

# Impact of Technology on Various Aspects of Marketing: Social Media, Mobile Phones and Customer Relationship Management System.

Ms. Kanika Verma<sup>1</sup>, Dr. Nidhi Tanwar<sup>2</sup>  
Assistant professor<sup>1</sup>, Assistant professor<sup>2</sup>

Department of Computer Science<sup>1</sup>, Department of Commerce and Management<sup>2</sup>  
DAV-10 Chandigarh

**Abstract:** The world today is not what it was thirty years ago. It is completely revolutioned due to the marvellous use of information technology (IT). Time and distance both have been reduced due to IT. Present age is rightly called the age of IT. The inventions in the business cannot be undervalued because of IT in the present era. In the present article IT and its uses, impact on marketing, challenges of technological complexities and importance for growth of business globally are presented.

Keywords: Marketing, Challenges, Revolution, Information Technology, Inventions

**Introduction:** Digital age is supported by innovation. Innovation in business acts as a catalyst in doing things differently whilst benefitting in terms of productivity, value and quality. The use of emerging technology and Information Technology, which has proved its worth in the last two decades, has been advantageous to the businesses. In fact, most of the business operations viz. business planning, marketing, global sales, systematic management, real time monitoring, instant customer support and long term growth and development of business cannot be achieved without the use of information technology. All aspects of business and even individual consumers are impacted by information technology either directly or indirectly.

## Uses:

1. If consumers have access to interactive media, internet etc. they automatically gain access to the vast amount of information available in the vicinity of online data. They can, therefore, collect more information about various products without the help of intermediaries.
2. IMC enables organisations to strengthen their customer relationship thus leading to more satisfied customers.
3. Consumer expectations are high and so are the explosions in engagement devices and channels. As a consequence, marketers today have to make use of a medium to make sense of highly disconnected figures. IT helps in this process.

**Impact of Technology on Marketing:** Communication is one of the most important instruments for business success. Also, today in every business most important objective is to meet or exceed the customer's expectations. Thus, communication renders the organisations

with the ability to provide maximum satisfaction to their customers. Mobile phones, social media and internet are some of the technologies that come handy whilst meeting customer needs and enhancing customer relationships. The communication styles have changed the way the organisations communicate.

Phones and other forms of technologies support organisational communication. Also it enables consumers to get information on their own about the product that they wish to purchase. The work culture has also changed with people doing most of their work over phone and internet. Also, both are presented with different spellings spend money on different styles of communication. After having developed the products and services, it is imperative for the business to communicate to its customers the values and benefits of their offerings. Integrated marketing communications provide the services of sending a consistent message across all customers through promotional activities. Other ways of communication such as TV, radio , magazines etc. also help deliver the required messages. This also helps in delivering the same message. IMC enables organisations to build their brand name through coordinated communication thus developing strong customer relationship and satisfying their needs. Millennials have contributed the most towards the need for a fast changing technological environment. For instance, youngsters prefer getting promotional messages on phone instead of reading about a new product in the newspaper. Facebook is a popular platform wherein businesses advertise their products and services. All forms of marketing media have been forced to come up with innovations in order to ensure long term growth and development.

**Challenges of Technological Complexities:** Consumer expectations are high and so are the explosions in engagement devices and channels. As a consequence, marketers today have to make use of a medium to make sense of highly disconnected figures. IT helps in this process. Although there has been some success in connecting disconnected figures, CMO still face some challenges.

There are two camps: those who understand it and have intricate systems to measure and act on the metrics and others who know they need metrics but don't know how to leverage effectively.

Collecting matrices involves going beyond going through business transactions and objectives. In order to effectively leverage the metrics, businesses have to look at creating consolidated, personal views of their customers that span channels.

### **Importance of IT in business leading to business growth:**

1. With the advancement in technology, customer experience has enhanced. They are now able to collect useful information about various products easily. Information about producer's behaviour, customer behaviour, buying behaviour etc. is easily available. Marketers with the innovative streak are using all these tools correctly. All this information is consolidated at one place. The customers are then provided only that portion of marketing information that is relevant to them. This makes customer experience with an organization more personal.

2. With a change in the technological environment, customer needs have also altered. People now prefer reading about sales promotion campaigns via a text message on their phones than newspapers. People now work from home as a consequence of technological advancements. Therefore, customers have become habitual to working, accessing information about products and services etc. from anywhere across the globe. It becomes imperative for businesses to provide easy access to information to their customer base. Creating mobile applications is one way to be constantly in touch with their customers. It adds to consumer's convenience and enhances satisfaction.
3. One way customers voice their opinions and grievances is via the social media- Twitter, Face book etc. - besides contacting helpline numbers. There is a centralized system that records all conversations with a customer regardless of the means of communication used. This ensures that the customer views are recorded and acted upon and that there is no miscommunication.

**Conclusion:** No business would be able to thrive in the long run if it doesn't upgrade its technology. Therefore, it is imperative for businesses to keep track of all advancements in technology. It will help in improved customer services, enhanced customer experiences and strengthened customer relation in this era of marketing where satisfying consumers is the most important objective. IT helps organisations to improve their quality of products and services, increase productivity and ensure value to the customers. Entrepreneurial success is to a massive extent dependent on the ease with which businesses can adapt to the technological advancements. IT will ensure the success of business firms across the world.

### References:

1. <https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/the-marketing-environment-3/technology-32/impact-of-technology-on-marketing-170-7298/>
2. <https://www.linkedin.com/pulse/role-information-technology-business-success-abid-afzal-butt>
3. <http://blog.clientheartbeat.com/technology-enhancing-customer-experience/>