

A Study on Current Trends in Digital Marketing towards Online Shopping with Special Reference to Kozhikode

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ABSTRACT

With the precedented growth of technology in global world, internet plays a paramount role in all the major areas of our life and industries. With-in few clicks we can explore ample information which will help in conceptualizing many tasks in nanoseconds and realizing this power of internet, marketing is not far behind to use it as a driving channel to reach the global territory. e- Marketing also known as digital marketing comprises the usage of virtual digital space with a scope of interaction, this digital space is been used by the marketer to promote and sell the products and services. This internet based marketing played a pivotal role to uplift the different economic sectors with special emphasize on marketing. Considering this is a cost effective, fast and flexible way to reach the audience of global Diasporas, e-marketing bring substantial business gains. However e-marketing has its own sets of limitations that include more of tech touch instead of personnel touch, ensuring the safety and security with aspect of privacy infringement. This paper studied about the impact of digital marketing towards online shopping with special reference to Kozhikode town.

INTRODUCTION

Digital marketing across multiple channels offers marketers valuable insights into target audience behaviors, in addition to a myriad of opportunities for consumer engagement. Customers are a businesses' most important asset; every step of their journey, from discovery through conversion and advocacy, should be monitored and facilitated by the company. The success of campaign strategies depend on metrics compiled over time across digital platforms.

Engagement and digital marketing go hand-in-hand, and businesses can use the tools outlined here to stay one step ahead of their customers, moving above and beyond the competition.

Digital Marketing can be understood as a well-targeted, conversion-oriented, quantifiable, and interactive marketing of products or services by utilizing digital innovation to achieve the customers, and transform them into clients in a sustainable fashion. The whole concept and functionalities of Digital Marketing are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing

EFFECTIVE WAYS OF DIGITAL MARKETING

Digital marketing is the future of marketing in the world with the added advantages that it is cheaper than traditional marketing and is measurable. Let's list the different ways you can use the digital medium to popularize and drive conversions for any startup or business.

a) Search Engine Optimization (SEO)

In layman's terms, Search Engine Optimization or SEO is essentially tweaking your website so that it comes up naturally or organically for search results in Google, Yahoo Bing or any other search engine. Google updates its algorithms regularly so that only the relevant results come up. From that perspective, many experts say that SEO is dead and the effort is futile. Your website should address the technicalities related to content and query matching, spidering, indexing, and interpreting non-text content. Remember, it is the most cost-effective marketing strategy that will bring organic traffic to your business.

b) Search Engine Marketing (SEM)

Search Engine Marketing or SEM is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing. The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (pay-per-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model. There are different platforms for SEM. By far, Google AdWords (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular. SEM also includes Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing and Paid Social Advertising.

c) Content Creation

Content can be presented in different formats, including blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, info graphics, podcasts, webinars, videos, or content for micro blogging and social media sites. All recent changes to Google's algorithm - be it Panda, Penguin or Hummingbird - point to the fact that content is the most important metric while filtering search results. You can be creative and create content on any topic and then skillfully link it indirectly to your business. You may like to read our article on how to include content and market your startup or business free of cost. Also, you need to customize your content for different platforms.

d) Social Media Marketing (SMM)

Social Media Marketing or SMM is an offshoot of your SEM efforts. It involves driving traffic to your sites or business through social sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc. As we mentioned above, good content is shared and liked. So create and customize content for different social media platforms. Remember to be prolific and original; you need to engage with users on a daily basis, at least four to five times a day. Your SMM efforts can be especially helpful for branding and driving sales.

e) Digital Display Advertising

This again is a subset of your SEM efforts. You may use a variety of display advertising formats to target potential audience - be it text, image, banner, rich-media, interactive or video ads. You can customize your message based on interests, content topics, or the position of the customer in the buying cycle. However, note that Digital Display Advertising is relatively costly. You need experts to drive good ROI for your business.

f) Retargeting and Remarketing

Essentially, Retargeting or Remarketing is a strategy to target customers who have already visited your website. It is based on cookie technology. Retargeting has emerged as a preferred strategy as you target customers who have already shown interest in your business; and hence the conversion rate is high. You may engage in Retargeting on your site, or on social network or on the mobile. Visualize your strategies based on the customers' buying cycle.

g) Mobile Marketing

The website, apps and content is being customized for mobile devices. The mobile users are growing day by day and it is the most effective way of marketing.

h) Interactive Marketing

Make sure your advertising strategy engages the potential customer in a conversation. According to a survey by ExpoTV.com, 55 percent respondents preferred to have ongoing communications with the companies they buy from; and 89 percent felt more loyal to the companies if they were invited to provide feedback. Use tools like widgets and opt-in features to make your website interactive, solicit feedback and track user behaviour. Engage with the customers actively and customize offers based on their preferences and browsing activities.

i) Viral Marketing

Viral Marketing is a strategy where a unique content spreads exponentially online, because the content is appreciated, shared and liked immensely. This is a great way to brand and drive traffic to your website. The content can take any format; all you need is to be creative.

j) Email Marketing

When you send a commercial message through email to a list of potential customers, the strategy is called Email Marketing. With effective email marketing software, you can maintain email lists that are segregated based on several factors, including customers' likes and dislikes, and spending habits. Remember to send personalized emails; this helps to develop trust. However, note that Email Marketing may also be considered as spamming and there are laws against it in some countries.

k) Affiliate Marketing

Affiliate Marketing is a performance-based marketing program, where you pay publishers who bring you customers. The performance may be based on conversions - promotions, leads or simply sales. You may like to be part of the affiliate programs of different publishers. Essentially, the publishers will give you space in their pages to advertise your business and help you drive conversions; and you will pay them based on the compensation model. You may avail the help from an Affiliate Network, which will give you a large base of publishers, and other benefits like tracking and reporting technology. Affiliate Marketing is especially useful for startups, as it will bring in more traffic to their business through high-traffic

sites. In essence, Affiliate Marketing is a win-win situation for both the merchants and publishers. Sites like Amazon, eBay, LinkShare and Flipkart run Affiliate Programs. In fact, most online businesses with appreciable traffic have their own affiliate programs.

l) Digital Media Planning and Buying

When a media agency researches and makes a comprehensive strategy framework, we call it Digital Media Planning. Be it in driving sales or conversions, launching a new brand or promoting an established brand, or changing customer behaviour, the media agency plans different platforms and formats to reach the desired audience. It studies reach and frequency of different web-based and mobile applications. The agency works with different partners and buys relevant space and ideas. This is called Media Buying. In essence, Media Buying and Planning entails all the strategies that we have discussed above.

m) Web Analytics

Perhaps, the most important aspect of your Digital Marketing is Web Analytics. Essentially, Web Analytics helps you to collect, measure, understand, analyze, plan, report and predict the web activities for your business. Web Analytics should not be confused with Web Statistics. As opposed to simple reporting, Web Analytics gives you analyses and different angles to ponder vis-à-vis your business. Some of the important Web Analytics tools are Google Analytics, Spring Metrics, Woopra, Clicky, Mint and Chartbeat. It goes without saying that every advertiser should use Web Analytics to understand his business and improve the ROI and conversions.

MAJOR FACTORS AFFECTING THE DIGITAL MARKETING

a) ***Literacy of public***: India's literacy rate is at 74.04%. Kerala is the most literate state in India, with 93.91% literacy. Six Indian states account for about 70% of all illiterates in India, Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan, Andhra Pradesh and West Bengal. Thus increase in literacy is positively effecting the digital marketing growth in India.

b) ***Expensive technology***: The mobile and internet rates are very competitive and now it is in reach of a common man also.

c) **Cost of advertising:** The cost of advertising is very low. One can have its own website in just Rs. 5000 in India. One can promote his product on Google with Google AdSense with just Rs.1000 a month.

d) **Inherited limitation of Technology:** In India the youth is very adaptable towards technology but still large population is not so friendly with the electronic gadgets.

e) **Unavailability of Infrastructure facilities in India:** The internet connectivity is still not available in Indian rural areas.

f) **Believe in Traditional business practices:** The small businessman having running its business in a small area and quite focused on that area only then he prefers Traditional ways of Promotion as it he finds it is more visible to the people around.

g) **Lack of Online Business Experience:** Lack of awareness about the digital marketing is also a major limitations in the growth of the digital market.

OBJECTIVES OF THE STUDY

The objective is to Study the respondents socio-economic status and to study the satisfaction level of respondents from online shopping

LIMITATIONS OF THE STUDY

Lack of previous studies on the topic made the study little difficult. Non response and suspicious response from the respondents complicated the process of data collection

HYPOTHESES

H0: there is an association between the digital marketing activities and the frequency of online purchase.

H1: Digital Marketing activities and frequency of online purchase are independent.

RESEARCH METHODOLOGY

The primary data is collected from Kozhikode town. Besides the primary data, secondary data was also collected for the study. Websites, books, leading journals and magazines were referred for this purpose from the library to facilities proper understanding of the conceptual frame work and profile of the product and study area. It refers to the number of items to be selected from the universe to constitute a sample here the sample size is 100 respondents.

FINDINGS AND SUGGESTIONS

Majority of the respondents (55%) are male. Most of the respondents belong to the age group 21-35 years (60%). About 60% of the respondents are married and the remaining is single. 50% of the respondents are graduates and the remaining belongs to SSLC, Plus two and lower levels. Salaried members occupy 35% of the sample. Majority (60%) of the respondents are belongs to joint family. Weekly shoppers become 55% of the total members. 40% of the respondents are influenced to online shopping by their own decisions. Majority (45%) of the respondents are shopping based on offer. Only 42% of the customers are satisfied with the durability of the product. 60% of the respondents are not satisfied with the mode of delivery. Majority (42%) of the respondents are highly satisfied service provided by the seller. Only 30% of the respondents faced the problem of duplication of the product. Majority (70%) of the respondents are satisfied with the quality of goods supplied

There is an association between digital marketing activities and frequency of online purchase

SUGGESTIONS:-

This survey suggests that books are the most popular item on the internet and Flights/Holidays is the second popular item. Companies should have more risk reduction activities as perceived risk could strongly influence consumers, online purchase decisions. And specific types of perceived risk like online frauds should be taken care of in different scenarios. The shopping sites should sport a Certificate of Authenticity (a seal or small sticker designed to demonstrate that the item is genuine and risk free) and should have a security symbol in order to safe shopping. Companies should try to improve the perception level; of customers by providing quality products and timely delivery. Also the companies should make their website easy in use and risk reduction activities should be under took. The websites of the companies should be made simple as to make it more user friendly to uneducated people also. As Indian consumers are more worried about privacy and safety, the sellers should take care of avoiding irrelevant questions on personal details of the consumers. The psychology of an Indian consumer is still the same of checking the product physically before purchasing it, which creates a mental hurdle for online shopping. So the companies should devise certain strategy so as to reduce the scams and the companies should work on the development of technologies to meet the same need of the consumers. The companies should try to make arrangements for the service of the products purchased at the door of the consumers as most of the non-availability of service facilities are pulling the consumers back from shopping online. It has been found that Indian Consumers are price sensitive. Hence the price sensitive

consumers do not take much interest in online shopping. So the companies should allow considerable bargain for the customers. Most of the people feel that products available through online shopping are costly because of the shipping charges. As 45% of the consumers are shopping online at the time of special offers, it is advisable to the sellers to concentrate the promotional programs on sales promotion like special discounts, offer prices, etc.

CONCLUSION

Internet has emerged as a revolution in overall aspect of our life starting from broader economy to marketing. This study reflects the concept of e-marketing with current strategies and its superiority over traditional marketing with set of advantages comprises wide coverage of global population, reaching the target set of customers and to get respective feedback from them about the product thus creating greater opportunity to engage with them with quick and effective results in optimal cost and scalable result. This Study conclude that current trends in internet marketing using online shopping and covers with buyers satisfaction and customers problem and the various parameter using statistical tools for using simple percentage and also this study covered most of the respondents comes under male categories and most of them purchases off time purchases decision making is his own decision and most of the respondents feel to durability of product purchased and after ordering product delivery is feel to very quickly after that service also better service provider to sellers and there is very low level categories respondents only getting a duplications product and un less quality of product and customers service related issues.

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