, the amount is minute compared to the overall returns. Saving on advertisement expenses ensure greater returns and investments.

Disadvantages

Exposure to Competitors

Social media marketing enables you to study your competitor's strategy. However, they can still study your business methods through your social media platform. This puts your business at the risk of being outdone.

Needs Qualified Personnel

To focus on core business issues, you will have to employ qualified personnel to manage your account and have the traffic under control. This implies that you have to invest both in apparatus and salary for quality outcome.

Conclusion

Social media can be established anywhere with an Internet connection, and it should be considered by marketers, advertisers, and online content creators as a basic part of their communications because social media affects all aspects of the Internet and transforms the role of the Internet in people's lives (Universal McCann 2008).

Today, consumers gain a new role with social media. Consumers are becoming “Content Creators” and, thus, functional consumers instead of just consuming, as in the past. Social media applications or tools that facilitate this are blogs, micro blogging applications (such as Twitter), social networking sites (such as Facebook), podcasts, and video and photo sharing sites (such as YouTube and Flickr). Given this reality, it is useful for companies, especially marketers, to integrate social media into marketing and their marketing strategies.

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Abstract

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. It is the process of promoting a brand, product or service through the Internet. It is a broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media. Digital marketing targets a specific segment of the customer base and is interactive. Digital marketing is on the rise and includes search result ads, email ads and promoted tweets – anything that incorporates marketing with customer feedback or a two-way interaction between the company and customer. Digital marketing, digital-marketing is the evolution of marketing. It happens when majority or totality of a company marketing uses digital channels. As compared to traditional marketing, digital marketing refers to the use of methods and channels to get a proper understanding in real-time situations. This paper explains the digital marketing’s businesses opportunity to assess the performance and effectiveness of their marketing campaigns and make adjustments accordingly.

Introduction

Digital Marketing means advertising and marketing through internet which connects throughout the world. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television, newspaper and magazines. Digital Marketing is also known as Internet marketing, online marketing, web marketing or E-Marketing. It helps to reach to a specific segment; it maximizes the conversion ratio as compared to other marketing means. Digital Marketing is measurable; it is also useful to identify the buyer and seller easily and also this digital market builds the brand efficiently. It is the process of promoting a brand, products and services with internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media. It also combines the technical and creative aspects of the World Wide Web such as advertising, designing, development and sales.

Digital Marketing

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet through digital device. Digital Marketing is also known as online marketing which widely reach the customer's convenience and give immediate result

Review of Literature

The term “digital marketing” has evolved from a specific term describing the marketing of products and services using digital channels –to an umbrella term describing the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain customers and increase sales (Financial Times, lexicon.ft.com). Arferd rechard, 2018 says digital marketing may be seen as activities, institutions, and processes facilitated by digital technologies for creating, communicating and delivering value for customers and other stake-holders. We adopt a more inclusive perspective and define digital marketing as “an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, de-liver, and sustain value for all stakeholders”.¹ The adaptive process enabled by the digital technologies creates value in new ways in new digital environments. Institutions enabled by digital technologies build foundational capabilities to create such value jointly for their customers and themselves. Processes enabled by digital technologies create value through new customer experiences and interactions among customers. Digital marketing itself is enabled by a series of adaptive digital touch points encompassing the marketing activity, institutions, processes and customers. Significantly, the number of touch points is increasing by over 20% annually as more offline customers shift to digital technologies and “younger, digitally oriented consumers enter the ranks of buyers”(Bughin 2018).

Objectives of the study

- To show what digital marketing means
- To show the different kinds of digital marketing
- To show the various benefits of digital marketing

Digital Marketing is divided into:

- Email Marketing
- Inbound Marketing
- Display Advertising
- Affiliate Marketing
- Search Engine Marketing
- Search Engine Optimisation
- Social Media Marketing

Digital Marketing devices

- Digital devices
- Digital platforms
- Digital media
- Digital data
- Digital technology

Inbound Marketing remains one of the most – if not the most – consistently effective types of Digital Marketing.

Some Inbound marketing as follows:

- Blogging
- Content production
- Lead generation
- Follow-up emails and lead nurturing
- Webinars

Advantages of Digital Marketing

- COST EFFICIENT: You can easily plan a successful online marketing strategy within your budget by the use of digital marketing that offers an inexpensive technique on advertising channels such as radio, TV and many more. It reaches out a large audience at a lower cost than compared to traditional marketing.
- BETTER EXPOSURE: Reach numerous prospects by switching to a digital marketing campaign within a small investment. Be found where your audiences are looking for you. You will notice long-term result by using digital marketing.
- SAVE TIME: Digital marketing provides real-time results within no time. Time is precious for all of us, so why waste even a nano second. Advantages of digital marketing offer you an opportunity to see the number of visitors to your site, what is the conversation rate, what is the peak trading time, how many subscribers have added you in a day or more.
- SOCIAL CURRENCY: Digital marketing gives you a chance to create engaging campaigns using different types of media. These campaigns can go viral on social platforms, passing on from one person to another, hence gaining social currency.
- BRAND BUILDING: Brand building is what every business tries to accomplish and digital marketing helps develop your brand by promoting it on several platforms, the more viral your brand goes, the more reputation your brand will earn in the eyes of search engines as well as users.
- Measurable results.
- Flexibility.
- Reach bigger audience.
- Low barrier to entry.
- Increased conversion rates.
- Global reach.
- Lower cost.

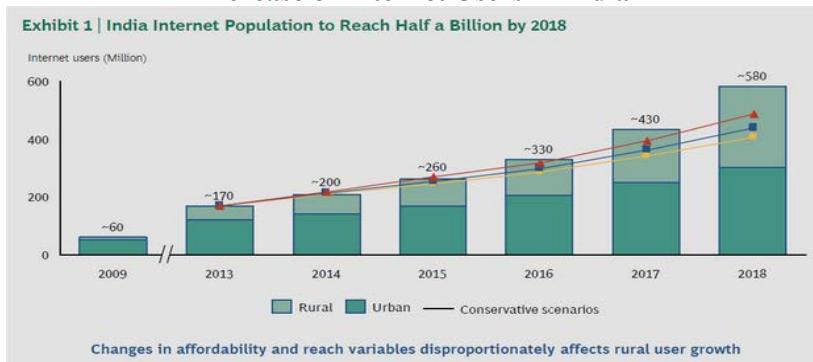
Specialized Areas of Digital Marketing

Digital marketing can also be broken down into more specialized area such as Web marketing, Email Marketing and Social Media Marketing. Web Marketing includes E-Commerce Web site, Affiliate Marketing Web sites, Promotional or Informative Web sites, online advertising on search engines and organic search engine results via search engine optimization (SEO).

Search Engine Optimization (SEO)



Increase of Internet Users in India



Disadvantages of Digital Marketing

Online Campaigns can be copied

Drowned by too much online Ad Clutter

Digital marketing will not be taken seriously if not done professionally

Too much of competition

Fraudulence

Conclusion

Digital Marketing has the power to connect millions of people from around the world. Thus have the capabilities to bring your business to millions of your target market worldwide. Compare to the previous year's digital marketing is rapidly increasing this is the best way to sell our product through the world. As technology is growing day by day, we have to grow along with the technology to achieve our objectives easily and efficiently. Overall, the web is best conceptualized as a developing marketing channel that transcends national boundaries and encompasses elements of informing, investigation, interacting, distribution, transaction, eliciting feedback and supporting through online.

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- Mohamed Sathak Dastagir Teacher Training College
- SITECH
- Mohamed Sathak Dr.Hamid Abdul Quadir Arts & Science College for Women

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