



**ASSESSMENT OF DIGITAL MARKETING TOOL WITH APPLICATION
FOR BUSINESS FOR ECONOMIC GROWTH OF MUMBAI**

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Abstract:

The results of this research demonstrate the effect that internet marketing has had on the behavioural patterns of customers in Mumbai. In order to carry out this research, a representative cross-section of customers in Mumbai has been polled to ascertain the behavioural pattern they exhibit towards digital marketing. The marketing of today has been going through a significant transition as of late. Rapidly shifting marketing trends that are based on the development and introduction of new technologies as well as portable communication devices that have a big impact on the behaviour of customers. The integrated marketing communication strategy for this tech-friendly environment has to include a need for a marketing plan that is both properly developed and equipped with particular digital marketing tools. Indicating that marketers should be more focused and concentrated on digital marketing tools for effective and efficient targeting of market as well as to reach other organisational objectives, high-speed internet access attracts a vast number of young people to social media platforms.

Keywords: Digital Marketing, Marketing Communication, Consumer, Mumbai

Introduction:

The marketing of products or services using digital technologies, primarily on the Internet, but also including display advertising, mobile phones, and any other digital medium, is referred to as digital marketing. This is a broad marketing concept that describes the marketing of products or services. Digital marketing is the promotion of products or brands through one or more forms of

electronic media. It differs from traditional marketing in that it involves the use of channels and methods that allow a business to analyse marketing campaigns and gain a deeper and more accurate understanding of what is working and what isn't working in a more expedient and genuine manner.

Digital marketers often investigate a variety of metrics, including but not limited to: what is being seen, how

frequently and for how long, sales conversions, successful and unsuccessful content, etc. The Internet is the digital marketing channel that sees the greatest usage, but there are other channels as well, such as wireless text messaging, electronic billboards, mobile instant messaging, mobile applications, podcasts, digital television and radio channels, and so on. The overarching concept of digital marketing actually encompasses the use of all digital platforms and contemporary technologies in the interaction with customers, as well as the development, implementation, and management of marketing strategies and plans, with the end goal of improving overall levels of customer satisfaction and advancing the objectives of the organisation.

Objective of the Study:

1. To determine the components that contributes to the mental state of consumers.
2. To determine the demographic effects of digital media.
3. To determine how each promotional instrument compares in terms of its influence on consumers

Literature Review:

Despite the fact that the phrase "digital marketing" is still relatively new,

the influence it has had is enormous, which may be daunting, and difficult. Businesses are seeking for a definitive approach to start and adapt digital marketing, but they lack the knowledge and implementation necessary to do so. This is because digital marketing is one of the crucial elements in the promotion mix. Attitudes and views of targeted customers have been significantly altered as a result of the widespread use of social media platforms like as Facebook, Google Plus, Twitter, and other social media platforms. This digital marketing was carried out by means of a measurable and extensive customer network containing trustworthy data and providing real-time feedback on the experiences of consumers. In general, digital marketing refers to the practise of using various forms of current technology in order to increase consumer understanding by better catering to the customers' individual requirements and preferences (Chaffey, 2013). Since Yahoo was the first company to launch in the new industry of the internet in 1994, numerous businesses have begun to carefully enhance their presence in online (Smyth 2007). In 2001, Google and Yahoo controlled the majority of the market share for search engine optimization. In 2006, there was a tremendous increase in the volume of people using the internet to perform searches, and big corporations

like Google saw an increase in the demand for search engine optimization services (Smyth 2007). Companies in the developed world have come to realise the significance of digital marketing as a result of the proliferation of internet access and the usage of internet-enabled mobile devices in the 2010s. It has been noticed that in order to run a successful company or to successfully manage customers, one has to use both old and modern ways concurrently (Parsons, Zeisser, Waitman 1996).

Advertising on the internet is a potent marketing tool that helps companies establish their brands and boost their traffic, which is essential for commercial success (Song, 2001). Digital marketing was shown to be more cost-efficient for assessing return on investment (ROI) on advertising when compared to traditional marketing in terms of marketer's expectations when analysing the outcomes and measuring achievement for advertisement budgeting (Pepelnjak, 2008). In Singapore, it has been shown that digital marketing tools are more beneficial and successful for attaining outcomes, which supports the theory that these tools are more effective (Teo, 2005). The considerable shifts in market dynamics have contributed considerably to the quick development of new technologies, which has fueled the

expansion of digital marketing (Mort, Sullivan, Drennan, Judy, 2002). When discussing digital marketing in terms of its ability to provide results for organisations, digital content characteristics such as navigation, accessibility, personalization, and speed are referred to as the primary characteristics of digital marketing (Koiso-Kanttila, 2004). The use of word-of-mouth marketing (WOM) on social media and for the purpose of increasing the site's popularity among the general public is yet another important part of employing digital medias to achieve success (Trusov et al., 2009). In addition, word-of-mouth is related with the creation of new members as well as a rise in traffic on the website, pages, or online events, which, in turn, improves the visibility in terms of marketing communication. Because it is the most widely used platform for social communications, Facebook has made it possible for marketers to interact with millions of people about their goods and services. Additionally, Facebook has created new possibilities for marketers. It is necessary for the company to establish efficient communication strategies in order to engage the consumers and improve their overall experience with a certain product or service if they want this endeavour to be successful (Mangold and Faulds, 2009). In recent years, the form and diversity of markets all over the world have been

shifting at a rapid pace. With an increasing number of younger audiences accessing the internet and social media, organisations are now taking strategic integration approaches into consideration when developing their marketing communication plans (Rohm & Hanna, 2011). According to research carried out by Helm, Moller, Mauroner, and Conrad (2013), the tools and services offered via online platforms have a greater impact than more conventional forms of communication. Professionals in marketing have a positive view based on their findings that consumers feel an improvement in self-esteem and happiness along with their usage and interaction with social media (Pai and Arnott, 2013). According to research conducted by Cetinã, Cristiana, and Rădulescu (2012), there is a promising indication that customers' mental processes are affected by their interactions with websites, which in turn leads to an improvement in the customers' decisions to make purchases online.

According to Yannopoulos (2011), the Internet is the most powerful tool for organisations, and using it becomes essential for marketers that want to advertise their products or services via digital marketing platforms. For this reason, marketers should concentrate and design strategies specifically for the ever-

changing appearance of their products and services online. In order to be successful at digital marketing, one must have a comprehensive understanding of branding, price, distribution, and promotional techniques.

Methodology:

For the purpose of accurately identifying the issue at hand, this study will carry out qualitative research utilising secondary data gathered from a variety of sources, such as material gleaned from a wide range of publications, journals, and websites, among other places. Following the completion of an in-depth analysis of the issue, a descriptive study was carried out to identify the characteristics that influence consumers' perceptions of the marketing activities that are carried out by various businesses in an effort to attract customers. In this respect, the influence of various digital marketing tools, such as social media -video, picture, audio, or text contents- as well as other digital medias are understood, evaluated, and perceived for the purpose of knowing the attractions of consumers' concerns.

Marketing Through Digital Media And Its Impact:

Because of the influence of social media, the connection that exists between a brand and a customer has undergone

significant transformation. Consumers now have a tremendous amount of control and power, whereas huge businesses and well-known brands no longer have what is often referred to as an advantage.

Definition of Digital Marketing:

The selling of goods or services via the use of digital technology, mostly on the Internet, but also includes mobile phones, display advertising, and any other digital media, is referred to as digital marketing. This is an umbrella phrase that encompasses all digital marketing. Since the 1990s and 2000s, digital marketing has seen significant growth, which has resulted in a shift in the manner in which brands and organisations make use of technology and digital communication platforms for their marketing efforts. As digital platforms become more integrated into marketing strategies and consumers' day-to-day lives, as well as as people use digital devices instead of going to physical shops, digital marketing campaigns are becoming more widespread and efficient. This is due to the fact that more and more people are using digital devices. It is true that digital marketing is a contemporary marketing communication strategy that makes use of a variety of electronic gadgets and technology to transport marketing messages to customers in a manner that is more effective and efficient. When it comes to connecting with their

existing and potential consumers, businesses use several digital channels such as Google search, social media, email, and the websites they own and operate.

Meaning of Digital Media:

When discussing what constitutes digital media, it is customarily understood that this term refers to any and all forms of media that are encoded in a format that can be read by a computer. In general, digital electronics devices may be used to generate digital media, view digital media, utilise digital media, distribute digital media, modify digital media, evaluate digital media, and preserve digital material. Examples of digital media include the following: computer programmes and software; digital imaging, data, and databases; digital video; video games; web pages and websites, including social media; digital audio, such as mp3s; and electronic books, among other examples. Print media, which includes things like printed books, newspapers, and magazines, as well as traditional (analogue) media, which includes things like pictures, film, or audio tape, are often contrasted with digital media, despite the fact that these flat forms are easily distinguishable from one another.

Social Media as Marketing Tools:

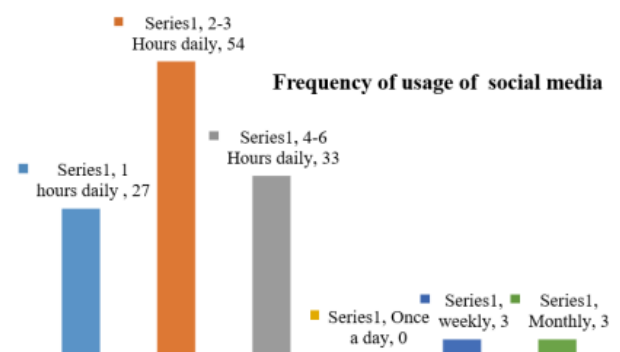
Field evidence and an increasing number of studies provide already a good

picture on the basic patterns of engaging Social Media as part of the marketing strategy. Field evidence and an increasing number of studies provide already a good picture on the basic patterns of engaging Social Media as part of the marketing (Bernhoff and Li, 2008; Prahalad and Krishnan, 2008; Deighton and Konrfeld, 2009). The use of social media as a marketing strategy involves both active and passive participation. The passive strategy is predicated on tapping into the public sphere of social media as a possible source of feedback from customers (Anderson, 2007). The active strategy involves employing social media platforms as means for communication, direct sales, the recruitment of new customers, and the maintenance of existing ones (Bryan et al., 2007). To supply marketers with knowledge on market demands, customer experiences, competitive moves, and trends is the purpose of marketing. Marketers may learn about how customers feel about a product as well as how their rivals are doing with comparable goods via the use of social media, which can then be used to formulate and implement a strategic marketing strategy.

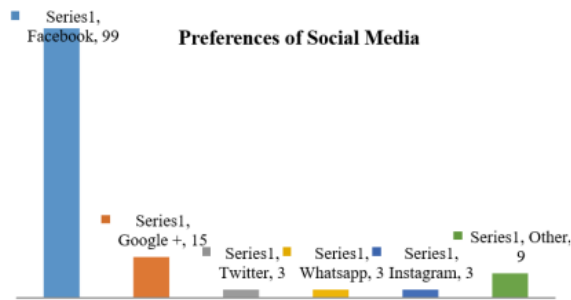
Discussion:

The following analysis has been made based on the data collected from participants. The discussion on the

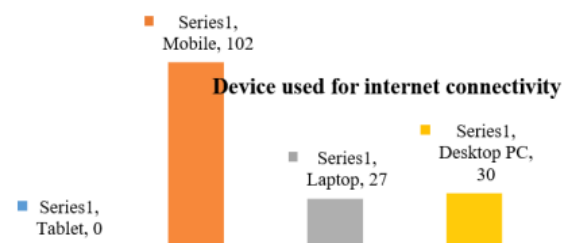
frequency of usage of social media, preference of social media, preferred internet platform, internet using expenditures, popularly followed brand and tools, etc. have been conducted in order to find a suitable guideline for marketers who are already promoting their products on digital platform and for also for them who want to do the same.



This study focused on the younger generation, and the findings showed that the average amount of time spent on the internet each day is between two and three hours (54), which accounts for close to 45 percent of the overall population. During the one-on-one interview with the responder, it was discovered that the vast majority of them use regularly but not constantly for at least half an hour. This suggests that they are mostly updating the feeds of their friends or current information. Nevertheless, the fact that the majority of the population spends anywhere from one to six hours each day engaging in these activities makes them a prime candidate for the role of prospective target for digital marketers.



The majority of respondents said that Facebook (99) is their favourite social media network. This is a significant gap between Facebook and the second most preferred social media platform, Google Plus (15), which is relatively new. The absence of a presence on Instagram or Twitter demonstrates that the younger generation within this group is either unaware of such platforms or is not interested in using them.



The situation of which gadget the majority of users choose has undergone a dramatic transformation. The majority of people used to access the internet using desktop or laptop computers; but, as of right now, around 80 percent or more, which is 102 respondents, prefer to utilise mobile devices. Because mobile devices are portable and their screens are often smaller, it is incumbent upon marketers to provide and advertise appropriate content. In addition to this, research was carried out

to determine which instrument is the most often used in digital or online marketing communication. The majority of respondents (63), who genuinely follow video material, and surprisingly enough, the bulk of video content on Facebook is either inspirational or ethical in nature. Therefore, marketers need to be aware of the kind of information that the general audience watches and the reasons why they do so. Although audio is the technology that is used the least, around 20 percent of attention is focused on images, and 25 percent read text posts in online media.

Conclusion:

According to the findings of this study, the impact of digital marketing to aggregate marketing activities among mass consumers, particularly on the customers' behavioural and inflecting patterns, is significant. Although digital marketing strategies, techniques, and ideas are quickly surpassing conventional ones around the globe, the mass consumer market in Mumbai is still rather slow to adopt them. Marketing specialists are sceptical about the usefulness and advantages of digital marketing, and it has been seen that there is a lack of adequate segmenting and proper market targeting, in addition to poor and unclear product positioning. It is without a doubt that the

expansion of the internet and mobile communication is broadening the horizon for more people to reach and communicate, and as a result, conducting adequate market research and then following it up with a comprehensive inclusion of digital marketing tools and strategies in an organization's integrated marketing communication can unquestionably ensure the delivery of marketing that is both more effective and more efficient.

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