A Study on Various Aspects of Digital Marketing: Literature Review Approach

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Abstract: *The extremely heterogenous Indian market place is changing at a rapid pace. The consumer behaviour also has changed, and the consumption pattern of Indian audience has become digitalised in due course of time. Companies are promoting their content with the help of digital platform on a daily basis by looking at the success rate of digital promotion in different market places. The usage of Internet among professionals is intensified in quick time. Various companies started using different digital tools and websites to promote their respective products and services at every corner of the nation. Research suggests that Indian consumers started spending more time on social media and Internet surfing, but the data is not significant enough with respect to the size of the market. It has also observed that the visibility of any product can be enhanced through digital medium then conventional or traditional marketing practices. Growth of E Commerce industry is quite significant in India and is expected to contribute approximately 2% of the global GDP by 2020. Smart marketers keep on changing their marketing strategies with respect to the change in marketplace. digital audience has already given their preferences with the help of digital platform. The growth of digital marketing mainly depends on the performance of social media, level of digitalization, affiliate marketing standards, content marketing etc. It is quite evident that the number of E Commerce websites are also increasing as per the demand of the marketplace. the researcher trains to explain various digital marketing tools and its necessity at Indian market place. Paper also price to find the growth pattern of digital marketing and its acceptance among Indian consumer over a period of time. It is also evident that the growth of digital platform and digital marketing businesses would create new avenues for the start ups as well. The paradigm shifts of businesses and consumer behaviour you are quite prominent at the market place. The changing consumer behaviour influence companies to create a brand-new mix of communication channels to increase the reachability at the market place.*

Key Words: *Consumer behaviour, Digital marketing, Digital marketing strategies, Online marketing.*

1. INTRODUCTION:

The term digital marketing is used for targeted, measurable and interactive marketing of products or services by using various digital technologies to enhance the reachability at consumer door steps. The key objective of this activity is to promote the product or service and at the same time to work on the brand image of the company and with the help of that brand equity can be created at the market place. Ultimately it will help to build more and more prospective buyers and would be beneficial to increase the sale of goods and services by practicing numerous types of digital marketing techniques those are available at the market place. It is basically the use of digital channels to market or promote any product or services at B2B or B2C marketplace. According to American marketing Association, the performance of business activities which ultimately helps to direct the flow of goods and services from manufacturer to consumer be monitored quite easily and effectively by using digital platform. In present era, manufactures are involved in practicing digital marketing as a tool to attract more and more untouched audience in urban and rural area In India. The term digital marketing came in to the picture in 1990s, but year 2000 and year 2010 onwards digital marketing has become most searched and efficient way to market the product and the same time how to create relationship with the customer has become an integrated part of the activity.

Digital marketing often interchangeably used for online marketing, Internet marketing or web marketing. Digitalisation in India has created enormous marketspace for upcoming digital companies and at the same time many other conventional brands started using digital platform quite effectively to do branding activity in Indian market. It is also recommended to companies that they can use digital platform effectively to create cost effective business strategies. Digital platform is nothing but a channel by using which many advertisers can communicate various features of product and services to the mass audience in just no time. Digital marketing activities are search engine optimization, search engine marketing, content marketing, influencer marketing, ecommerce marketing, content automation, camp in marketing, social media marketing, social media optimization, email marketing, display advertising and any other form of digital media. With digital marketing practices, its associated channels are also important to create a holistic marketing

strategy for any company. Knowing its customer is not enough now as it is important for the company to know its audience better than its competitors otherwise it may lose its competitive advantages. Knowing customer is crucial as the company needs to communicate their businesses with the audience and they should be receptive enough to company messages. Company needs to consolidate the view of customer preferences and expectations across every channel and with the help of that they should be in a position to offer value they'd intent to offer.

Digital marketing industry in India is growing at a very rapid pace and is spreading to almost all the business sectors. Some of the applications of online practices are online shopping, order tracking, online banking, payment system and content management. With the help of digital marketing any marketer is allowed to communicate and form a transaction with customer anywhere at any point of time. The growth in the digital marketing trends Phone is very crucial and substantial and its impact on marketing and advertisement is also significant enough. The development in the digital marketing industry is quite prominent by looking at the marketing shift from anonymous target audience to well identified target audience. Interaction with audience with the help of digital platform has become more effective in due course of time. Digitization in India is taking place with a high growth rate. Research suggests that the growth of digital marketing is quite prominent in coming years and youth are expected to use digital technology more often than people from other age group. Youth started using more smart phones, tablets and other electronic gadgets those would help the companies are practicing digital marketing strategies.

2. OBJECTIVES:
The objectives of the research paper are mentioned below: -
- To find various dimensions of digital marketing in various contexts
- To understand the impact of digital marketing on overall business models

3. LITERATURE REVIEW:
Chung and Austria (2010) completed a thought provoking research work with objectives to find out, what gratifications or fulfilments are underlying the usage of social media, the attitudes towards social media marketing messages, and the effectiveness of messages pertaining to online shopping value. The base was taken on the Uses and Gratification theory (Katz, Bluner & Gurevitch, 1974), to examine consumer indulgence in social media practice. Online shopping value was scrutinized in association with social media marketing messages. For social media gratifications, entertainment, information, and interaction were taken as exogenous variables. Attitude towards social media marketing messages and online shopping values were the endogenous variables.

Several studies found that online users answer more favourably and put more belief on virtual brand community as against that on interactive digital advertising. Reply to Facebook advertising was less favourable as compared to that shown to the virtual brand community in the context of online social networking. The students viewed at virtual brand community as being more trustworthy, informative and entertaining. Facebook advertising was more irritating to them. The intention to participate in social media marketing appeared more intense and profound in case of virtual brand community than towards advertising. In a way this study portrays an initial step for social marketing exploration to gain preliminary knowledge about how advertising and brand communities work in social media.

Marketing has been around for a long time. Business owners felt the need to spread the word about their products or services through newspapers and word of mouth. Digital marketing on the other end is becoming popular because it utilizes mass media devices like television, radio and the Internet. The most common digital marketing tool used today is Search Engine Optimization (SEO). Its role is to maximize the way search engines like Google find your website. Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was started in 1991 with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994 companies started to maximize their ranking on the website (Smyth 2007). When the Internet bubble burst in 2001, market was dominated by Google and Yahoo for search optimization. Internet search traffic grew in 2006; the rise of search engine optimization grew for major companies like Google (Smyth 2007). In 2007, the usage of mobile devices increased the Internet usage on the move drastically and people all over the world started connecting with each other more conveniently through social media. In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996).

In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing. Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new

marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011). Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increases in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013). Web experiences affect the mental process of consumers and enhance their buying decision online (Cetina, Cristiana, Radulescu, 2012). This study is very valuable for marketing professional as it highlights the importance of digital marketing.

Roberts & Micken (2015) explained that society has experienced an economical shift, driven by digital technology. Roberts & Micken (2015) cited Dean et al. (2012) discoveries of a 4.7% gross domestic product contribution to the United States (U.S.) economy in 2010. The noted growth in 2010 is expected to continue at more than 10% per year. Pineiro-Otero & Martinez-Rolan (2016) expressed that digital marketing has become innovative phenomena. The new strategy helps organizations achieve their marketing goals through establishing a link between customization and mass distribution. There are a considerable number of professionals that hold to the ideology of McCarthy, which views marketing utilizing the 4P model: product, place, promotion and price. The traditional marketing strategy used by McCarthy is a powerful, credible and widely-recognized foundational strategy, but leaves no role to the consumer. Smith (2011) cited Internet World Stats (2010), which pointed out that the world's internet user population was projected to exceed 2 billion by 2010. With the rapid advancement of technology in society, the adoption of digital marketing strategy is more important than ever. Armitage (2015) explained that digital stratagem should be the cornerstone of an organization "go to" market strategy. These thoughts are echoed by González Romo, García-Medina & Plaza Romero (2017), which explained that new technologies have forced companies to reconsider marketing strategies. The authors continued to explain that the implementation of technology into marketing would help marketing professionals reach a younger audience that heavily use mobile devices on a regular basis. The views of Slade (2016) regarding a link between the implementation of innovative technology and marketing strategy concurred Armitage (2015) and González Romo, García-Medina & Plaza Romero (2017), by proving insight that technology is rapidly developing and will take businesses out of there comfort zone. A marketing strategy that use technology to enhance an organization's ability to obtain more exposure starts with a sound strategy. Longo (2016) concurred with these thoughts by expressing that strategy in digital marketing must be prioritized. The President of EDventure Holding Inc., Esther Dysan, explained that the internet is not just an additional sales or advertising method, but has become a tool that has essentially revamped the way that an organization does business. Digitalization is projected to have exponential growth in the future (Patrutiu Baltes, 2016). Client-focused Strategy Maximization of organization-to-client exposure must by a primary marketing goal of an organization that seeks to successfully make contact with prospective customers. Pineiro-Otero & Martinez-Rolan (2016) explained that the traditional production focused paradigm was challenged some years later by Lauterborn's user-centered model. The new model made a shift in focus from the attention being on production to the user. The thoughts regarding user-centered marketing strategy is resonated by Patrutiu Baltes (2016), which further elaborated on digital marketing's role in ensuring that the focus remains on the consumer. The scholar of the Transylvania University of Brasov voiced similar concerns of those expressed by Pineiro-Otero & Martínez-Rolan (2016), by elucidating that the attention given to the customer essentially has been "dethroned" by excessive focused being placed on the product.

Patrutiu Baltes (2016) referenced a survey by Cretu & Gramada (2008), expressing that the main motivation found in the U.K. for using Customer Relationship Management (CRM) applications was to improve relationships with clients. The findings of Patrutiu Baltes (2016), concluded that CRM and digital marketing are connected. The goal of CRM, using digital application, is to ensure that the strategy is client-centered. Further benefits of CRM as a part of a digital marketing strategy is market research and retaining clients. Content Marketing The body of research displayed several publications, supporting Content Marketing as being a widely-accepted, trustworthy digital marketing practice (Gaikwad & Kate, 2016; Kingsnorth, 2017). Most of the literature pointed to using blogs as being the main platform for content marketing. Slade stated that "Engaging visual content means that a user is likely to spend more time on your website (p.38)." Patrutiu Baltes (2016) expressed that blogs posted to an organization's website has a significant part in expressing the company's image. The expressions of Slade (2016) and Vein (2015), provided online articles, presentations, live streaming, pictures and videos as beneficial tools that companies should include into their blogs on their business website.

The body of research pointed to engineering and implementation of a website and use of the internet in digital marketing as being a key resource in digital marketing. Gould (2017) concurred that the internet is a main venue that companies use to market products and services and noted the cost-to-benefit difference between traditional and digital marketing (Gould, 2017 cited Alba et al, 1997 & Peterson, Balasubramanian & Bronnenberg, 1997). Having a website and using the internet acts as a platform to a plethora of strategies identified in the literature. These strategies include: SEM, SEO, E-mail Marketing, Online Ads, E-Newsletters Digital Public Relations, Affiliate Marketing and Content Marketing. Kingsnorth (2017) shared that digital marketing and business strategy are concepts that should be integrated and grow together. Further research into specific digital marketing strategies, would be a valuable contribution to the field of digital marketing and current body of work. In-depth, qualitative and quantitative analysis would provide supporting evidence of the effectiveness or ineffectiveness of specific strategies. Further comparative studies between traditional marketing and digital marketing would give researchers and companies a better understanding of differences between the two approaches. Digital marketing is an innovative, influential contribution to the field of marketing.

Kaplan and Haenlein (2010) define social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user generated content." According to Kaplan and Haenlein (2010) web 2.0 is a platform where content is continuously altered by all operators in a sharing and collaborative way. Web 2.0 is a web based technology which helps to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user –generated content. Social media are the websites which are build upon the technological foundations of web 2.0 that help a user to create user generated contents that can be shared. This technology allows a user to create and publish the content on the social media networks. This information can be shared with other members of the social media website, who are connected with the user. This process is interactive where other members can also respond in different ways. Mangold and Faulds (2009) describe ―social media as the set of online word of mouth forums which includes blogs, discussion boards, forums or social networks to name a few. Using all mobile and web-based technologies, social media creates highly interactive platforms by bringing together individuals and creating communities. Internet has a lot of websites; each of them has different functional attributes and caters to different sections of society. Websites like facebook are for general masses but LinkedIn is focused on professional networking. Media sharing sites (i.e. YouTube, Picassa and Flickr) or blogging platforms (i.e. blogspot, wordpress) are also members of this ecosystem called social media (Kietzmann et al., 2011). Social media has equipped the organization to establish a direct relationship with the consumers. Both of the organizations and consumers are free to generate content on the web pages, which further leads to conversations and discussion. Organization on one end are provided with an opportunity to share their information with a large base of customers and on the other end consumers are also free to publish any content whether positive or negative regarding the information.

Weinberg (2009) has defined social media marketing as the process that empowers individuals to promote their websites, products, or services through online social channels and tap into a much larger community that may not have been available via traditional channels. So, if we keep it simple, social media marketing is the process where organizations use social media websites to build rush on their company official websites. It does not stop here but organizations also inform the potential customers of happenings in the organization, launch of the new model or product and latest news about the organization through social media applications. Gordhamer (2009) has related social media marketing to the relationship marketing where firms need to shift from "trying to sell" to "making connections" with the consumers. This explanation of social media marketing takes us to the other side of marketing, where building relations with the potential consumers is the key to repeated purchases and enhanced brand loyalty. Social Media is an innovative tool that organizations use for creating a very strong public relation with the customers on the virtual networks (Jan & Khan, 2014). Maintaining public relations through social media has become easy because a large number of potential consumers are available on the virtual networks. And making connection with consumers using social media is only some clicks away. Today's customers are more powerful and busy; therefore, companies should be reachable and available in every social media communication channel such as Face book, Twitter, Blogs, Forums at any time (Gordhamer, 2009). Exploiting the opportunities provided by the social media communication channels is important for every organization.

A netnographic study is an ethnographic study carried out on the net (Kozinets 2002). It is unobtrusive and different from other qualitative methods like focus groups, in-person interviews, and ethnographies, which tend to be intrusive to the natural setting under investigation (Patton 2002). Being both naturalistic and unobtrusive – a unique combination, not found in other methods – it enables researchers to examine actual service encounters signals and marketing communications, both positive and negative. The Facebook page of a large US grocery and departmental store retailer was put into study. Social media posts created by consumers and responded to by fellow consumers and/or the brand were studied in minute details. In those 30 days period, there were 47 brand created message threads and an amazing 481 consumer created message threads. It speaks volume of the immensely high degree of participation of consumers in the said IMC channel.

Thus, a greater degree of consumer control and participation on social media is emerging and slowly replacing the traditional push-vs-pull methods of media dissemination. Organizations should put efforts and resources toward bolstering involvement of Helpful Advocates on one-hand and manage the Other Dysfunctional on the other. Future researches have been suggested considering the aspects of those positive and negative signals, in order to devise strategies to manage the co-produced signals and marketing communications to the advantage of the firm. In this subgroup, we came across the study by Liang et al. (2008), where they found that online relationship marketing influences online customer perception that helps build up relationship quality which leads to loyalty. Ultimately, it enhances customer retention and cross buying. It can be strategically used to convert switchers to stayers and then to long term loyalty. Interestingly their results showed that, online customers value social bonding the most, followed by structural bonding and financial bonding. It is contrary to the common belief that users turn to internet for utilitarian reasons, like price and convenience. However, the social bonding preference can be aligned with the finding in the study of Chi (2011), that consumers regard virtual community as more trustworthy, informative and entertaining.

Agnihotri et al. (2012) did a study on impact of sales people social media use on service behaviours and value creation and developed a conceptual framework. Sales person service behaviours (information sharing, customer service, and trust building) can be made very effective using the social network enablers (like Facebook, LinkedIn, virtual communities etc.,) and also using the social content enabler like Blogs, microblogging Twitter. Salesperson perceived value is achieved through a push phenomenon, and Customer perceived value gets generated by a pull phenomenon, due to a fit between social media use and sales people service behaviours. We can see a commonality in the concept of sales people service behaviours using social media in this study, with the relationship marketing sequence (that creates relationship quality and then loyalty) as described in the study of Liang et al. (2008). Similar dimension was also discussed in the study of M. Bulearca and S. Bulearca (2010) with use of Twitter, to listen to and to influence customers" opinion for building business network, relationship and branding opportunity. The positive e-WOM is obviously a manifestation of customer perceived value concept as mentioned in this study. Next, Clark and Melancon (2013) in their study have established through a regression analysis that customers of an organisation, who like or follow the organization social media page, perceive higher level of relationship investment than those who were non followers. It leads to higher perception of relationship quality, higher level of customer satisfaction and loyalty. Again, such followers tend to carry higher positive word-of mouth intentions. Thus, the social media investment has a higher positive influence on relational business outcome, in the perspective of relationship marketing.

Bacile et al. (2014) in their netnographic study dealt with the phenomena that, social media has emerged as a common and converging platform for both marketers to pitch IMC contents, and consumers to put service encounters related contents. All these are publicly accessible simultaneously. It works like a double-edged sword in the sense that, consumers" co-produced contents can become positive or negative for the firm. "Helpful Advocates" (from among the consumers) further enhance firm's positive image and "Other Dysfunctional" (from fellow consumers) create toxic environment leading to negative image for the firm. If the firm does not manage the negative comments properly, it further effects into additional negative image. These findings of the study are in similar direction as that of M. Bulearca and S. Bulearca (2010), where they found that social network site (Twitter in their research) is very effective for positive e-WOM and that negative comments, if not properly managed, can cause irreparable and costly damage to firm's reputation. Again, this study also has a commonality with concept of sales people service behaviour on social media (social network enablers and social content enablers) as mentioned in the study of Agnihotri et al. (2012). It also exhibits partial alignment with the study of Clark and Melancon (2013), where they mentioned about followers of social media pages of organizations tending to carry higher positive word-of-mouth intentions.

4. CONCLUSION:

This study has attempted to identify the major advantages and disadvantages determined by the development of Internet technology in the area of social media marketing. Social media is the modern tool for marketers who try every means to get their message out to their target markets. The medium has many advantages and disadvantages based on their firm, and many companies still struggle to find the right way to use it. The average business owners or marketers do not fully understand the risks and challenges in it. The field is still so fresh that it is difficult to evaluate the qualifications of social media experts who offer their services online. So, before a company step into the field of social media marketing, they must complete full research on social media practices. An organization must master basic principles and tactics of using social media as an effective tool in order to survive in the field of social media marketing. Main goals of a company or organization must engage customers, to protect company reputation, to provide customers with good quality of product and services and to satisfy customer need.

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