"A STUDY ON IMPACT OFDIGITAL MARKETING IN MODERNIZATION AGE IN INDIA:ISSUES & CHALLENGES"

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ABSTRACT

Digital India without a doubt is a very commendable project and deserves full support. As far no disadvantages could be noticed as its a initiative we are talking about. However, the initiative also lacks many crucial components including lack of legal framework, absence of privacy and data protection laws, civil liberties abuse possibilities, lack of parliamentary oversight for e-surveillance in India, lack of intelligence related reforms in India, insecure Indian cyberspace, etc.

The effectiveness and range of digital channels assist marketers' regular and interactive communication with their customers. Digital mediums/channels like the Internet, email, mobile phones and digital television offer new prospects to develop customer relationships. In this modern era of technological world, the Internet plays a very significant role. Digital Marketing as a technology has made the life of humans easier. It has enabled the customers and the companies to do the transactions digitally and hence, reduced the paper work.

This study has described the various forms of digital marketing, and it's impact on a firm's sales. It emphasis on the adaptability and growing importance of digital marketing over the conventional marketing. It also focuses on the issues & challenges of digital marketing.The data has been sourced from various secondary data such as journals, books, websites and the previous researches on the same.

Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in theDigital India was launched by the Prime Minister of India Shri. Narendra Modi on 1 July 2015 - with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy.

Keywords: digital marketing; evolution, conventional marketing; conventional marketing

Introduction

A country 'Digital India' seems the dream only gimmick. Dreaming of the internet revolution in India, the country's prime minister for the sake so it can dream, but in the country before the poverty, hunger, famine, lack of hospitals and diagnose problems such as lack of education must . Digital marketing is often known as "online marketing" or "web marketing" or "internet marketing". It is the kind of marketing or promoting of products & services using digital technologies.
As users are increasing, it's importance is growing, from email to search engines like Google (1997) and Yahoo (1994) and like other e-commerce sites such as eBay (1995) or Amazon (1994). For the marketers, it's a goldmine. Through digital marketing, search engines which can cataloged the new websites that has been created and are allowed to users to find the desired information, its now become easy to market and promote the products or services.

The objectives of Digital marketing are generally to reach the right audience, to engage with them, to motivate the audience to buy your products or services and to maximize the returns on investment. The basic components of digital marketing are: Branding, Social media, Content marketing, Email marketing, SEO, App development, SEM.

he way the government is active campaign, he also fears that even the government itself does not become bad karma. The campaign, which was drawing a range of features from the perspective of national security, the Internet has seen? Nowhere is this campaign will not pose a threat to national security? No study has been made on making this or that fact is still nothing came. The place is getting too Andeshon. All things come to mind. Elsewhere, India's digital vision is not without tools to increase security measures would be sectarianism?

So far people's privacy will not targeted? Many of these questions are born, have responded yet nothing came. Campaign under the country's 2.5 million broadband connections in rural areas, one million digital locker, 2.5 million Wi-Fi access in schools and universities has been set as targets. However, before starting the campaign of the government falling negative impact it may have in mind, but a common man will not think about the losses. This campaign, along with the damage from the government to the citizens of the country may have to grapple.

Branding: It is the process of creating a unique name and image of product in the customer's mind , generally through advertisements with themes. It's purpose is to differentiate the presence of the product in the market which may attracts the customer loyalty towards the product.

Social Media: Social media is internet based technology that facilitates the users the electronic communication of information and other relevant content such as photos and videos.

Content Marketing: It is generally done through email newsletters and blogs. It attracts the customers by distributing and spreading the relevant or informational content which may be used by the target audience.

Email Marketing: It is a type of marketing done by marketers to promote their products and services via sales letters and customers news letters.

SEO: Search engine optimization (SEO) is the Search engine optimization (**SEO**) is the technique of increasing the quantity and quality of traffic to the website generally through search engine results.
SEM: Search engine marketing (SEM) is a form of Internet marketing which includes the promotion of websites by increasing their visibility to the users in search engine results pages.

Literature Review

Marketers progressively get brands closer to consumer's regularly. The changing role of customers as co producers of value is becoming highly important (Prahalad and Ramaswamy, 2004). Khan and Mahapatra (2009) remarked that technology plays a significant role in improving the quality of products and services which are provided by the business firms to increase and retain the potential customers. Hoge (1993) stated that , electronic marketing (EM) is a technology enables to transfer the goods or services from seller to buyer through one or more electronic methods or media. Reinartz and Kumar (2003) investigated that the number of mailing efforts by the companies is highly linked with company prosperity over future time. The primary advantages of social media marketing is reducing costs and enhancing the reach.

The social media platform is cost effective as it is typically lower than other marketing channels such as face-to-face sales or sales through middlemen or distributors .The main advantage of social media is that it can enable companies to increase reach and reduce costs (Watson et al. 2002; Sheth & Sharma 2005). Waghmare (2012) stated out that many countries in Asia are captivating the advantage of e-commerce through which is crucial for promoting competition and transmission of Internet technologies. Digital marketing techniques enables the customers to maintain company information simplified (Gangeshwer, 2013). Digital marketing enables 24*7 services for customers to make purchases comfortably. Prices are transparent in the digital marketing (Yulihasri, 2011).

ADVANTAGES:
Digital India programme is focused on three key ideas:-
- Creation of Digital Infrastructure and Electronic Manufacturing in Native india.
- Delivery of all Government Services electronically (E-Governance).
- Digital Empowerment of Native indian People.

The three key Digital Tools which will provide as the pillars of the project are:
- A Digital Identification which will verify the end user.
- A Bank account for Immediate Benefit Transfers of subsidies and payments.
- A Mobile for worldwide access to all services.

Other advantages of digital India are as follow
- It will help in decreasing crime if applied on whole.
- It will help in getting things done easily.It will help in decreasing documentation.
- Some of the services which will be provided through this desire effort are Digital Locker, e-eduction, e-health, e-sign and nationwide scholarship portal.
  Initiatives under Digital India and their advantages

 The main initiative under Digital India is the 'National Optic Fiber Network'. Started much earlier in 2011, it was an ambitious program to connect 2.5Lakh Gram Panchayats through broadband. It would be pursued with renewed vigor, planning and monitoring.

For everything there will be disadvantages of digital India:
1 . Small retailers in India deal only with cash and have not been able to invest in the digital infrastructure.
2. Very high amount(funds) is required to implement digital India plan.
3. Uneducated people cannot able to understand.
4. Though software can be developed for this, yet the softwares can be easily hacked.
5. Digital Communication has completely ignored the human touch and personal touch cannot be established.

6. The establishment of Digital Communication causes degradation of the environment in some cases. "Electronic waste" is an example.

7. The vibes given out by the telephone and cell phone towers are so strong that they can kill small birds. Infact the common sparrow has vanished due to so many towers coming up as the vibrations hit them on the head.

8. Higher power consumption is requried for digitalization.

Research Methodology:-

Research design- The content of the paper has been collected from the secondary data such as previous researches, textbooks, reference books, journals, websites.

Objectives of the study:-

- ➢ To understand the evolution & adaptability of Digital Marketing into world.
- ➢ To study the impact of Digital marketing over the conventional marketing.
- ➢ To determine the issues & challenges of digital marketing.

Scope of the study:

- ➢ Determining the important components of digital marketing
- ➢ Understanding of issues and recommendations in digital marketing

Evolution & Adaptability of Digital Marketing in new brave world:-

The digital marketing concept has been emerged from "Digital India" which is a campaign launched on 1 July 2015 by Prime Minister, Narendra Modi to make certain that Government services are accessible to the citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology.

With this, the initiatives were taken by the marketers to utilize and take full advantage of technology to grow their business. Digital India enables the people to access the technology facilities to buy and sell products or services with comfort.

Digital Marketing over Conventional Marketing:

Basis	Conventional Marketing	Digital Marketing
Reach	Limited to Area	Global
Real Time Results	It doesn't help the business to see real time results as uses the outdated approach	With the help of software's, it is possible to track the potential users and project the growth prospects through digital marketing.
Price	Very expensive	Cost- efficient
Return on Investment (ROI)	Not Guaranteed	Guaranteed
Data collection & Maintenance	It is difficult to collect & maintain data in conventional marketing	It is easy to collect & maintain data in digital marketing.

Issues of Digital Marketing:

➢ Digital Marketing is dependent on the technology which is prone to errors.

➢ High Competition involved.

➢ Since, the transactions are online, in many cases customer loyalty suffers.

➢ Due to online frauds, customers generally holds negative attitude towards the online/digital marketing.

➢ Customer is the king, i.e the power has been now shifted from the marketers to the customers to due to which marketers face challenges in their business.

➢ Digital marketing is promoting B2C, but not much B2B transactions.

➢ Privacy, security & ethical concern.

➢ Small business firms are unable to utilize digital marketing as a technology as they cannot afford Search engine marketing.

➢ Hackers seize transactions which cause problems for both consumers and companies that are operate on the internet.

But this is not an easy mission and various challenges are related to it. Some of them include-

1. The Indian experience of using ICTs (Information & communication technology) in governance for the past 15 years is not something that we can be proud of — amongst 193 countries, India ranks 118 on the e-Government Development Index as per the United Nations e-Government Survey 2014.

2. There is lack of digital literacy in India.

3. Lack of affordable smartphones-*"When you talk about Digital India, the first step is access to at least a smartphone. Access to affordable smartphone should be there to avail all the facilities of the campaign," said Rama Vedashree, Vice President of Domestic IT, IT services, Nasscom.*

4. Linguistic diversity of India - Indian diversity in language makes it more challenging for integration, that is integration of language with technology.

5. India is more prone to cybercrime as no rigid measures regarding cyber security is present in India.

6. Issue of last mile connectivity- India has thousands of villages with no active electricity supply. Digitalising them is far too ahead.

7. The Digital India plan comes at a time when the debate of net neutrality has still not been resolved. Net neutrality is important for **entrepreneurs**, who play a major role in this whole campaign, said Pratap. Hence, it is of utmost importance that the debate be resolved at the earliest.

8. Peoples' mindsets are still pre-digital, as is the functioning of government's public interface.

9. The server is always down, in pre-digital and post-digital India.

10. Low internet speed with high prices- For digital India to materialise efficiently, broadband connection is a must.

Conclusion:

Digital marketing as a concept is growing rapidly but again there are many small businesses those are struggling with decision that which kind or type of marketing to do because their budget will only stretch to one or other, not both.

So, therefore, there should be improved technical advancement in promoting the products & services through digital marketing, the collection and application of customer's feedback should be in the right way to avoid ambiguity. Also, there should be a transparent services to the consumer before and after they purchase by disclosing the relevant information or content. As, the use of digital marketing is growing day by day, but there are still small marketers and the potential customers to whom this digital marketing technology haven't reached yet, therefore, the focus should also be to create awareness among the people about digital marketing. There are many frauds and crimes happing over the internet, to avoid this, there should be complete description to be provided about the products and services to the online shoppers.

Though the researches have investigated the growing importance and impact of digital marketing in new world, another high- direction future research can be towards the impact of digital marketing on the psychology and behavior of customers while buying or purchasing the products online and investigating the solutions to reduce the frauds and crimes in online marketing.

Better access to digital tools and content allows women to be in touch with friends and family, access important weather and agricultural information, easy access to credit and saving tools, and most importantly, obtaining important health information for themselves and their families. Due to this reason alone, digital access should be a matter of priority for women around the world.

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