



Comparative Indian Situation Effect Analysis on Pre and Post Digitization

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Abstract- Digitization is a method of translating the different sources of information into digitized format, such as text, sound, picture or voice. By decreasing unemployment, enhancing the quality of life, and increasing access to education and other public services, digitization has proven to have an impact on the economy and society. Right information at the right time to the right user was the target of the information professionals.

Recent advances in information and communication technology, especially the Internet and web-based technologies, have led to major changes in the way information is created, transmitted, accessed and used. Such innovations play an important role in mitigating the complexities of using information at an early stage.

We have been using printed information sources for a long time which are made accessible to us through the efficient efforts of publishers, booksellers, librarians and information scientists. But so many steps have been taken in the advent of information technology to decrease attempts to access information in a limited period of time. Digitization of knowledge, i.e. the translation of printed material into digital form and made available for use with the assistance of computer networks, is one of the main applications of IT. That has altered the entire knowledge world scenario. This article delineates the study the awareness of digitalization marketing in Indian economics conditions. Moreover to analyze the influence of digital marketing in purchase decision.

Keywords: Digitization, unemployment, IT, information, professionals



1. Introduction

In today's digital society, all information is divided into two binary strings, 0s and 1s, which codified the data, enabling people to develop, manage, and exchange data in ways that are innovative, according to Pearce-Moses (2005) – Digitization is the process of converting analogue content into a binary electronic (digital) form , particularly for computer storage and use. Digitization transforms materials from analogue formats that people can read to a digital format that only computers can read. To digitize the material of information, devices such as scanners, cameras, and a range of other devices may be used. These technologies allow almost all kinds of materials to be digitised, including paper records, rare documents, photos, sound recordings, and motion pictures. Information is generated in multiple formats at an exponential pace across different media and it is becoming increasingly difficult to keep up-to - date in this literature overflow without the assistance of information technology. Digitization increases access to tools for information. Digital projects allow users to search for collections from anywhere at any time, easily and comprehensively.

The digitization process causes the intangible to be visible. Without hindrance, a number of users may access the same document at the same time. It also solves the distance issue, as users do not have to fly to places that have hard copies of materials. Although digitization is a time-consuming and very expensive undertaking, it is a powerful way to cope with the problems of persistent periodicals scarcity and other technological literature in developed world institutions, colleges, and technology schools [1].

2. Economics Impacts Of Digitization

The implications of advances in information and communication technology technicalities introduce the digitisation concept. The transition from print to digital media for transmitting information to the wider population is the product of the development of the Internet and now allows for the vast amount of information that anyone can access.



Information is being produced, stored, communicated and preserved digitally by the digitization process to an ever greater extent. The economics linked to the digitisation principle is double. The first one, how economic is the digitisation process? Second, its effect on the countries' economies. The digitization-related economy is mainly realised through the ways in which digital content is produced, stored, disseminated and used. For the present society, digitization of information seems pretty beneficial and economical. The digitization process at its preliminary stages, however, is not considered economical, but its inexpensive effect can be realised at later stages in terms of growing returns, zero marginal costs and long-term use by the wider population of digitised content.

Despite being costly at the initiative level, such as website design, document scanning, well-edited text and navigational aids, fast hardware, software packages and good connexions / bandwidths, continuous migration to digital technologies, etc., digitization saves much of the cost of production and is fair compared to the traditional mode of information system delivery. In the digitising technology, the expense that saves is otherwise round and decreases the marginal cost of document production. The cost lies in the workers digitising the job, the database system and the efficient flow of information over the internet is largely fixed cost or cost of first copy.

There is a significantly lower marginal cost of issuing several copies of one document. Digitization provides society with long-term benefits, but it will take several years to fully understand these benefits. The digital economy, therefore, requires short-term investments and long-term gains in return. Electronic sources in today's culture are an example of the modern and evolving forms of knowledge distribution. Accessing digitised information that electronic sources such as e-journals, consortium, online databases, and other similar tools saves a great deal of cost than subscribing to print sources. Despite purchasing it in print form, the expense of buying the data online saves most of the expenditure [2,3].

3. History Of Digital Marketing



Public Internet access was introduced in India in 1995 which resulted in the country's advent of digital marketing. Since then, India's internet user base has risen and in 2019 it crossed the 500 million mark. The extensive use of computers and mobile devices has resulted in a number of digital marketing platforms being created. Digital marketing has impacted companies by helping them make a mark on the internet marketplace and by altering their purchase path[5].

Every day a greater number of people use the internet to perform different functions such as browsing, shopping, transacting and educating them. Over the years , digital marketing has evolved to reach out to these people to catch their interest on their different devices. In 1990, the word Digital Marketing was coined. It can be described as the promotion of your goods and services using digital platforms to a targeted audience. Personal computers and server-client architecture were common back in 1990, so only search engines were restricted to digital marketing. These digital platforms currently include blogs, search engines, social media , email, cell phone apps, or any other electronic devices. In the same year the first-ever search engine 'Archie' was launched and the path of supporting an online company began. In 1993 the first clickable web-ad banner was uploaded online. Soon after, in 1994, the first e-commerce transaction laid the groundwork for an online marketplace.

India entered the scenario a year later in 1995 with the advent of public internet access and the launch of mobile phones in the country. India MART B2B marketplace was established in India the following year, i.e. in 1996. All this was only the beginning, with the launch of Yahoo followed by Google in 1998, the scene changed greatly. Businesses have begun to understand the promise of online sale and have sought new media marketing. The idea of mobile devices had crept into the industry and contributed to further marketing advances and the introduction of the first mobile marketing campaign in 2001.

When the social media sites Myspace, LinkedIn, Facebook , YouTube, and Tumblr all launched within a decade, the scene was brimming with activity. India's leading e-commerce site, Flipkart, was established in 2007. By 2010, the value of digital marketing had been recognised by



corporations and it had become an efficient way of building brand recognition and establishing enduring relationships with consumers. Indian companies have also seen opportunities to scale internationally and meet clients with ease.

The open access model is based on the preservation and distribution of documents in the long term at a minimal cost, which is very high in the traditional and closed production environment. Open access is the free availability of academic content over the internet, one may read, download, reuse and redistribute the materials for non-commercial purposes only in the open access environment. Institutional repositories, online databases and several e-journals, etc., are open access tools, and these are very helpful in terms of generating and accessing scholarly material over payment-based systems. Since limiting access to information is more costly and requires a great deal of effort and costs in the implementation of protection systems, billing processes, maintaining approved user databases and responding to requests that add complexity to the simple process of mounting information on a device and providing access through the WWW [4].

4. Digitization and the Indian insurance industry

India's insurance market is on the verge of a digitally powered transformation. As the use of smart, digital products and services increases, the demand from customers for fast, reliable, seamless and intuitive products and services increases.

All stakeholders — insurance firms, distribution networks, consumers, technology providers, etc.—will need to cooperate and network to facilitate and deliver such services and products. In other words, a multi-stakeholder ecosystem will drive the insurance industry's next growth spurt, and the role of digital payments in promoting the growth of such ecosystems is critical.

At the same time, digitization and ecosystem growth would make all stakeholders more vulnerable to the loss and theft of the data. The increase in the use of virtual networks and intranets and the "aggregation" of cyber risk due to the concentration of virtual supply chains



would make cyber risk and protection serious threats that need to be addressed at the enterprise level. There is also the possibility of loss of business interruption due to interconnected supply chains of digital data. They would also be exposed to the dependence of mobile wallet companies and payment banks on technology, online connectivity, and the need for large volumes of remittance transactions to offset the low margin per transaction.

These businesses are becoming increasingly worried about such cyber frauds, from our observations. Complex supply chains, integrated supply chain operating risk and cross-border alliances are likely to push strict insurance coverage criteria for participating businesses [5].

5. How To Implement A Successful Digital Marketing Strategy In India Market

In India in particular, the digital marketing industry has seen steady growth in the last few decades. Not to mention, the industry, for that matter, has helped countless other companies and businesses to thrive like everything on the site. All facets of digital marketing have served and continue to contribute to the improvement of numerous online companies, ranging from Search Engine Optimization (SEO), Social Media Marketing (SMM) to Pay-per - Click (PPC) and even Search Engine Marketing (SEM).

If you were an enthusiastic rider or an adventure enthusiast, you would certainly have been glued to the Himalayan Highs web series: TVS ZEST 110 on You Tube. It was a fascinating reality show, filled with nail-biting suspense, emotions and suspense, which was nothing but a well-strategized digital marketing strategy. Success has different meanings for different items, but when we speak about a good promotional campaign, it has to be the one that hits the target audience with the right chord and makes a lasting impact in their minds [6].

Although we are no strangers to ads on television and print, a digital marketing campaign is something that is focused on slightly different elements. In ensuring its effectiveness, a well-designed plan for digital marketing goes a long way. Using the Himalayan Highs as a case study, let us see what are the ingredients of a effective campaign for digital marketing. In short, the

campaign: Success for different things has a varied meaning, but when we speak about a good advertising campaign, it must be the one that strikes a right chord with the target audience and generates a lasting impact in their mind. While we are no strangers to television and print advertising campaigns, digital marketing campaigns are based on slightly different concepts. In ensuring its effectiveness, a well-designed plan for digital marketing goes a long way. Using Himalayan Highs as a case study, let us find out what are the main ingredients of a successful strategy for digital marketing and how to execute it:



6. Conclusion

By developing non-agricultural economic activities, apart from providing access to education , health and financial services, a digitally linked India will help to improve people's social and economic conditions. It is necessary to remember however that ICT alone can not contribute directly to the nation's overall growth. The overall development and growth can be accomplished through the promotion and enhancement of components such as literacy, basic infrastructure, general business climate, regulatory environment, etc.



Digitalisation has been considered to be a potential driver of innovation and economic growth in India, giving rise to new methods , techniques and data that increase efficiency and productivity and allow new products and services to be built. Digitalisation is projected to build and kill jobs but the net effect remains to be seen. Technological change is not the only factor that in recent decades has reshaped Europe's labour markets. Indeed, primary drivers such as globalisation, demographic changes and climate change have also had a major effect on the labour markets of Europe.

Set against a backdrop of very high levels of unemployment, these trends have drawn the attention of policy-makers and academics across Europe. There is insufficient evidence available on the effect on labour markets and labour relations of digitalisation and the on-demand economy. In addition, the current data diverge. For this reason, current literature on these topics is still somewhat small, although the field of study is progressing rapidly. Digitalisation, as with past technological revolutions, is expected to have two significant implications for businesses and workers.

On the one hand, emerging technology and data analytics allow businesses to increase their production , increase labour productivity, and substitute practises that are likely to lead to job losses. This has been verified in many countries, such as Estonia, for example, in the telecommunications sector and among taxi dispatchers. On the other hand, it will encourage the creation of new enterprises and activities, which will create jobs. The on-demand economy, despite its rapid growth, is still fairly small in Europe. It's just disruptive in a small number of industries at present. If its growth rate continues to outpace the growth of the conventional economy, this could change. In every sector on-demand platforms are increasingly emerging, indicating a complete re-intermediation within the economy. This creates different business and regulatory frictions, but also valuable opportunities for employers and employees, as previously undoable work is being done and new opportunities to become involved are being offered to people previously excluded from the labour market.



ICT technologies and multi-sided networks are also radically changing conventional industries as a positive loop arising from disruptive technology, forcing incumbents to reshape their business models, in which data plays a key role. The effect of the economy on demand varies from one sector to another. There seems to be a strong difference between virtual work, which can theoretically be carried out internationally, and physical services that need to be carried out locally, based on the empirical work carried out so far. There also seems to be a distinction between tasks requiring low / medium abilities and elevated abilities.

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