Digital marketing's Performance and the consequences on Indian Market

NAGAVELLI YOGENDER NATH[1], GATTU RAMYA[2], R. PRASANTH REDDY[3], K. MANI RAJU[4]

[1]*Assistant Professor, Department of Computer Science & Engineering (AI&ML), Sumathi Reddy Institute of Technology for Women, Hyderabad.*

[2]*Assistant Professor, Department of Computer Science & Engineering, Vignan Institute of Management and Technology for Women, Hyderabad.*

[3]*Assistant Professor, Department of Computer Science & Engineering, Malla Reddy (MR) deemed to be University, Hyderabad.*

[4]*Assistant Professor, Department of Computer Science & Engineering, Malla Reddy (MR) deemed to be University, Hyderabad.*

Abstract- A rapid expansion of digital marketing is taking place in India. A significant number of Indian companies are turning to digital marketing in order to produce leads that are competitive. Within the realm of digital marketing, the Internet serves as the most significant and significant function. The proliferation of the internet for both personal and professional purposes has resulted in the development of a great number of new channels via which advertising and marketing activities can be carried out. The primary focus of this essay is on the evolution of digital marketing in the context of the contemporary climate. The findings of the study are intended to shed light on the phenomenon that is associated with the current trend in digital marketing. As a consequence of this, the disputes involved three different parties: the Company, the Third Party Agency, and the Consumers. Within the scope of this investigation, the results of the poll indicate that there is a consensus among all respondents that internet literacy is a prerequisite for the growth of digital marketing.

Index Terms— Digital Marketing, Digital Media, Marketing, Promotions, Digital advertising, etc.

I. INTRODUCTION

The marketing sector is one that is always developing and adapting. Raw materials and energy shortages, inflation, economic recessions, high unemployment, fading industries and firms, terrorism and conflict, and the consequences of rapid technical progress in specific industries have all had a significant impact on the marketing function as a whole (Bala et al., 2018) [1].

This study sheds light on the OITIJ-JO Collective which deals in traditional handicrafts of Bengal and will conduct a digital marketing audit which will help them to understand their strengths and weak areas to ensure improvement. These changes, which also include the proliferation of the internet, have pushed modern marketing executives to base their strategy decisions more on consumer demand. Therefore, they need a structured approach to collecting timely and relevant data on their consumers, products, the market, and the surrounding ecosystem [2, 3].

Internet marketing refers to the practise of promoting and selling goods or services using the World Wide Web. Internet marketing is a strategy for promoting and selling a product or service using the Internet and other digital media (Sharad Madhukar, 2011). When referring to a market that is hosted online, the word electronic commerce can be used interchangeably. Electronic commerce for OITIJ-JO Collective allows for the buying, selling, and general trading of products and services over the Internet. One of the subsets of e-commerce is online advertising. Due to the internet's exponential rise in popularity, internet advertising has been getting a lot of focus as of late [4, 5].

Organizations can only reap the benefits of digital marketing if the digital material they distribute is easy to access, simple to navigate, and quick to load. Another tried-and-true strategy for success with digital marketing is the use of word-of-mouth marketing (WOM) on social media and for helping to promote

the website. It has been demonstrated that this strategy works. An out-of-the-ordinary use of the social networking platform is shown. Social media platforms like Facebook, Instagram, and Twitter have given companies access to a massive customer base, opening up new channels for product promotion.

Digital Marketing needs for OITIJ-JO Collective

- Maybe most fascinatingly, the widespread availability of technology and the ease with which consumers can use it have disrupted markets and the profession of marketing.
- Modern consumers like to be in charge of their own means of communication, media interaction, and content consumption online. Customers have less faith in the messages that businesses tell them about their brands, and traditional marketing tools and approaches are becoming increasingly ineffective as a result (D.K Gangeshwar et al., 2018) [4].
- Both the context and the methodology of marketing are shifting as a result of technological developments and OITIJ-JO Collective needs to use the digital channels of marketing for enhancing their visibility and develop a two-way communication with its followers.

Nowadays, marketers have to adapt to a world where they have less say over the channels they use to get their message across. Customers are less trusting than they once were, and as a result, they are more discerning, knowledgeable, and proactive than ever before. Not only do modern and future marketers require updated knowledge, abilities, and methods to make sense of the dynamic, technology-enabled marketing landscape, but they also need these things to understand and connect with the modern customer. Every industry faces a growing challenge from the combined might of smartphones and social media platforms. Consideration of the continued trend of younger generations, especially children, adolescents, and teenagers, using digital and social media progressively excessively is the second important consideration [6, 7]

Website marketing of the Company

Figure 1: OITIJ-JO Collective Website [6]

- It can be observed that the organisation collects the data of the visitors in the form of cookies and this data becomes leads for the company (Bala and Verma, 2018).
- The Organisation can use this data to understand the needs of the customers as well as effectively increase their visibility to generate better business opportunities and create scope for growth.
- The website is however an informative website and the organisation leaders does not use it to sell or move their products.

The organisation does needs to develop an e-Commerce platform and increase its visibility to the people who visit this website. They can also help the customer get for the details about their products and offerings and redirect them from various online channels such as search engines and social media directly to the website and showcase their products to increase sales. This is one of the key aspects that can allow the business organisations in achieving its targets in terms of sales and visibility [8, 9]. It will also boost the revenue since it will be unique and there will be lesser competition that the e-commerce platforms. They will also not have to pay a fees for using the e-commerce websites such as Amazon. This will be helpful also because they can directly increase their visibility through their newsletters and email campaigns.

SEO or Pay Per Click Marketing

- Search engine optimisation can help the company to increase its visibility across the search engines through the organic searches especially when people directly at trying to find the company or its offerings (Bala and Verma, 2018).
- Pay per click on the other hand will provide increased opportunities for the management to bid on certain keywords and increase the visibility to a much better greater extent.

It can be suggested that after the development of The E-Commerce platforms, the company needs to showcase its products and offerings through pay per click model. This is because this model will have an initially high cost of customer accusation but it can be significantly helpful to achieve the goals of the organization [10, 11]. This form of marketing will also help the organisation to generate leads and effectively integrate their ability to develop a cells channel through their websites and minimise the bounce rate due to no other products in the website. The organisation has also showcased the responsible use of the collected data and this is a key aspect for gaining the trust of the customers. Additionally, the website also provides collective details and the archives and asks the patrons for endorsements that can be effective for the organisation for increased opportunities.
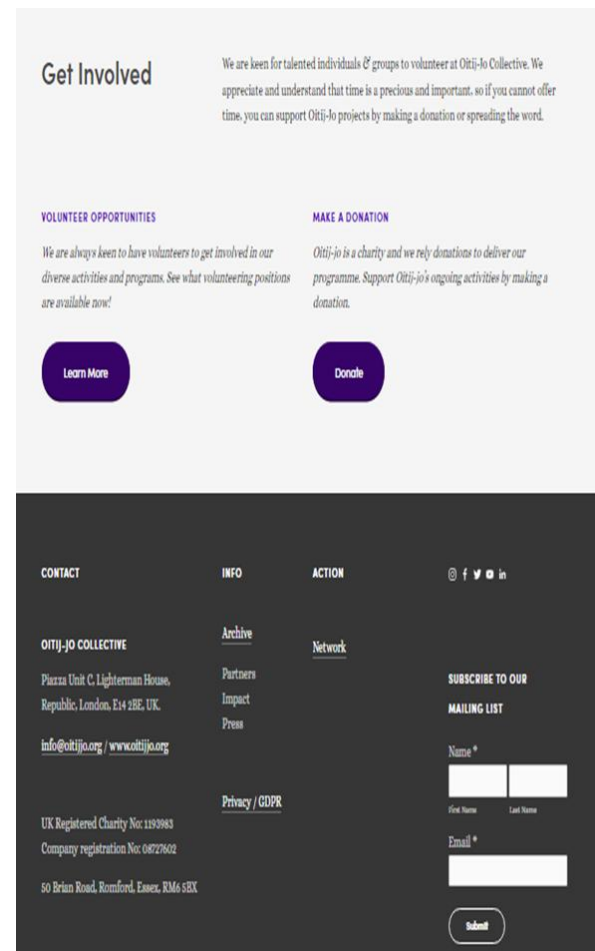

Figure 2: OITIJ-JO Collective Website

Using Twitter as a marketing platform

The management needs to make use of paid suggestions which can increase its visibility and showcase their products and campaigns across that target audiences which can be significantly helpful for developing a band of followers and effectively communicating with them to enhance the ability of the company to increase brand recognition [12].

Figure 3: OITIJ-JO Twitter Page

- The organisation has been able to make use of Twitter as it has been showcasing its projects and programs and also has received more than 500 follower's overtime.
- It is observed that the organisation has communicated with its followers through comment threads and this is one of the good aspects of making use of social media marketing [13].

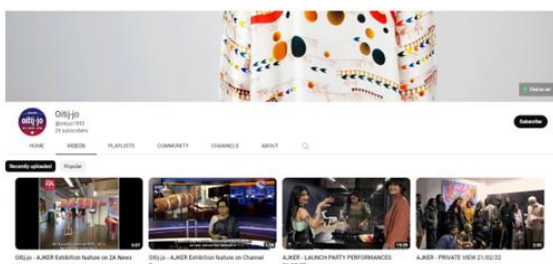YouTube as a marketing platform

Figure 4: OITIJ-JO YouTube Home Page

YouTube can be a very effective platform for the organization to develop a band of followers. With short videos and product advertisements, they can easily use this platform to improve the visibility of the products as well as provide diy videos that can increase the level of subscribers [14]. Providing direct links of the products in e-commerce channels as well as the personal website of the company can be

significantly helpful for the organization to effectively generate sales and redirect the audiences into the product pages.
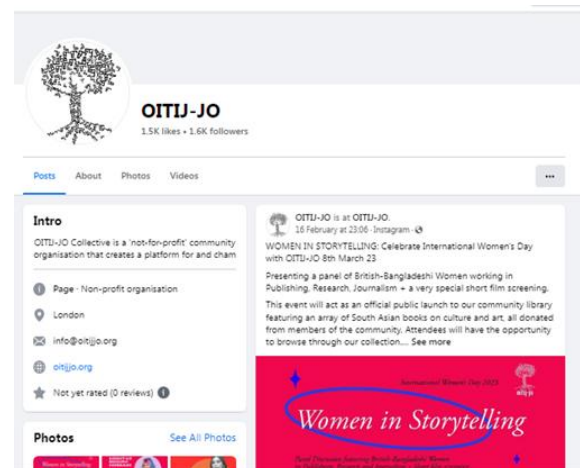
Facebook as a marketing platform

Figure 5: OITIJ-JO Facebook Page

This is a very good aspect but the number of likes and comments are not very high compared to the number of followers. It can be recommended to the management to increase the engagement on this platform and generate more visibility. It can also be considered that providing proper content and infographics can be very helpful for the management to generate more views and likes [15-18]. Facebook can also be a significant platform to market the products and with the links in the description, the target audience can be easily redirected to the e-commerce website and this can provide increased leverage to the organisation to ensure sales.

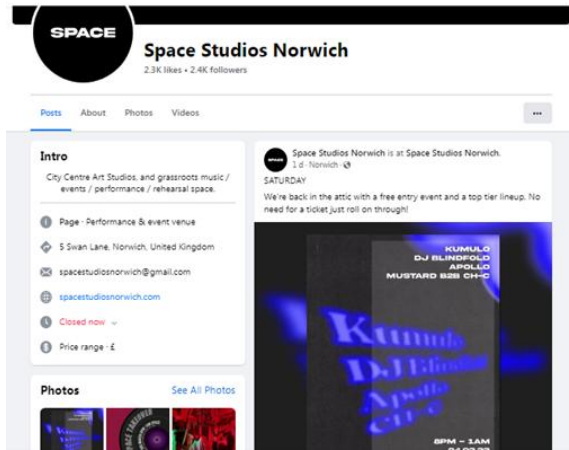Comparison with a similar organisation

Figure 6: Space Studios Norwich Facebook Page

In order to increase sales and generate more views, the management of OITIJ-JO collective needs to enhance the possibilities and create scope for better use of the digital marketing services. They can also use paid services and infographic content across all channels to enhance the engagement with the followers [19-21].

From the presentation it can be concluded that, the management of OITIJ-JO collective needs to effectively engage with the followers and provide quality content in order to increase the visibility of the videos are photos they publish regarding their products or events in the social media platforms [22]. They are also required to develop an e-commerce website where they can directly showcase the products and sell them online to the redirected followers from various online platforms.

II.   CONCLUSION

Almost all the respondents agree that the increase in use of internet and mobile has resulted for the increase in the growth of Digital Marketing. Hence with the increase in use of internet it is largely observed now a days that the consumer's inclination to have access towards Digital Marketing is increasing significantly. Finally to conclude the finding of this research work it can be noted that the growth of digital marketing is certainly a phenomena experienced by almost all the respondents. The growth of digital marketing is directly related to the increase in the use of internet. Hence the effect of internet era is experienced in marketing sector.

REFERENCES

[1] Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, 8(10), pp.321-339.

[2] Kamal Y (2016), Study of Trend in Digital Marketing and Evolution of Digital Marketing Strategies, International Journal of Engineering Science and Computing, Volume 6, Issue 5.

[3] Sharad Madhukar Dashaputre (2011), "A Study of the growth of Internet Marketing in Indian Scenario", Tilak Maharashtra Vidyapeeth, Pune, pp. 89 – 92.

[4] D.K Gangeshwar, "E – Commerce or Internet Marketing: A Business Review from Indian Context", International Journal of Service, Science and Technology, Volume: 6, Issue: 6, pp.187 – 194.

[5] Dr. Amit Singh Rathore, Mr. Mohit Pant and Mr. Chetan Sharma (2017), "Emerging Trends in Digital Marketing in India", International Conference on Innovative Research in Science, Technology and Management, pp. 107 – 115.

[6] Naveen Sai Bommina, Nandipati Sai Akash, Uppu Lokesh, Dr. Hussain Syed, Dr. Syed Umar, "A Hybrid Optimization Framework for Enhancing IoT Security via AI-based Anomaly Detection", International Journal on Recent and Innovation Trends in Computing and Communication, (2023) ISSN: 2321-8169 Volume: 11 Issue: 3.

[7] Singh, A., Gupta, M., Raj, A., Gupta, S. K., & Habeeb, M. S. (2020, December). TWDM-PON: The Enhanced PON for Triple Play Services. In 2020 5th IEEE International Conference on Recent Advances and Innovations in Engineering (ICRAIE) (pp. 1-5). IEEE.

[8] Uppu Lokesh , Naveen Sai Bommina , Nandipati Sai Akash , Dr. Hussain Syed , Dr. Syed Umar. (2021). Deep Reinforcement Learning with Genetic Algorithm Tuning for Intrusion Detection in IoT Systems. International Journal of Communication Networks and Information Security (IJCNIS), 13(3), 582–595.

[9] Usman, M., Zubair, M., Hussein, H. S., Wajid, M., Farrag, M., Ali, S. J., ... & Habeeb, M. S.

(2021). Empirical mode decomposition for analysis and filtering of speech signals. IEEE Canadian Journal of Electrical and Computer Engineering, 44(3), 343-349.

[10] Uppu Lokesh, Naveen Sai Bommina, Nandipati Sai Akash, Dr. Hussain Syed, Dr. Syed Umar, "Designing Energy-Efficient and Secure IoT Architectures Using Evolutionary Optimization Algorithms", International Journal of Applied Engineering & Technology, Vol. 4 No.2, September, 2022.

[11] Naveen Sai Bommina , Nandipati Sai Akash, Uppu Lokesh , Dr. Hussain Syed , Dr. Syed Umar, "Multi-Objective Genetic Algorithms for Secure Routing and Data Privacy in IoT Networks", International Journal of Communication Networks and Information Security (IJCNIS), (2020), 12(3), 632–643.

[12] Habeeb, M. S., & Babu, T. R. (2022). Network intrusion detection system: a survey on artificial intelligence-based techniques. Expert Systems, 39(9), e13066

[13] Nandipati Sai Akash, Naveen Sai Bommina, Uppu Lokesh, Hussain Syed, Syed Umar, "Optimized Block Chain-Enabled Security Mechanism for IoT Using Ant Colony Optimization", International Journal on Recent and Innovation Trends in Computing and Communication, (2023), 11(10), 1226–1233.

[14] K. Kartheeban, K. Kalyani, S. K. Bommavaram, D. Rohatgi, M. N. Kathiravan, and S. Saravanan, "Intelligent Deep Residual Network based Brain Tumor Detection and Classification," in 2022 International Conference on Automation, Computing and Renewable Systems (ICACRS), Dec. 2022, pp. 785–790. doi:10.1109/ICACRS55517.2022.10029146.

[15] Mr. Dikshendra Daulat Sarpate, and Dr. B.G Nagaraja, "CONVOLUTION NEURAL NETWORK-BASED SPEECH EMOTION RECOGNITION USING MFCCS", International Journal of Communication Networks and Information Security, 2023/12/10

[16] Naveen Sai Bommina , Nandipati Sai Akash, Uppu Lokesh , Dr. Hussain Syed , Dr. Syed Umar, "Privacy-Preserving Federated Learning for IoT Devices with Secure Model Optimization", International Journal of Communication Networks and Information Security (IJCNIS), (2021), 13(2), 396–405.

[17] Mr DD Sarpate, "Design of Dual Band Microstrip for satellite Applications", 2nd International Conference on Recent Innovations in Engineering & Technology 2020

[18] Naveen Sai Bommina, Uppu Lokesh, Nandipati Sai Akash, Dr. Hussain Syed, Dr. Syed Umar, "Optimized AI Models for Real-Time Cyberattack Detection in Smart Homes and Cities", International Journal of Applied Engineering & Technology, Vol. 4 No.1, June, 2022.

[19] Umar, Syed, Bommina Naveen Sai, Nagineni Sai Lasya,Doppalapudi Asutosh, and LohithaRani. "Machine Learning based Sentiment Analysis of Product Reviews Using DeepEmbedding." Journal of Optoelectronics Laser 41, no. 6(2022): 108-113.

[20] Yasmin. S. Tasneem and K. Fatema, "Effectiveness of digital marketing in the challenging age: an empirical study," Journal of International Business Research and Marketing, vol. 1, no. 5, Apr., pp. 69-80, 2015.

[21] K Sankar, Divya Rohatgi, S Balakrishna Reddy, "COX Regressive Winsorized Correlated Convolutional Deep Belief Boltzmann Network for Covid-19 Prediction with Big Data", Grenze International Journal of Engineering & Technology (GIJET), Grenze ID: 01.GIJET.9.1.547, © Grenze Scientific Society, 2023.

[22] R. Gnanakumaran, Divya Rohatgi, A K Sampath, Nidhi Nagar, D. Amuthaguka, Raj Kumar Gupta, "Robust Extreme Learning Machine based Sentiment Analysis and Classification", 2023 5th International Conference on Smart Systems and Inventive Technology (ICSSIT), (2023), DOI: 10.1109/ICSSIT55814.2023.10061017.