

DIGITAL MARKETING: COMPARITIVE STUDY

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Abstract : Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. It is any form of marketing products or services, which involves electronic devices. It can be both online and offline. Effective Communication is supplementary to marketing. When it is a matter of business success, importance of effective communication skills cannot be underrated. Colours play an important role in attracting the consumers and creating an image about the brand or retail store. With the help of colors companies are adding value to their product portfolio. Social media is based primarily on internet or cellular phone based applications and tools to share information among people. Total Quality Management is a business philosophy which centered around core ideas or principles like customer focus, continuous improvement, involvement at all levels, in all business segments; human resource management, manufacturing, supplier management, marketing, new product development, sales and service, standardization, business processes and leadership involvement. In this paper we are discussing about above mentioned factors which seriously affects the digital marketing.

IndexTerms - Effective communication, Impact of colors, Social media, Total Quality Management, Comparative advertising.

I. DIGITAL MARKETING IN INDIAN CONTEXT

The growth of Digital marketing in India was very fast. For success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. The marketing objectives can be achieved by use of internet and related digital information and communication technologies. Some of the most demanded areas in digital marketing are Search Engine Optimization, Search Engine Marketing or Pay per Click Advertising, Social Media Marketing, Content Marketing, Mobile Marketing, Web Analytics, Marketing Automation, Content Writing & Rate Optimization. In digital marketing, marketers need to use technology and information and intuition to set brands and grab opportunities. E-Commerce has unleashed the revolution which is changing the way of doing business.

In 2015 e-commerce activities get boost up with rapid expansion, multiplicity of campaign and deals based on user acquisition. E-commerce players started mainly focusing on retention on existing customers and acquisition of new users.

To enhance loyalty of customers towards e-commerce, they are rewarded with better experience across delivery, pricing, exclusive offer and return policies. Considering the immense benefit in e-commerce, companies are scaling down mass media advertising description of e-commerce and the Main digital platforms are Google, Face book, Twitter, You Tube etc. Sustained advertiser investment depends on how fast the emerging digital content industry adopts scientific measurement tool. Innovations in the core products are generating big impact on user acquisition and retention due to digital store and service experience. The players who are delivering and gaining more consumer friendly products and service improvement are gaining more.

Some important facts about Indian Digital Marketing: (As per IAMAI and Boston consulting group)

- ❖ India has one of the largest and fastest growing populations of internet user's in the world.
- ❖ It will cross 500 million internet users in the year 2020.
- ❖ Digital Marketing Industry is worth \$62 billion.
- ❖ Advertising via mobile phones and tablets rose 180 percent, to \$ billion in 2017.



Fig 1: Growth of Digital commerce over years.

According to a report published in The Hindustan Times, New Delhi digital advertising space in India is worth Rs. 6000 crore and video is Rs. 1600 crore of that. In 2019 the digital ad space may grow to Rs. 10,000 crore and video will grow faster than search and classified.

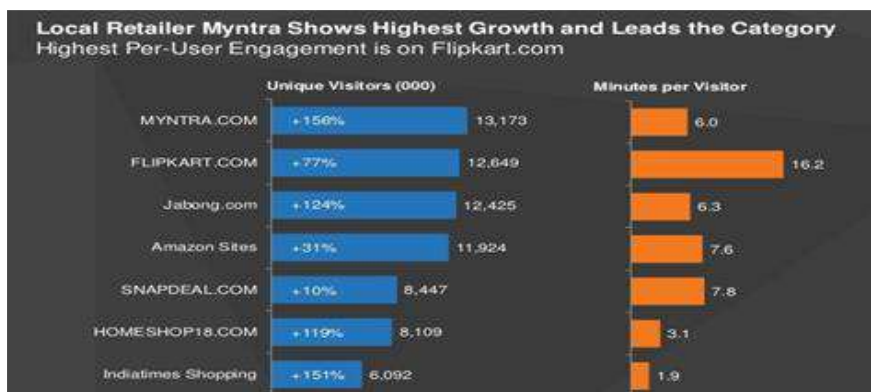


Fig 2: Online retail rise.

- ❖ 86% Indian web users visit a social networking site
- ❖ 214 minutes are spent on Face book by an average user
- ❖ There is 79 % increase in face book visitors in the last 12 months
- ❖ Face book continues to be the number one social network and LinkedIn as number two.
- ❖ 74% of internet users in India visited an entertainment site
- ❖ 31.5 million viewers watched videos on YouTube making it the number one destination for videos
- ❖ 30% increase in the India online video Audience over a year.

Nestle's Every Day was facing threat from liquid milk in North-East. It has taken help of Face book. Its teams created a three-second cinema graph- an image with some moving shots. It targeted women age 21 and above. The result was five percentage point increase in purchase intent and 14 point increase in ad recall. Coca-Cola did a live video for its orange flavored Fanta. Maybelline did a three dimensional video. Royal Enfield shot a 360 degree video for its new bike Himalayan. Lakme used a slide show format (its five times lighter than a video), and Cornetto made a three second Cinemagraph.



Fig 3: Screen Time

Fig 4: Entertainment and Online video

Pepsi Co. Beverages used Facebook during cricket World Cup in 2015 for brand building and generating the sale. Pepsi's Facebook campaign was the most recognised brands during the event. Pepsi Co. is using social media in a big way for building its brand equity. Ninety-six per cent of the Indian marketers have high confidence in the ability of digital marketing to drive competitive advantage.

For success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Digital marketing has tremendous potential to increase in sales provided businesses should have knowledge to implement it in right way. Benefits like increased brand recognition and better brand loyalty can be gained by effective digital media plan.

II. EFFECTIVE COMMUNICATION IN MARKETING

Effective Communication is supplementary to marketing. It makes marketing campaign memorable and develops an emotional link between the marketer and target audience. When a piece of communication is to the point, relevant, worthwhile, and compelling, it moves audience — prospect — to consumer. It has to be both creative and effective. New ideas which developed emotional touch point with consumer proved fruitful.

There are mainly three types of communication skills, expressive skills, listening skills and skills for managing the overall process of communication. The basic fundamental of all these types of communication is emotional skills. Expressive skills are required to convey message to others through words, facial expressions and body language. Listening skills are skills that are used to obtain messages or information from others. These help to clearly understand what a person feels and thinks about you or understand the other person closely. Skills for managing the overall process of communication help to recognize the required information and develop a strong hold on the existing rules of communication and interaction.

Effect of Effective Communication in Marketing

When it is a matter of business success, importance of effective communication skills cannot be underrated. What makes marketing campaign, TV/Radio commercial, product design memorable? It's all about messaging. When a piece of communication is to the point, relevant, worthwhile, and compelling, it moves you — the listener or reader — to action.

Moving people is not magic — it's all about effective communication. Anyone can achieve effective communication by using a simple tool that has an uncanny ability to pinpoint why any message works or doesn't work, and how to improve it. It's called the 4Cs Model, which stands for Comprehension, Connection, Credibility, and Contagiousness.

The 4Cs Model of Effective Communication

The 4Cs model is a useful tool for objectively evaluating the effectiveness of many forms of communication: what's working, what isn't working, and why.

The First C: Comprehension

Make the message clear and sharp.

Repetition helps. Tell them what you're going to tell them; next, tell them; and then tell them what you told them.

Keep it simple - don't go too deep.

The Second C: Connection

Making a connection with a communicated idea or message means triggers an irrational or emotional response: frustration, excitement, anger, passion, joy, happiness, sadness, and so on.

The Third C: Credibility

Credibility is the critical C, because the audience may completely understand a communicator's message, and even connect with it on an emotional level. The audience needs to believe *who* is saying it (the brand or messenger's voice), *what* is being said, and *how* it is being said.

The Fourth C: Contagiousness

In communications, contagiousness is a good thing. Energetic, new, different, and memorable. It should also evoke a vivid emotional response, have —talkl potential, motivate the target to do something, and elicit a demonstrable reaction.

Integrated Marketing Communication

One common type of integrated marketing communication is personal selling. It can be defined as "face to face selling in which a seller attempts to persuade a buyer to make a purchase." Personal selling is occasionally called the "last 3 feet" of the marketing functions. Because this is the distance between a salesperson and his customer on the retail sales floor. The —last 3 feetl also applies to the distance across the desk from a sales representative to his prospective business customer. It occurs in two main categories:

1. Retail sales
2. Business-to-business selling

With the help of 4 C model one can assess the effectiveness of marketing communication message. Impact of integrated marketing communication is much more than advertisement alone in effective communication of brand messages. Brand messages should innovative, relevant, creative and worthwhile for effective communication.

III. IMPACT OF COLOURS IN MARKETING

Colours play an important role in attracting the consumers and creating an image about the brand or retail store. Warm colours help in attracting the consumers and impulse purchases where as cool colors help in purchases where deliberation is required for decision making. Colours effects in store designing. Colours having both consumers drawing power as well as image creating potential in retail store designing. Retail application of colors suggests warm colors are appropriate for store entrance and window as well as for buying situations associated with impulse purchases. With consumers opting for colors across categories, it is clearly becoming the marketing community's latest white knight. According to studies conducted by Color Marketing Group (CMG), an international association of designers, color increases brand recognition by up to 80%, color ads are read up to 42% more than similar ads in black and white, and it can be up to 85% of reason people decided to buy a particular product.

Impact of Social Economic Change on Colours Choice

In most part of rural India, color is the first thing that is noticed on product, followed by shades, logo, icon and thereafter the print. Experimentation with color is on the radar of many companies world-wide, but to varying degrees. Experimentation with color demands a change in mind set within companies. Companies have strong corporate colours which reflect their vision, and try to convey same shades to convey their vision. The biggest challenge that companies face while introducing color products is dovetailing marketing and design teams thinking – both needs to be clear on how a color will communicated to the end consumer. Colours have both psychological and physiological impact on the mind of consumers. Warm colors like red or yellow are viewed as colorful yet negative, bright and tense where blue and other cool colors are viewed as positive relaxed and favorable. Companies in across the industries are using colors for product differentiation and building brand image. Some companies are using colors as core competency by doing proper color management.

IV. IMPACT OF SOCIAL MEDIA ON MARKETING

Social media is primarily internet or cellular phone based applications and tools to share information among people. It expedites conversation and connection among people. Social media has evolved over time and its user's base has increased even more than the population of some of the countries. It has led to a culture of active engagement, immediate access to anyone and for anything and constant communication. This is of course something that the traditional advertisement and other marketing methods could not ever achieve. Whereas social media like Face book page, Twitter and YouTube etc. can directly address the new increasing demand expectations of consumers. Besides its initial engagement, social media activity is also likely to be sustained as attention is kept over a period of time rather than for just a few moments.

Impact of social media can be seen in television advertisements which sign off with a plea for consumers to visit their websites, Face book or Twitter page with the promise of an exciting online experience, fun incentives and a sense of community that people actually want to get involved with. Consumers use social media for fun and it makes no difference to them whether they are joining, an unbranded or branded game. However, the more successful the creative more likely consumers are going to develop a sense of loyalty to the hosting brand.

Concerns and Criticism of Social Media

As the social media has grown in popularity, multiple concerns have emerged regarding technology. If comments and tweets are posted in haste, it can lead to some marketing disasters that can damage both the client and their agencies reputation. There are many instances where brands try to abuse the system thorough fake comments. Since marketers are directly dealing with the public can not lurk behind the scene but have to become more accountable for the brand. Other concerns of social media are social media stalkers, child predators and privacy concerns. Social media is trying to fill the gap between marketers and consumers through continual dialogue, building trust and interacting with right audience in right way, as fast as possible.

V. TOTAL QUALITY MANAGEMENT

Quality Management is a systematic approach that aims to achieve customer satisfaction and describes ways to manage processes and involve all stakeholders like customers, suppliers, employees etc. It entails the creation of a process centric enterprise that targets results while giving importance to process. Total Quality Management (TQM) is the process of instilling quality throughout the organization and its business processes so that it excels in all quality dimensions that are important to customers. TQM starts with employees who are willing to place themselves in the customer's shoes. If employees do not understand how customer really feels about a product or service, they risk alienating the customer. A company which can understand current and future customer needs, meet their requirements and strive to exceed expectation is more likely to enjoy increased revenues and market shares, which would lead to repeat business.

Continuous improvement means never being content with the status quo, but assuming there will always be the room for improvement, no matter how well an organization is doing. Hindustan Unilever Limited, largest FMCG in the country, with its headquarters in Mumbai, considers quality as one of the principal strategic objectives to guarantee its growth and leadership in markets in which it operates. The company periodically reviews this quality policy for its effectiveness and consistency with business objectives.

Godrej Industries embarked on total quality management (TQM) journey in April 1995. Every employee of the company was exposed to principles of TQM during a series of awareness programmes held over nine month period. The company extended its quality programme to cover business partners, suppliers, carrying and forwarding agents, distributors, etc.

Competition has changed the way a company approaches the market. Today, the mantra is Market In^o - i.e. a company enters into customers minds and understands their needs – and not Product Out^o – where a product is the first designed and then sold into the market. Customer focus not only means confirming to the explicitly-stated specifications, but also satisfied the perceived and expected needs of the customer. Activities like field intelligence and market research help in understanding which segment the product belong to.

The core of QM is to develop, in shorter lead times, new products that satisfy market needs and delight customers. Simultaneously, competition has resulted in a focus on the „cost“ of a product. Design to cost is a strategy aimed at achieving an affordable product by treating cost as independent parameter that needs to be achieved. Tools like FMEA (Failure Mode and Effect Analysis) and Quality Function Deployment (QFD) are used to support the new product development processes.

Sales and Service

“Twenty percent of people bring in 80 percent of our sales”. Most companies can identify with this saying. Applying QM in sales can improve productivity by 30 to 40 per cent or more. In the post - sales phase, innovative service initiatives need to be taken to serve customers at the point of sales, like dealers, retailers, outlets etc. To achieve this company needs make its system robust and train its marketing team to act as business partners.

Total Quality Management involves the management of entire organisation to achieve excellence. It requires commitment from senior management and implementation from middle management to develop quality culture throughout the organisation. By empowering employees, involving different functional departments and supply chain members, fixing quality standards for quality assurance and doing continuous improvement, objective of Total Quality Management can be achieved.

COMPARATIVE ADVERTISING AND ITS STATUS IN INDIA

Comparative advertising is the practice of either directly or indirectly naming competitors^o in an ad or comparing one or more specific attributes. Advertisers use comparative advertising primarily to promote their product at the expense of another in terms of price, quality, features, performance etc. It is beneficial for consumer since they receive better product information that can help in making rational purchase decisions. Comparative advertisements are more attention grabbing and have high recall rate than non comparative advertisements. It is a matter of concern for the competitors whose products are compared since it affects their goodwill and reputation. Comparative advertisements are useful for the brands having less market share to position itself against the more established brand and to promote its distinctive advantage. Comparative advertisements are not much effective in response marketing like brand attitude and purchase intention. But direct comparison can help a brand in evoked set of consumer^os brands. Such advertisements sometimes create confusion in the mind of the consumers.

As per Indian constitution there are many acts to deal with the subject. Initially, the MRTP Act, 1969 was enacted to prevent monopolies and restrictive trade practices in the economy. In 1984, it was amended to add a chapter on unfair trade practices. It resulted a body called Director General of Investigation and Registration (DGIR). On a complaint, or its own, the DGIR could investigate into a claim of a restrictive or unfair trade practice. It also created a judicial body called MRTPC. But under the existing law, a manufacturer whose goods are disparaged has no locus standi to seek a remedy. Even of a firm succeeded in getting an advertisement stopped through this route, it would not get any compensation for loss of profit.

Pepsi Co. Inc. vs Hindustan Coca-Cola Ltd.

Pepsi alleged mockery and derogatory remarks about its product. In a television commercial, Thums Up mocked Pepsi by calling it —Bachchon Wali Drink,^o —Wrong Choice Baby,^o etc. Although there was no direct reference to Pepsi, it was quite clear which competitor was referred so since the kid in the commercial was shown muttering the word —Pepsi,^o which could be seen from his movements although it was muted. Identity was further established with the word —Pepil written on the competitive bottle with a glob logo in the colour of Pepsi. The commercial was shown to mockingly convey that grown up kids should prefer Thums Up instead of Pepsi, which is sweet and meant for small children. It was held that Thums Up depicted Pepsi in derogatory and mocking manner, which could not be called —puffing up.^o

Court has laid down various principles in deciding about the extent of comparative advertisement.

- ❖ Comparative advertising must compare products meeting the same needs or intended for the same purpose.
- ❖ Comparative advertising should explicitly or implicitly make clear what comparison is made.
- ❖ A case of ‘disparagement’ arises only if product in question is identifiable. Comparison with ‘another’ or ‘ordinary’ product that does not allude to particular brand, cannot give rise to disparagement.
- ❖ For ‘disparagement,’ a direct reference to competitive brand is not necessary. Even an indirect referencing that can identify a particular brand may lead to a case of ‘disparagement’.
- ❖ Comparative advertising should not mislead consumers about competitor’s product with which comparison is made.
- ❖ A manufacturer is entitled to make exaggerations like his goods are the best, or in puffing manner compare his goods with competitors’, and the same even if untrue, will not give a cause of action to other manufacturers of similar product, unless in doing so the manufacturer says that his competitor’s goods are bad, or disparages and defame them.

Under existing law due to complication and complexities in accessing the exact loss due to comparative advertising, courts are not awarding any penalties but just stop that advertisement. By the time this judgment is delivered, company, whose product is compared, incurred huge loss. Due to lack of technically sound mechanism to access the exact loss because of comparative advertising courts are not awarding financial penalties to wrongdoers.

CONCLUSION:

Digital marketing has increased in last a few years in India. People have different views about it. But the fact is this digital marketing has tremendous potential to increase in sales provided businesses should have knowledge to implement it in right way. Benefits like increased brand recognition and better brand loyalty can be gained by effective digital media plan. Digital marketing campaign help in reduction in costs, boost in inbound traffic and better ranking in search engines.

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