

Digital marketing: Technology and Impact on Business and Management.

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ABSTRACT

Digitalisation is the beginning of new era. Era of Entering into totally new world in which only a SINGLE CLICK will do every thing. A world which has its own lifestyle, OWN RULES, OWN POLICIES OWN TRENDS AND own SOCIAL, ECONOMICAL, ADVENTURES Blends

Call it the digital generation. Marketers are connecting and communicating through internet and trapping the society with the fast and rapid speed. The internet is a channel that businesses can use to advertise, connect with customers and make them aware about the new concepts, products, technology, various uses (music, movies) and many more. The internet is a channel that connects the whole society worldwide. Even people had managed to CHOSE THIS fashion as a part of their lifestyle. The **right internet strategy can play a major role** in the successful marketing and sale of products (like: facebook/ amazon/ uber/ ola/ clear trips etc.). It is a medium which attracts the consumers and generating a lead of consumers. For business small or large, internet marketing does give a positive outrage internet is used worldwide without borders; everyone can browse through and search what they want no matter how far they are. They can get in touch in a single click to anybody living or nonliving but must be on air.

Key words: Digital Marketing, Technology, Internet.

OBJECTIVES

- To explore the Digital marketing effectiveness and efficiency.
- To find out the changing marketing behavior and adoption of technology.

RESEARCH METHODOLOGY

The present study is based on the secondary data and the data were collected from journals, books, newspapers, and other websites.

INTRODUCTION

Internet in today's era is a necessity. As time changes from normal retail stores to malls. From malls to online stores, and now almost everything is available on a click, (from pin to LAND). As in lay man language ain't anyone was aware of the word Internet Acc. to TOI report. Only 2½ % was connected to net in 2009 and now almost 39% of the population of India is having access on internet and by the end of 2020 almost 78% of Indian population will be on internet. Every person wants to earn but doesn't work, on the other hand consumer/ buyers wants to take services or buy goods but with the same attitude. Nobody wants to leave their comfort zone.

The Internet has changed the way of purchasing and using the products or services. It helps in global branding, brand awareness their uses and hence they are communicating on large scale they are identifying gaps and their drawbacks too... and this leads to more improvement and advancement of the society. Today Data and Internet of Things are clearly seen as impacting every aspect of human life in the near future. Data sourcing refers to generation and collection of data in all possible formats from a variety of sources and with varying quality. In practice all IT systems, website tracking and crawling come into this category which can generate large amount of data continuously with different speeds.

Data provides brief description and insight of the consumers

- Gaps in offerings and opportunities for creating new demands
- Competitor future strategies and directions.
- Other information on global trends across industries and geographies including, political situations, health, sports, food, weather conditions etc.

Data helps marketers in segmenting the consumers on the basis of needs want and demand, it helps them to cover a large area, thinking and developing new concepts and introduce new ideas and concepts in effective and efficient manner.

DIGITAL MARKETING

Digital marketing is also known by other name that is data-driven- marketing. It is important and vital source of connecting people effectively and efficiently. Digital marketing includes, mobile phones, display advertising, e-banking, online shopping, **promotional offers, vouchers** and many more digital medium and sources. Basically it aims in creating brand image, brand information, brand awareness among

the people as it is easy to access. Digital marketing concept was initiated between 1990-2000 and it becomes most popular since 2010 -2017.

There are numerous ways in which brands can use digital marketing and increase the scope of marketing.

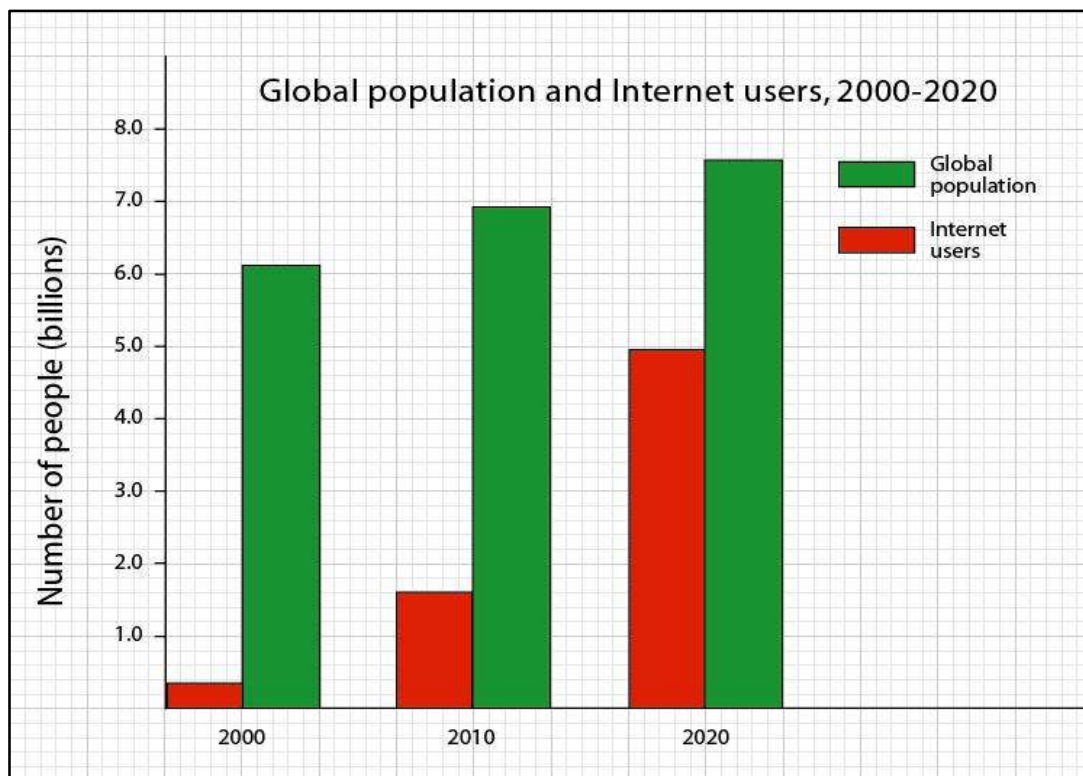
In this new era digital marketing leads to development of the brand image and awareness among the people in effective manner and increase the brand equity, it'll not only allow to market their product and services better but also give customer assistance 24/7 and make them feel as a valued customer through customization etc. The internet is a platform which links people and make them highly interactive due to which marketers receives both positive and negative response from their customers. As people who give feedback becomes more valuable as market trends become more lucid and transparent to give them back what they deserve.

AS WE ALL KNOW

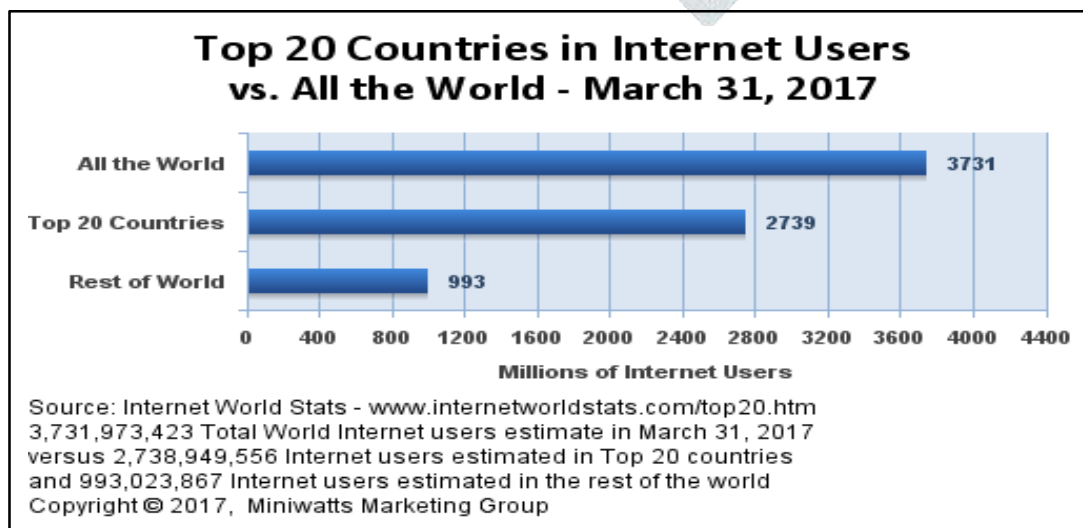
Demonetization showed much more emphasis on digitalisation as people who had access over internet banking, people who never had access over internet, but had never used it before and they both are using it now. It helped people to move towards digitalization as it aims to get rid of cash society, get into cashless society, using internet, digitalization, e-banking, and with many more new applications and new broader concepts etc. like Pay-TM & Bheem App.

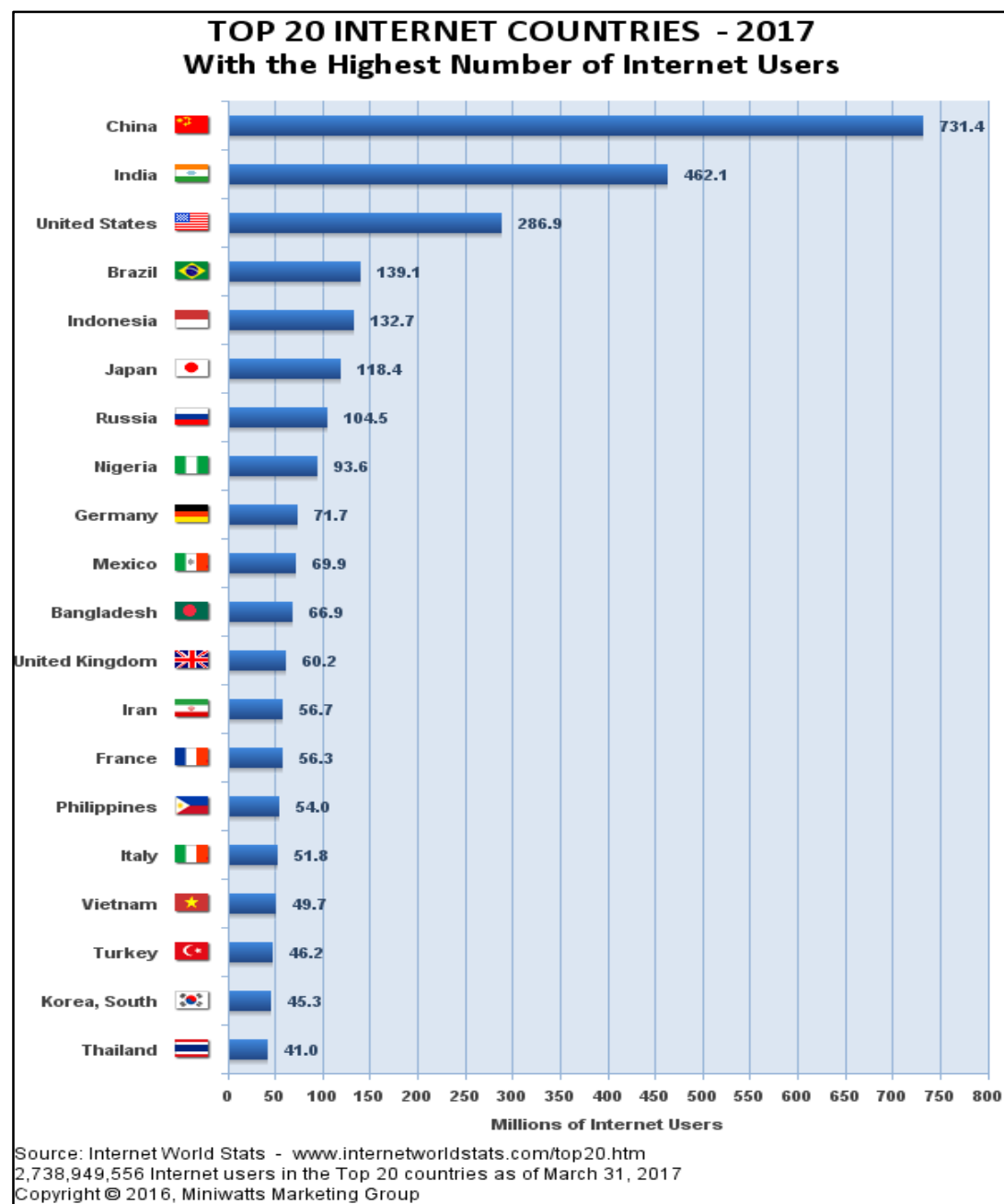
The history of the Internet in India started since 15 August 1995. Digital India is a campaign launched by the government of India. It was launched on 1 July 2015 by P.M Narendra Modi. It aims in connecting people all over the world, rural to urban and move towards development in effective manner, it has 3 main components

- The creation of digital infrastructure (Delhi is now a WIFI city Gujrat is next)
- Delivery of services digitally (Online Buying Selling)
- Digital literacy



Time has changed and with that people are shifting towards techno friendly scenario, they are more into digitalization, even government has launched various programs and schemes to connect people all over the world, rural to urban and urban to rural and due to which circumstances and life style of people has changed they are more into internet by Whatsapp, PayTM, Digilocker etc. facility will help citizens to digitally store their important documents like PAN Card, Passport, Mark Sheets and Degree Certificates. Digital Locker will provide secure access to Government issued documents. It uses authenticity services provided by Aadhaar. It is aimed at eliminating the use of physical documents and enables the sharing of verified electronic documents across government agencies. Three key stakeholders of DigiLocker are Citizen, Issuer and requestee.





**TOP 20 COUNTRIES WITH THE HIGHEST NUMBER OF
INTERNET USERS**

TOP 20 COUNTRIES WITH HIGHEST NUMBER OF INTERNET USERS - MARCH 31, 2017						
#	Country or Region	Population, 2017 Est.	Internet Users 31 Mar 2017	Internet Penetration	Growth(*) 2000 - 2017	Facebook 30 June 2016
1	China	1,388,232,693	731,434,547	52.7 %	3,150.8 %	1,800,000
2	India	1,342,512,706	462,124,989	34.4 %	9,142.5 %	157,000,000
3	United States	326,474,013	286,942,362	87.9 %	200.9 %	201,000,000
4	Brazil	211,243,220	139,111,185	65.9 %	2,682.2 %	111,000,000
5	Indonesia	263,510,146	132,700,000	50.4 %	6,535.0 %	88,000,000
6	Japan	126,045,211	118,453,595	94.0 %	151.6 %	26,000,000
7	Russia	143,375,006	104,553,691	72.9 %	3,272.7 %	12,000,000

8	Nigeria	191,835,936	93,591,174	48.8 %	46,695.6 %	16,000,000
9	Germany	80,636,124	71,727,551	89.0 %	198.9 %	31,000,000
10	Mexico	130,222,815	69,915,219	53.7 %	2,477.6 %	69,000,000
11	Bangladesh	164,827,718	66,965,000	40.6 %	66,865.0 %	21,000,000
12	United Kingdom	65,511,098	60,273,385	92.0 %	291.4 %	39,000,000
13	Iran	80,945,718	56,700,000	70.0 %	22,580.0 %	17,200,000
14	France	64,938,716	56,367,330	86.8 %	563.1 %	33,000,000
15	Philippines	103,796,832	54,000,000	52.0 %	2,600.0 %	54,000,000
16	Italy	59,797,978	51,836,798	86.7 %	292.7 %	30,000,000
17	Vietnam	95,414,640	49,741,762	52.1 %	24,770.9 %	40,000,000
18	Turkey	80,417,526	46,196,720	57.4 %	2,209.8 %	46,000,000
19	Korea, South	50,704,971	45,314,248	89.4 %	138.0 %	17,000,000
20	Thailand	68,297,547	41,000,000	60.0 %	1,682.6 %	41,000,000
TOP 20 Countries		5,038,740,614	2,738,949,556	54.4 %	914.7 %	1,051,000,000
Rest of the World		2,480,288,356	993,023,867	40.0 %	990.6 %	628,433,530
<u>Total World Users</u>		<u>7,519,028,970</u>	<u>3,731,973,423</u>	<u>49.6 %</u>	<u>933.8 %</u>	<u>1,679,433,530</u>

NOTES:

- (1) Top 20 Internet User Statistics were updated for March 31, 2017.
- (2) Growth percentage represents the increase in the number of Internet users between the years 2000 and 2017.
- (3) The most recent user information comes from data published by [Facebook](#), [International Telecommunications Union](#), official country telecom reports, and other trustworthy research sources.
- (4) Data from this site may be cited, giving the due credit and establishing a link back to www.internetworldstats.com. Copyright © 2017, Miniwatts Marketing Group. All rights reserved worldwide.

People are using internet on large scale or we can say 90% of people are using internet and smart phones due to which there is drastic change in everything. With that marketing strategies and their policies too has changed and people are more into online buying and selling, their perception has changed they want safe secure and less time consuming shopping etc. and they are more into brand awareness, knowledge, information and connecting and communicating in effective and efficient manner.

CONCLUSION

There is a upward movement in graph as more and more people are connecting on internet and in near future people are more into digitalisation as it is more convenient & effective for both buyer and seller because its time saving and convenient, the outcome is same as of normal life style. We could say that in earlier times, marketers could understand consumers through the daily experience of both buying and selling. But the growth in the size of internet marketing has removed many marketing difficulties and helps to understand different aspects which influence consumer marketers and their buying behavior, and expanding market on large scale in effective and efficient manner, observing their changing pattern and life style which leads to development of better marketing policies and hence we could say that digitalisation is a key source of marketing.

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