

DIGITAL MARKETING: A NEW ENVIRONMENT FOR MARKETING IN JAMSHEDPUR CITY

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ABSTRACT

Due to the increase in internet users, digital marketing channels are being used more for marketing. Retailers are paying more attention to the use of digital marketing channels than traditional marketing channels for advertising and promotion of their products and services. Despite the increasing use of digital marketing, the existence of traditional marketing has not ended. There are also some drawbacks to digital marketing which prevent the existence of traditional marketing from diminishing. Through this study, an attempt has been made to shed light on the challenges faced by retailers during the use of digital marketing and how they can overcome those obstacles. The goal of the study is to explain how retailers can increase their sales using digital marketing.

Keywords- Marketing, Digital marketing, Traditional marketing, Retailers.

INTRODUCTION OF DIGITAL MARKETING

Marketing: - In Olden times, marketing meant buying and selling goods and services in a market. But in today's modern era, this definition of marketing is not suitable. In today's era, marketing refers to the purchase and sale of products and services, as well as various activities undertaken by a company to promote their business. Marketing also includes the process of advertising. The consumer is the focal point of marketing, so all the activities of marketing are done by knowing the interest and needs of the consumer and to satisfy consumer needs.

Digital Marketing:- Digital marketing refers to selling goods and services through digital channels, like social media, email search engines, SEO, SEM, pay-per-click, etc. Generally, digital marketing is done through the internet, but text messages and multimedia marketing are also included in it. Digital marketing was developed only after the advent of the internet in the 1990s. The main reason for the popularity of digital marketing is that people are spending most of their time surfing the internet. For example- when we run social media sites like Facebook, Instagram, Youtube, Twitter, then advertisements come in between. This is an example of digital marketing. Similarly, email is also a very good and cheap channel of digital marketing. Generally, all people have their own email account and people regularly check it too. So, marketers send mail to the target people to increase their sales.

DIGITAL MARKETING CHANNELS:-

There are many digital marketing channels:-

1. **Email Marketing:-** When you send an email to your potential customers with the aim of selling your goods and services, it is called email marketing. With the help of effective email marketing software, you can maintain a potential customer list that is created keeping in mind the likes and dislikes of the customers. Email marketing has proved to be effective even in rural areas.
2. **Social Media Marketing:-** Social media marketing is a marketing technique by which goods and services are promoted through social media. An account is created by marketers on a social media platform, to which they regularly send video content etc. related to their product. Social media marketing is the most effective channel of digital marketing. Platforms of social media marketing are Facebook, Instagram, Whatsapp, Youtube, Twitter etc. Along with urban people, these platforms are also used a lot by the people of rural areas.
3. **Mobile Marketing:-** Mobile users are increasing day by day, so all the apps, websites and content are being optimized for mobile devices to make marketing effective.
4. **Digital Display Advertising:-** Different types of digital advertising can be used to target all potential audiences. This text, image, video ads, banner can be in any form.
5. **Affiliate Marketing:-** Affiliate marketing is a marketing program where you pay a publisher and in return he brings you customers. Affiliate marketing is generally beneficial for startups, because through affiliate marketing they get more and more traffic in their business. For example, Amazon, Flipkart, E-bay, are sites which run affiliate programs.
6. **Search Engine Optimization (SEO):-** SEO is a technique that helps websites to provide a higher rank in search engines such as Google, Yahoo or Bing. It has been found in the survey that when a consumer searches for something on search engines, he only pays attention to the front page. There will be very few users who pay attention to the results of other pages as well. Marketers have to optimize their articles properly so that they can rank well in the search engines and generate tariffs in the search engine.
7. **Search Engine Marketing:-** Search engine marketing is a strategy by which marketers try to increase the tariffs on your business website through paid efforts. That's why it is also called paid search marketing.
8. **Content Marketing:-** Through content creation, marketers put articles , videos, images, banners, blogs, e-books or case studies on social media sites about their product or services so that customers can get information about their products.

LITERATURE REVIEW

Daroch et al. (2005) in their study, they found that consumers face many problems while shopping online. Most online customers have both positive and negative experiences while purchasing products

online. There are many reasons due to which the consumer avoids buying goods online, such as lack of trust, fear of bank transactions, insufficient product information, fear of getting a duplicate item, insecurity, and lack of experience, etc. There is a need to plan good strategies to increase business which remain loyal to the customers and serve the customers according to their needs. If the online retailer has a good image in the market and has a brand name of its own, then the chances of customer growth are high. An online seller should pay more attention to the quality and design of his product; these also generate confidence in the consumer towards the product. Along with this, the seller should diversify the payment method, such as cash on delivery, payment from credit card, payment from debit card, etc. Apart from this, providing return and exchange facilities, fast delivery, etc. can also increase the chances of online purchase.

Bhalerao (2006) he observed that ever since the Internet has become an important part of business, it has become possible to trade globally. Even after the craze for online marketing has increased so much, traditional marketing is not decreasing. The main reason for this is monetary risk, product related risk, delivery relative risk etc. in online marketing. Due to all these risks, achieving success in online business is not being accomplished completely. Avoiding these risks, it is necessary to create strategies to achieve success in online business. Development of online marketing is possible by creating trust among the consumers towards online marketing.

Suroso et al. (2019) in their study, they found that marketers need to continuously improve product quality and strategy to retain their customers. Through digital marketing, marketers can easily attract the attention of customers towards the product. If the customer does not get the product as per his expectation, then through digital marketing he can easily turn to another seller. Digital marketing further increases the competition in the market. Therefore, it is necessary for marketers to always keep improving the quality of their product to stay on the market.

OBJECTIVES OF THE STUDY

- To study the concept and advantages of Digital Marketing.
- To investigate the challenges faced by retailers while using Digital Marketing.
- To study the improvement in sales after using Digital Marketing.

RESEARCH METHODOLOGY

This investigation is based on both secondary and primary sources. Mathematics and statistical tools have been used in this, like percentage and mean. In this, the collection of primary data has been done by interviewing such retailers who use digital marketing services. Secondary data is taken from magazines, books, journals etc.

SAMPLING SIZE

The data provided by 60 retailers of Jamshedpur city has been used in this study.

DATA ANALYSIS AND INTERPRETATION

Table No. 1 Demographic profile of Retailers in Jamshedpur city.

Profile of Retailers		No. of Retailers	Percentage (%)
Age group	Below 22 years	13	21.67
	22-39 years	30	50
	Above 39 years	17	28.33
Qualification	Up to Secondary	16	26.67
	Intermediate/Diploma	21	35
	Graduation/ B.Tech	15	25
	Post Graduation/M.Tech	8	13.33
Marital Status	Married	28	46.67
	Unmarried	20	33.33
	Widow/Divorcee	12	20
Work Type	Food Product	20	33.33
	Wood Product	15	25
	Cloth Product	25	41.67

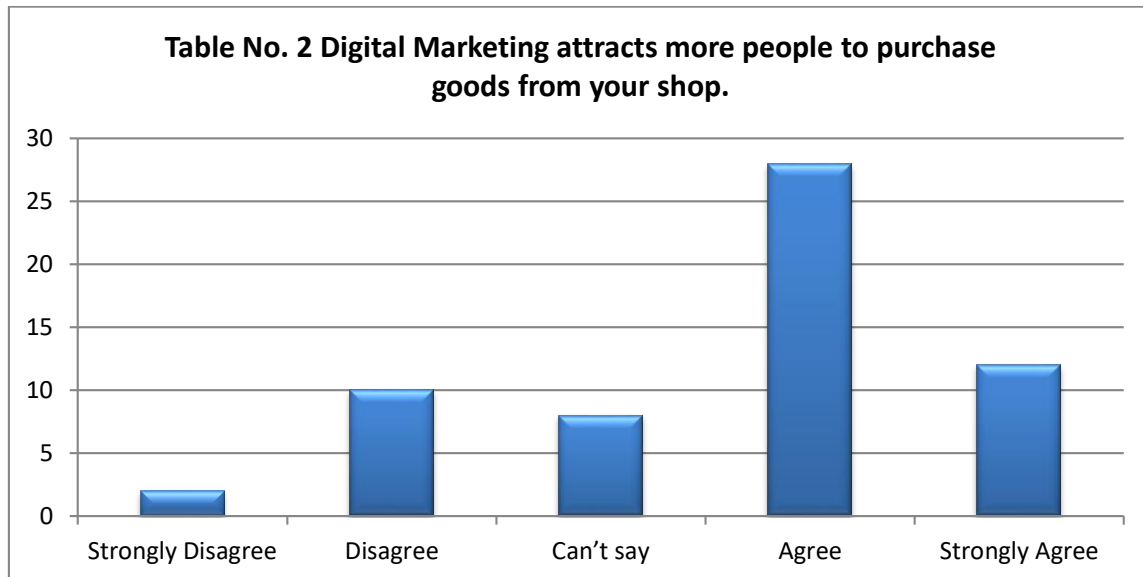
Sources: Primary Sources

The data of 60 retailers has been classified in the table. As per the given data it is observed that 13 out of 60 or 21.67% retailers are below 22 years of age, 30 or 50% of the retailers are in the age group of 22 to 39 years and 17 or 28.33% of the retailers are above 39 years of age. By qualification, 16 or 26.67% of retailers have completed secondary or less than secondary education, 21 or 35% of retailers have studied up to intermediate or diploma, 15 or 25% retailers have studied up to graduation or B.Tech and 8 or 13.33% retailers have studied up to post graduation or M.Tech. As per marital status, 28 or 46.67% retailers are married, 20 or 33.33% retailers are unmarried and 12 or 20% retailers are widow or divorcee. 20 or 33.33% retailers manufacture or sell food products, 15 or 25% retailers manufacture or sell wood products and 25 or 41.67% retailers manufacture or sell cloth products.

Table No. 2 Digital Marketing attracts more people to purchase goods from your shop.

Strongly Disagree	Disagree	Can't say	Agree	Strongly Agree	Mean
2	10	8	28	12	3.63

Sources: Primary Sources

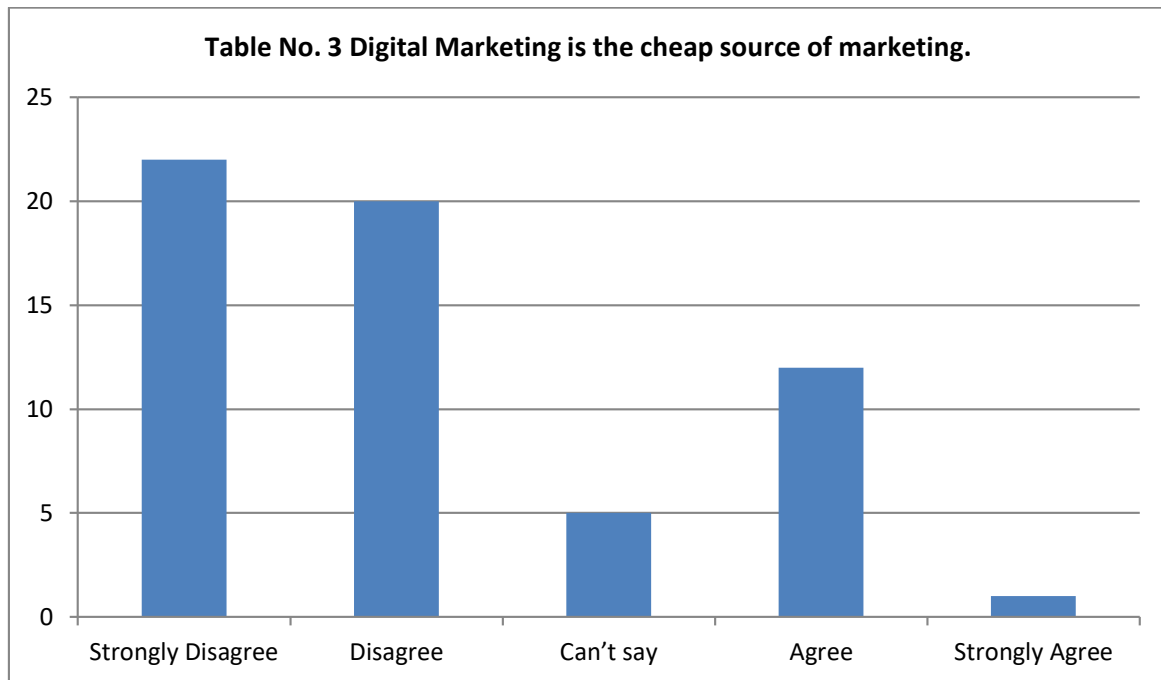


The above table (Table 2) lists the retailers' perception of digital marketing services. The quality of the arguments was graded on a scale of one to five, with 1 = strongly disagree, 2 = disagree, 3 = can't say, 4 = agree and 5 = strongly agree. The statement "Digital marketing attracts more people to purchase goods from your shop" is analysed. According to polling data of 60 retailers, 12 (2 strongly disagree and 10 Disagree) retailers said that digital marketing is not able to attract enough people to purchase good from them. According to 8 retailers, sometimes digital marketing is able to attract people to purchase goods from their shop and sometimes it is not. 40 (28 Agree and 12 strongly agree) retailers said that digital marketing makes people ready to purchase a product by providing information about it. The analysis revealed that most of the retailers consider digital marketing as a good source of advertisement.

Table No. 3 Digital Marketing is the cheap source of marketing.

Strongly Disagree	Disagree	Can't say	Agree	Strongly Agree	Mean
22	20	5	12	1	2.167

Sources: Primary Sources

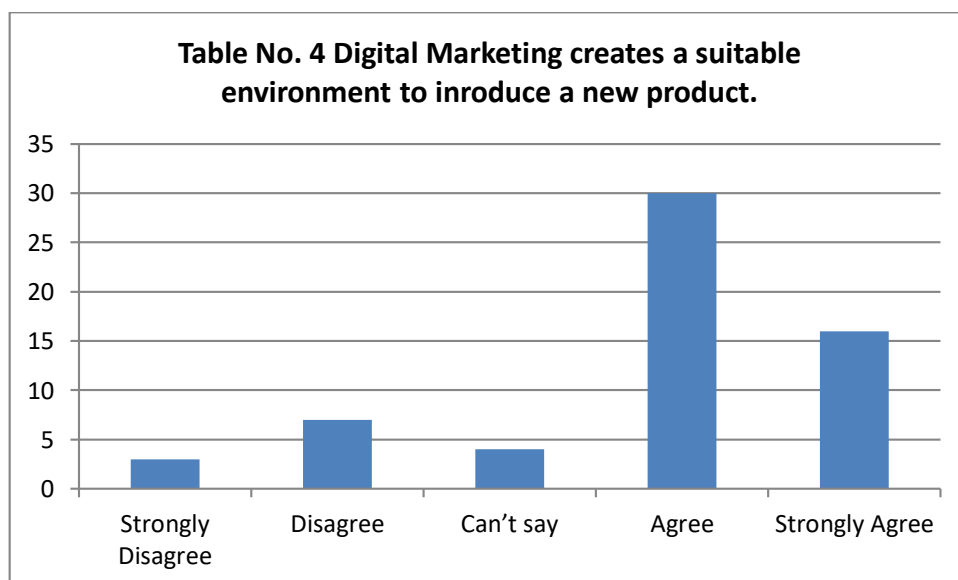


The statement “Digital marketing is the cheap source of marketing” is analysed. According to the polling data of 60 retailers, 42 (22 strongly disagree and 20 disagree) retailers believe that digital marketing is an expensive source of marketing. 5 Retailers believe that sometimes it is expensive to do advertisement through digital marketing and sometimes it is cheap. 13 (12 agree and 1 strongly agree) Retailers believe that digital marketing is a cheap source of marketing. Through the analysis, it was found that most of the retailers believe that digital marketing is an expensive source of marketing.

Table No. 4 Digital Marketing creates a suitable environment to introduce new products.

Strongly Disagree	Disagree	Can't say	Agree	Strongly Agree	Mean
3	7	4	30	16	3.82

Sources: Primary Sources

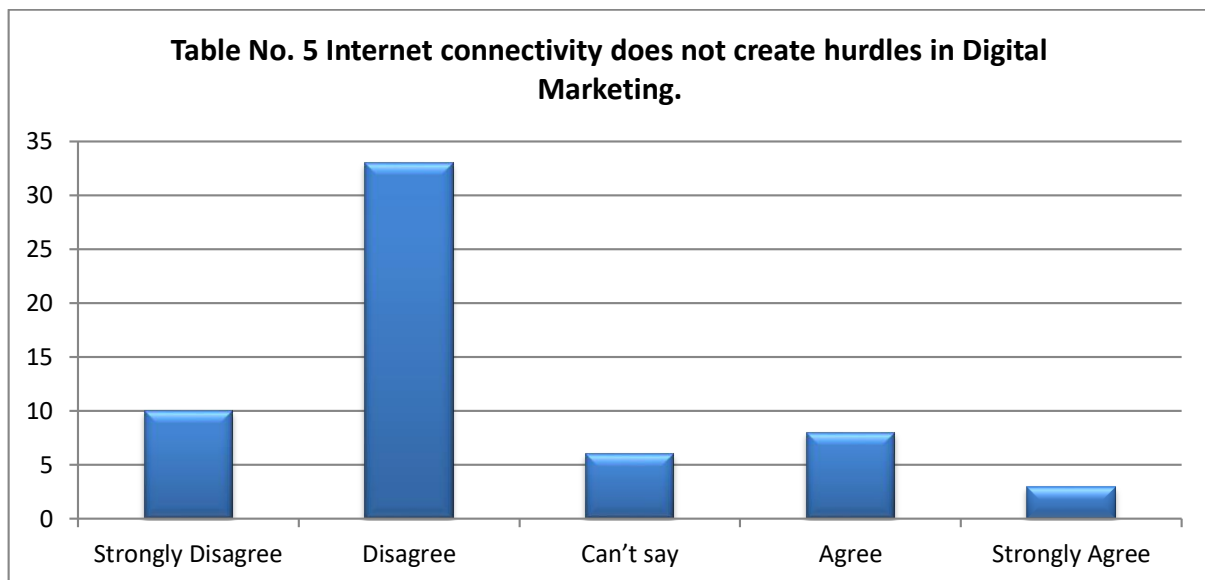


The statement is analyzed “Digital marketing create a suitable environment to introduce a new product”. According to the polling data of 60 retailers, 10 (3 strongly Disagree and 7 Disagree) retailers believe that digital marketing does not provide a good environment to introduce a new product. 4 Retailers believe that sometimes digital marketing creates a good environment to introduce a new product and sometimes it doesn't. 46 (30 Agree and 16 strongly agree) retailers believe that digital marketing creates a very good environment to introduce a new product. It was found in the analysis that most of the retailers believe that digital marketing is a good option to introduce a new product.

Table No. 5 Internet connectivity does not create hurdles in Digital Marketing.

Strongly Disagree	Disagree	Can't say	Agree	Strongly Agree	Mean
10	33	6	8	3	2.35

Sources: Primary Sources

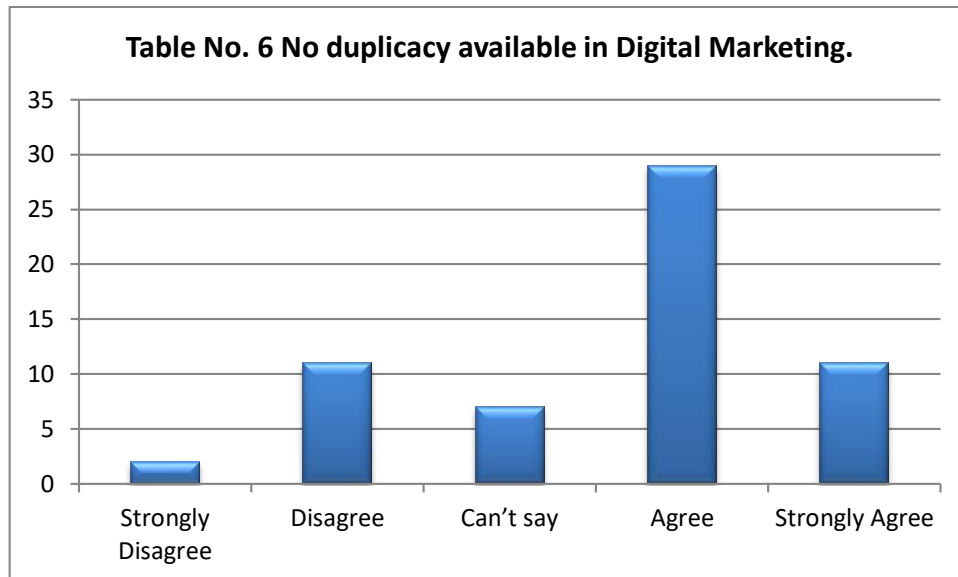


The statement “Internet connectivity does not create hurdles in digital marketing” is analysed. According to polling data of 60 retailers, 43 (10 strongly disagree and 33 Disagree) retailers believe that internet connectivity creates hurdles in digital marketing. 6 Retailers believe that sometimes internet connectivity creates hurdles in the way of digital marketing and sometimes it doesn't. While 11 (8 Agree and 3 Strongly Agree) retailers believe that internet connectivity does not create hurdles in the way of digital marketing. Analyzing it, it is revealed that internet connectivity becomes a hindrance in the way of digital marketing.

Table No. 6 No duplicacy available in Digital Marketing.

Strongly Disagree	Disagree	Can't say	Agree	Strongly Agree	Mean
2	11	7	29	11	3.6

Sources: Primary Sources

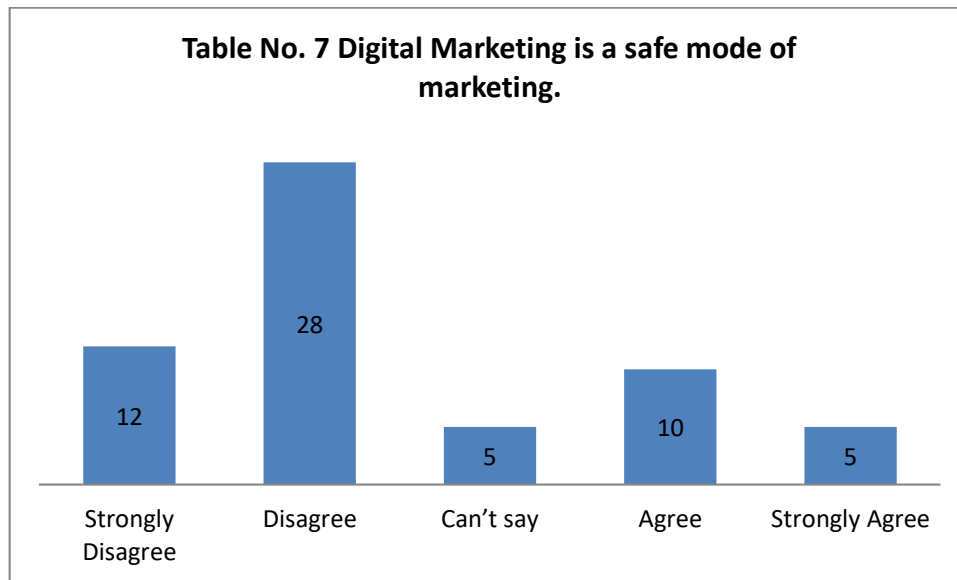


The statement “Duplicacy available in the digital marketing” has been analysed. According to polling data of 60 retailers, 13 (2 Strongly disagree and 11 Disagree) retailers disagree with the fact that duplication is available in digital marketing. 7 Retailers believe that sometimes duplicacy is found in digital marketing, sometimes not. 40 (29 Agree and 11 Strongly agree) retailers believe that duplication is always found in digital marketing. From the analysis it is revealed that most of the retailers believe that the problem of duplication is always found in digital marketing.

Table No. 7 Digital Marketing is a safe mode of marketing.

Strongly Disagree	Disagree	Can't say	Agree	Strongly Agree	Mean
12	28	5	10	5	2.47

Sources: Primary Sources



The statement “Digital marketing is a safe mode of marketing” is analysed. According to the polling data of 60 retailers, 40 (12 Strongly Disagree and 28 Disagree) retailers believe that digital marketing is an unsafe mode of marketing. While according to 5 retailers, sometimes this is an unsafe mode of marketing, but it can be safe if used carefully. According to 15 (10 Agree and 5 Strongly Agree) retailers this is a safe mode of marketing. The analysis shows that most of the retailers believe that digital marketing is an unsafe mode of marketing.

CONCLUSION AND SUGGESTIONS

Over time, a lot of changes have been found in the concept of marketing. In earlier times, entrepreneurs used traditional marketing channels for advertisements and promotion of their products and services. But over time, with the increase in the use of the Internet, the use of digital channels for marketing increased. In India, people are spending more and more time using the internet, so choosing a digital channel for marketing by entrepreneurs can be a good option. Digital marketing is the cheapest marketing source because it creates a better environment for introducing a new product to the market. Internet connectivity, duplicacy in websites, unsafe Mode, etc. there are some drawbacks that need to be removed because these drawbacks create fear in the mind of the customer towards the use of digital marketing. By removing these shortcomings of digital marketing, its scope can be further expanded.

In view of these constraints, the following recommendations can be made to retailers to promote digital marketing channels in marketing:

- To attract people to visit your website, you must create relevant and compelling content.
- Your website should be optimized regularly for SEO.
- All businesses and companies should register presence on social media platforms.
- Content should be made mobile friendly.
- Must integrate into more than one platform.
- Special attention should be paid to internet connectivity.
- Measures should be taken to avoid website duplicacy.
- Modern digital equipment should be used.

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