Impact of Digital marketing in Indian Era

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ABSTRACT

Through the super power of "globalization", the smart cities in India have not only become **digital** but people also are in receipt of transforming themselves to the digital era. Citizens of the smart cities are not only consuming digital content on a
daily basis but also the companies and the business world in general are starting to recognize the importance of getting into digital. Equivalently, it is very essential that marketing departments need to adapt to the new environments and hire active professionals in the field of digital marketing. Digital marketing on the other hand can be defined as an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The concept of digital marketing has become a fashion in the companies to promote their products and services. While marketers with positive experiences would tend to believe that digital marketing works and some would disagree in India, but one would be sure that magnitude of its impact is increasing in market, when compared to other markets.

This paper studies and establishes the power of digital marketing in smart cities of India. The study also probes into the learning of impact of digital marketing in Indian smart cities. Through research and analysis, the paper emerges some points which can be used as a blue print criterion for the digital marketing strategies to be considered in the smart cities.

RESEARCH METHODOLOGY

Drafting a questionnaire based on the above mentioned and analysing the data.

Key words: Smart cities, Digital marketing, Consumers, advertisement & India.

INTRODUCTION

Digital marketing can be defined as an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The concept of digital marketing has become a fashion in the companies to promote their products and services. Digital marketing is the promotion of products or brands via one or more forms of electronic media and differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyse marketing campaigns and understand what is working and what isn't – typically in real time. Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels,etc.

Glimpse of Smart City:

A smart city is an <u>urban area</u>that uses different types of electronic data collection sensors to supply information which is used to manage assets and resources efficiently. This includes data collected from citizens, devices, and assets that is processed and analysed to monitor and manage traffic and transportation systems, power plants, water supply networks, waste management, law enforcement, information systems, schools, libraries, hospitals, and other community services. The smart city concept integrates <u>information andcommunication technology</u>(ICT), and various physical devices connected to the network (the <u>Internet of things</u>or IoT) to optimize the efficiency of city operations and services and connect to citizens. Smart city technology allows city officials to interact directly with both community and city infrastructure and to monitor what is happening in the city and how the city is evolving. ICT is used to enhance quality, performance and interactivity of urban services, to <u>reduce costs</u>and <u>resource consumption</u>and to increase contact between citizens and government. Smart city applications are developed to manage urban flows and allow for real-time responses. A smart city may therefore be more prepared to respond to challenges than one with a simple "transactional" relationship with itscitizens.

What Smart Cities of the Future Will Look Like?

With plenty of incentives for cities to embrace the tech future, here are the trends in the emerging social and digital arena.

The emergence of <u>Internet of things</u>technology is driving the development of smart cities in many booming metropolitan areas around the world. The visions that planners have for these cities are bold—from <u>autonomous buses and free Wi-Fi throughout</u>to <u>LEDstreetlights</u> that have sensors to monitor their conditions.

The best fragment is that tangible benefits are all falling into place, like security, savings and sustainability, as well as attracting residents and businesses that want to capitalize on lower operating costs and position themselves at the forefront of the smart city revolution. With plenty of incentives for cities to embrace the tech future, here are the trends in the emerging social and digital arena.

Saving money through efficiency in smart cities:

Much of the driving force behind everything "online" revolves around the bottom line, and improvements in efficiency lead to a solid reduction in needless spending.

In a research survey, according to CNN Money if we upgrade all streetlights in cities with remote monitoring LED street lights and smart controls which shall cost about rupees 14 million, the cities will save 8 million per year by switching to more energy-efficient LED bulbs, The technology alerts city employees when bulbs are out, but eventually, it may gather reams of valuable information about air quality, traffic patterns and more pertinent information for improving the city's quality of life.

And then there are smart windows that react to changes in sunlight intensity to reduce heating, cooling and electricity consumption. Much like transition lenses in sunglasses, these windows can become lighter or darker depending on the need, and the <u>LawrenceBerkeley National Laboratory</u>found a 19 percent to 26 percent savings on cooling and 48 percent to 67 percent on lighting.

With data from smart buildings, individuals and businesses, cities can reduce energy consumption, especially during peak hours, and see substantial savings in energy costs with the added benefit of reduced environmental impact. And it's all about environment impact when thinking long-term.

Driving innovation through conservation

A fortunate side effect of reducing wasteful spending tends to be conserving important resources. Saving water, for instance, is always a laudable goal, but to certain communities in drought-ravaged area, preserving the resource is a much higher priority than saving a few dollars on a water bill.

To this end, cities have employed sense's smart water technology to help procure water usage data and enforce reduction mandates, as well as identify water leaks and other easily eliminated sources of waste.

Why people prefer to reside in smart cities:

In a research study some surprising results were uncovered, the most intriguing of which include the following:

1. When educated about the benefits of smart cities, 75 per cent of respondents think smart city technology would have a positive impact on theirlives.

2. Majority of participants are interested in living with smart city technology as there are many security basedmodels.

3. Positive sentiment for smart cities is highest amongmillennials.

4. Participants expect smart city technology to directly impact their daily life within the next 0 to 3years.

5. Smart street lights are the most well-known smart city application; public safety is considered the most important benefit of smart streetlights.

6. Reducing pollution and improvements to public safety were considered the top two benefits, respectively, of smart citytechnology.

The Importance of Digital Marketing in the current scenario:

Whether it is product or a service, we just can't under estimate the power of digital marketing. The current age where we live, it is fully dedicated to digital media and so when we are marketing or advertising then we must not forget that there has to be online marketing too. **What makes a difference?** Almost everyone would use the online and

social media these days. Also, there have been many people who would just like surfing and checking what's on the web. Thus, we can see that almost everyone would come online once a day at least. In fact, some people stay online whole day. Keeping these facts in mind, we

just can't leave digital marketing alone when it comes to marketing the product or service. With the boom of Smartphones and Tablets, Digital Marketing has reached a new high. People who were previously unrelated to the field are now learning about it and are excited for the same. The era has changed does much that if a person does not have a Social Media account, he/she is looked down on. So, how does a marketer gets to make use of DigitalMarketing?

Why Digital Marketing is very essential in Smart Cities:

The smart cities are quickly becoming **digital**. People in the smart cities are consuming digital content on a daily basis. Companies and the business world in general are starting to recognize the importance of getting digital and it is essential that marketing departments adapt quickly to the new circumstances and actively hire professionals in the field of digital marketing. Digital marketing is extremely important in smart cities, not only because of its rapid growth but also because it is essentially the future of marketing. Soon all other traditional marketing forms will disappear as digital marketing will replace them altogether in smart cities. While some generations will no doubt lament the loss of paper newspapers, books and old fashioned communication methods, new generations who have grown up with internet and mobile phones are already embracing the brave new world of digital consumption.

Digital marketing methods are faster, more practical and versatile than the old traditional ones. Technology has put business in the digital age. Some of the most common forms of digital marketing are:

- Website (SEOcontent)
- Blogs
- Internet bannerads
- Online videocontent
- Pay-per-clickadvertising
- Emailmarketing
- Social media marketing (Facebook, LinkedIn, Twitter,etc)
- Mobile marketing (SMS, MMS,etc)

The smart-city market is in its early stages of development. Some of the most common applications include transportation and parking, energy management, water management, lighting, environmental monitoring, public safety and communications, waste management

and smart buildings. But as smart cities become more ubiquitous, so too will opportunities for marketers—including those in the city governments themselves—to get closer to consumers.

"A smart city with all this connectivity will create more touch points with consumers, more opportunities to market, and will put a brand in front of consumers," said Steve Koenig, senior director of market research at the Consumer Technology Association. "If you know that Joe Citizen tends to walk past a [digital] billboard, an ad could be instantly tailored to him and shown for 30 seconds. But when somebody else walks by, they might see an ad for something completely different."

A <u>Black & Veatch</u> study found that advertising was among the methods that US city-planning professionals were using to monetize their smart-city initiatives.

Intersection, a company owned by Alphabet's Sidewalk Labs, is part of a consortium working with New York on the LinkNYC program, which is replacing some of the city's pay phones with kiosks that provide free, high-speed Wi-Fi, phone charging, information services and display screens that serve up a mix of public service messages and advertising.

Impact of Digital Marketing in Smart Cities:

The term 'smart city' was coined towards the end of the 20th century. The industry is therefore still in its early days, giving smart city organizations the opportunity to position themselves as thought-leaders in this nascent space. Brands who go beyond simply selling their services and actually demonstrate their genuine passion for urban innovation (through, for example, maintaining a regular smart cities blog) are the ones that will be perceived as industry leaders. By making their voice not only the oudest, but also the most informative and interesting, these organizations will define themselves as leaders in a sector where pioneers are still being defined.

Impact of digital marketing has never been more important for city development – but this can be a strange and challenging world for businesses that are just beginning to develop

their online presence. Companies adept at using digital tools along the consumer decision journey are gaining a sizable lead over competitors. Today, t**he internet has become** an indispensable tool for marketers, yet there are still gaps in understanding its role in shaping how consumers choose among brands. With the help of a powerful data set, we have been studying the relationship between the level of digitization across the consumer's decision journey and the likelihood that a consumer will select a brand after considering and

evaluating its qualities. Overall, the landscape exhibits what we and others call Digital Darwinism.

- In the smart cities, competition among brands is steadily increasing as branding channels and messagesproliferate.

- In the smart cities, as consumers become more digitally empowered, brand messages lose their impact, and the likelihood of conversion, on average,decreases.

- In the smart cities, the brands will most likely to convert digitally jaded consumers into purchasers offer the strongest array of digital experiences. These successful players seem to be pulling away from less robust digital brands and gaining further momentum as they build up positive word of mouth on socialmedia.

Tie between Digital marketing & Smart Cities:

Impact of digital marketing has never been more important for brand development – but this can be a strange and challenging world for businesses that are just beginning to develop their online presence. Here are several ways that digital marketing and the brand are closely tied and why that matters so much in today's online advertising world.

1. **"Going Viral" in smartcities.**

   In smart cities "Going viral" isn't a phrase we hear very often anymore, primarily because the concept has grown too large and ingrained in the online world to be described with a single phrase. Today we have memes, signals, buzz, click-bait, trending posts, hash tags – and so much more. However, the goal is still spreading out content very quickly through the online world by making it eminently shareable, and the concept is still key to representing the brand on the Internet. Remember, in the online world the vast number of new consumers will see and come in contact with the brand through the most popular, most sharedcontent.Digitalmarketingisthegroundzeroforfindingnewleadsandbringing

   them in to look at the business: It really is that simple. Successfully using digital marketing in smart cities to create viral content is now the challenge.

2. **The Power ofProfiles.**

   Another key part of digital marketing – and this may surprise some companies – is the business profile. Why is this integral to our brand? Because it's the content that is very frequently judged by consumers making purchase decisions…especially in today's mobile world where Google delivers local business profiles at the very top of its SERPs. Additionally, the information connected with profiles, from Google to Facebook, is

increasingly being tapped to affect page rankings and SEO. Not only will customers make instant decisions about our brand based on our profile information and connected reviews, they will see our profile more often these days based on what they are searching. In other words, focus a lot of effort on making our profiles clean, authentic, entertaining, information, and everything else that good content should be.

3. Spreading OutContent

It's easy for marketers to think of their brand identity as being the total sum of all the content produced and published. But we have to understand that those marketers are the only ones actually seeing all that content. In the smart cities, consumers are making their brand decisions after seeing only a few pieces of content available in their preferred channels – and more later on depending on their interest and conversions. What does this mean for we brand? It means that multi-channel content and consistency are both very important. We need all of our content to have the same tones and brand messages (and colors, fonts, professionalism, sensor of humor, etc.) so that every consumer is getting the same idea about our company. Then distribute that content across a number of channels so ensure as many consumers see it as possible.

4. Social Signals andTraffic

"Social signals" is a catch-all term used to describe everything that people to do social content, including likes, shares, and comments. Generally – unless we are being crude or argumentative – a high number of social signals are very healthy for the brand. It indicates a lot of people are attracted to a particular type of content, and are getting a sense of our business through it. So social signals are frequently used to judge how powerful a brand is atanygiventime.It'sahandywaytojudgetheefficacyofparticularcampaignsaswell,

and these metrics should be a part of any digital advertising strategy. Remember, our online brand is affected not only by what we produce, but by what consumers do with it. We need both halves to be successful.

5. Direct CustomerInteraction

Digital marketing provides an unprecedented number of opportunities to talk directly with customers and potential customers. Because these are "real" conversations, they tend to have permanent effects on brand perception. Every time our company makes a comment, responds to a tweet, or enters a forum, it is creating immediate and immense brand movements. While direct responses are a great way to answer questions, clarify points, and deal with customers,

they need a deft hand and knowledge of brand tone to be used effectively. Time and talent are important for these responses!

Impact of Digital Marketing on Consumer Behaviour in smart cities:

With the boom of Smartphones and Tablets, Digital Marketing has reached a new high. People who were previously unrelated to the field are now learning about it and are excited for the same. The era has changed does much that if a person does not have a Social Media account; he/she is looked down on. So, how does a marketer gets to make use of Digital Marketing?

1. **Consumers now have their own benchmark of what "LooksGood".**

With advent of Digital Marketing, the consumers are a troubled soul; they have different definition of "what Looks Good" to them. They will compare an FMCG product's service with that of TV's service. They expect one brand element to be equivalent to another brand's element. There have been instances where people tweeted on FMCG companies' handle on how let's say Samsung has a better Quality of Service than what they provide. I mean these two products are far apart. But, consumer is King. So, now every company has to be on their toes now because, they are now competing with anyone and everyone on Social Media Space.

2. **Consumer Tolerance is reducing at an alarminglevel.**

Consumer wants response as fast and as clear as possible. It takes merely one viral tweet or post to destroy or build a company's rapport. Platforms like twitter, Facebook, etc. are

being used by consumers to share their misfortunes that they had faced with a company. Negativity attracts people and this is human psychology. Very few users will put a grateful post on FB or Twitter. To tackle such situations, a brand must follow ORM strategy (Online Reputation Management). ORM is basically a management system where we respond to people who are talking about us. If they are talking good, then thank them and ask to visit our website. If they are talking negatively about we, ask them to chill and ask them to register a complaint on the helpdesk. Make sure that the helpdesk solves the problem because again the customer will go to Social Media, but now he/she would be even angrier! Such interactions create a positive impact onpeople.

3. Consumer Dialogue - Word ofMouth.

Word of mouth is still one of the most effective marketing tools. Before Digital Marketing people used to ask elders, or people who have domain knowledge of the specific product they are about to buy. But, now the list has new entries like Rating, Reviews (User and Expert), Testimonials, etc. The decision of a consumer to buy a product, online or offline, they will first Google search it, and then they will go to review sites and read what experts and users have to say about the product.

4. People are not afraid ofexperimenting.

Gone are those days when people are afraid of using a new product and would use it only when somebody else puts a trust deal on the product. Now, a new product with good features and quality is lauded with applause by our consumers. Best example can be Renault Duster car. This car became national sensation in a very brief period of time. It was also not backed up by a trusted brand like Maruti or TATA. Experimenting concept prevailed and due to which many companies like OYO, Ola, etc. came tolife.

5. Consumers are now switchers instead of loyalist.

Loyalty in consumers is now an extinct feature. There was a time when people in India just had a trust in one brand in mobile phone industry, NOKIA. Now, NOKIA is nowhere to be seen. Likes of MNCs like Samsung, Apple is now being threatened by new comers like Oppo, Xiaomi, Gionee, One+, etc. Flash sales and people getting mad over these low cost ultra-features phones. Another close to home example is Patanjali, Baba Ramdev initiative.

Patanjali has made MNC sweat. Colgate accepted that they have a new competitor in town. Patanjali as of now is a Rs. 5,000 crore company!

6. People use more than one Social Media channels now.

It is not upto brands to decide which social media platform they want to be on. It is now decided by the consumers. If consumer is on FB, Twitter, Snapchat, Vine, G+, Tumblr, Instagram etc. brands have to be present there. They have to interact with people to create a buzz among them. Once a positive buzz is created, word of mouth spreads like fire. Brand now cannot and should not avoid Digital Marketing.

RESEARCH METHODOLOGY

Research was carried out with a sample of 100 in size (Students of MBA Department), to explore the objective of the paper. The research methodology used here was exploratory method. The designed questionnaire was given to the students. The methodology used was drafting of a questionnaire based on the objectives of the paper and analysing the data. From the tabulated and analysed data (which is on percentage basis) I have arrived at the following analysis andconclusions.

Samplesize   **:**100.

SamplingTechnique   :   Quota   Sampling.   (students   who   owned smartphones)

DatacollectionProcedure   :   Questionnairetechnique.

Objective ofthestudy   :   To study Power of Digital Marketing In The Smart Cities of India

Scope ofthe study   :

a.   The paper establishes a strong sense of relationship between consumers, branded products and online marketing in smartcities

b.   The paper showcases the factors that influence the consumers while choosing branded products using digital marketing in smartcities.

Diagrammatic presentation of the data collected and analysed Respondent's perception towards " Is digital marketing one of the key components in smart cities ? "
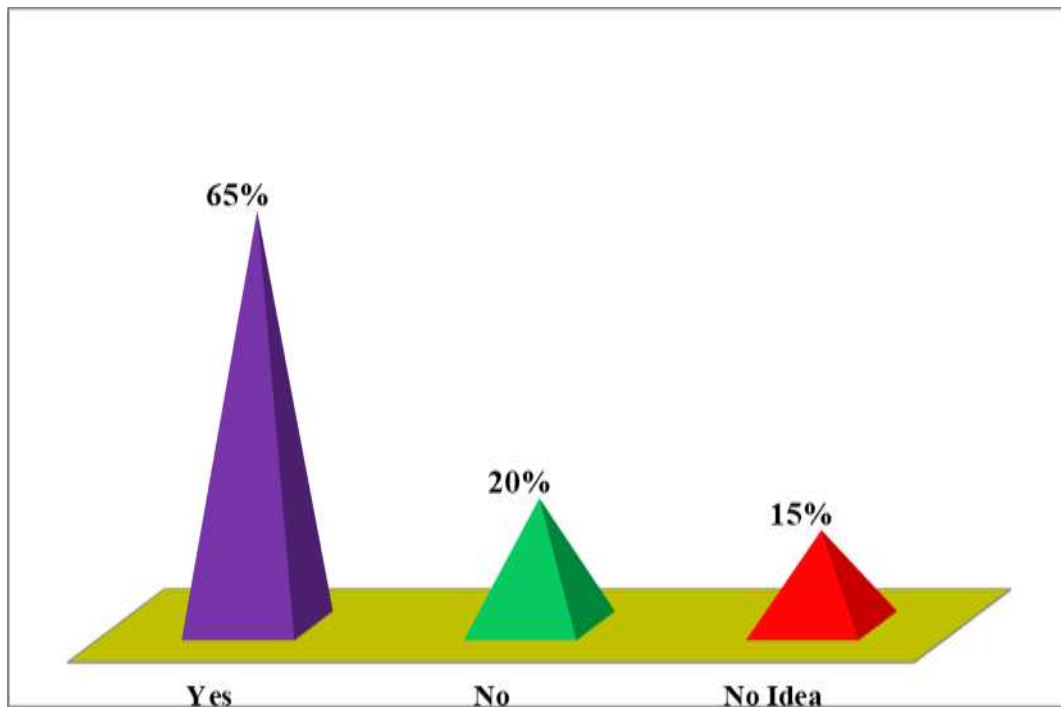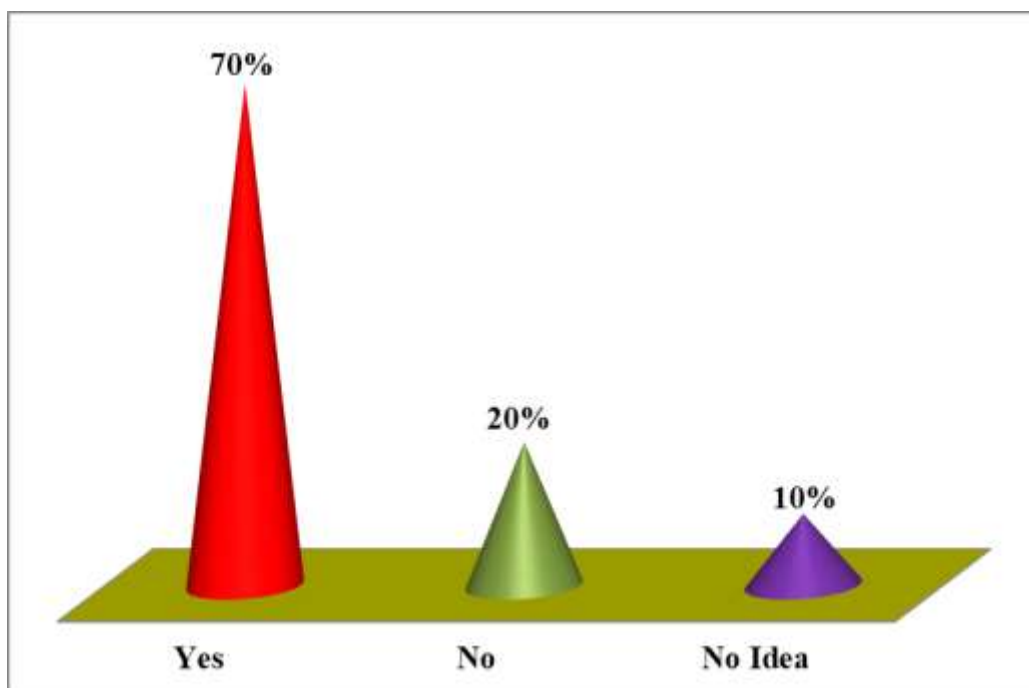

Respondent's perception towards " Digital marketing is the suitable marketing technique in smart cities ? "
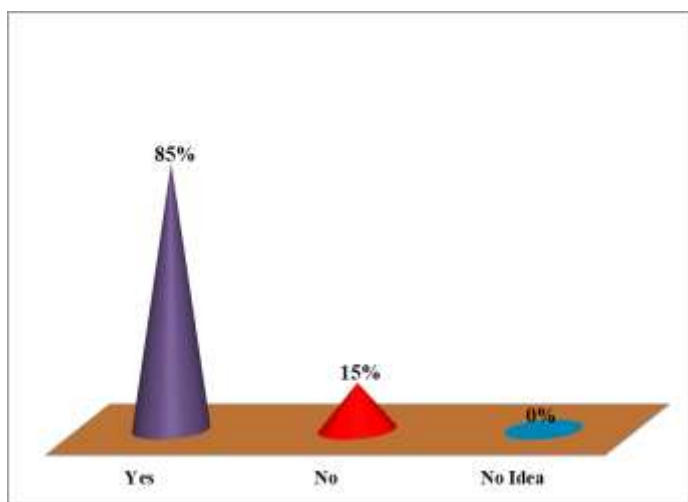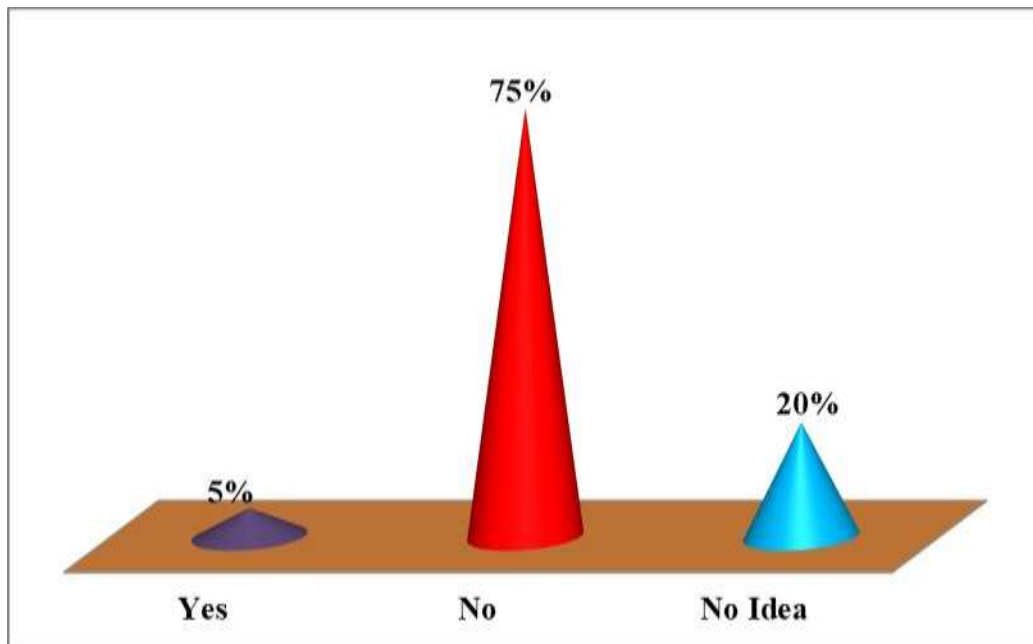

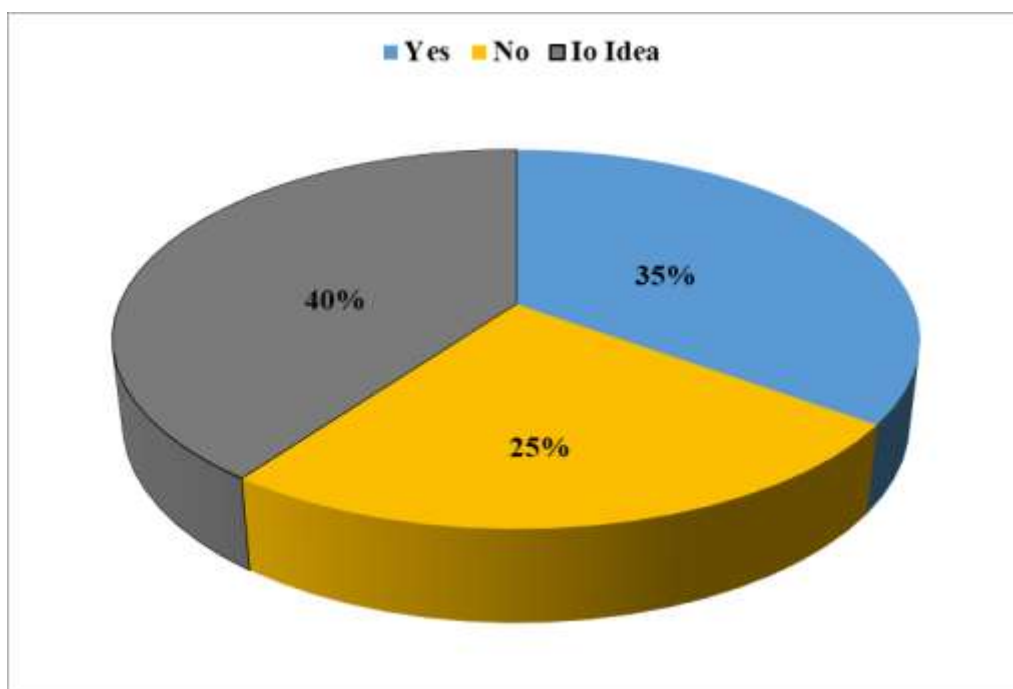**Respondent's perception towards "Motivating factors for citizens of smart cities to go for digital marketing"**

- Free Wi-fi enabled city
- Hightech telecommunication services
- Security alerts
- Others
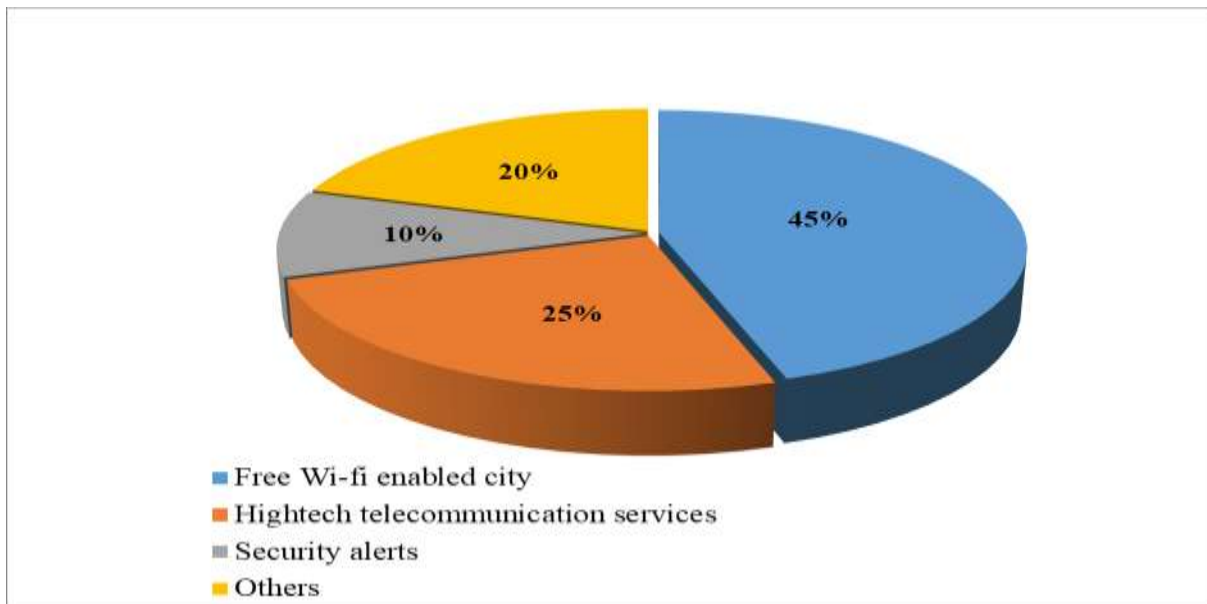
Respondent's perception towards "Smart cities makes the smart marketers and smart consumers"

Respondent's perception towards "Digital marketing" is accessed by only literate consumers in smart cities ? "
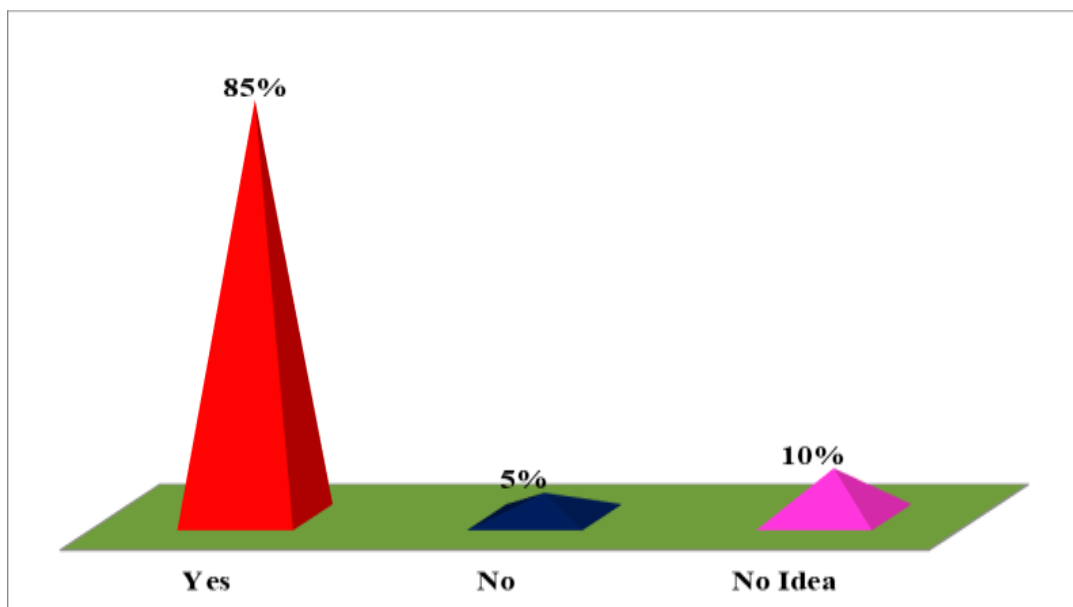
Respondent's perception towards "Digital marketing" promotes market potential of only branded products in smart cities "
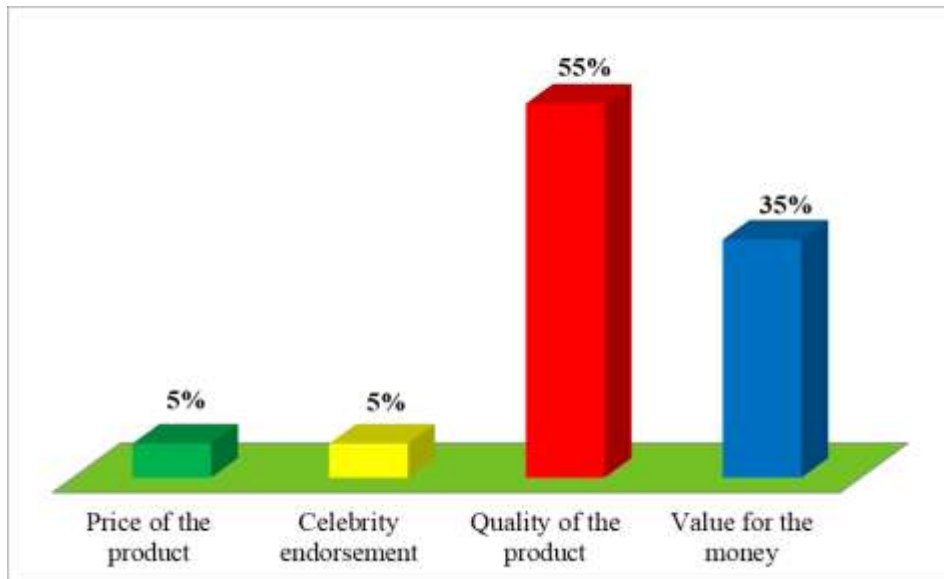
Respondent's perception towards "Essential factors for companies in the smart cities to promote their products through digital marketing"


Respondent's perception towards " Make In India is equally contributing to digital marketing to the Prime Minister Narendra Modi's vision Digital India "

Respondent's perception towards "Influencing parameters for consumers to purchase the branded products through digital marketing in smart cities"

Respondent's perception towards "Other means of strategies influencing digital marketing in smart cities"
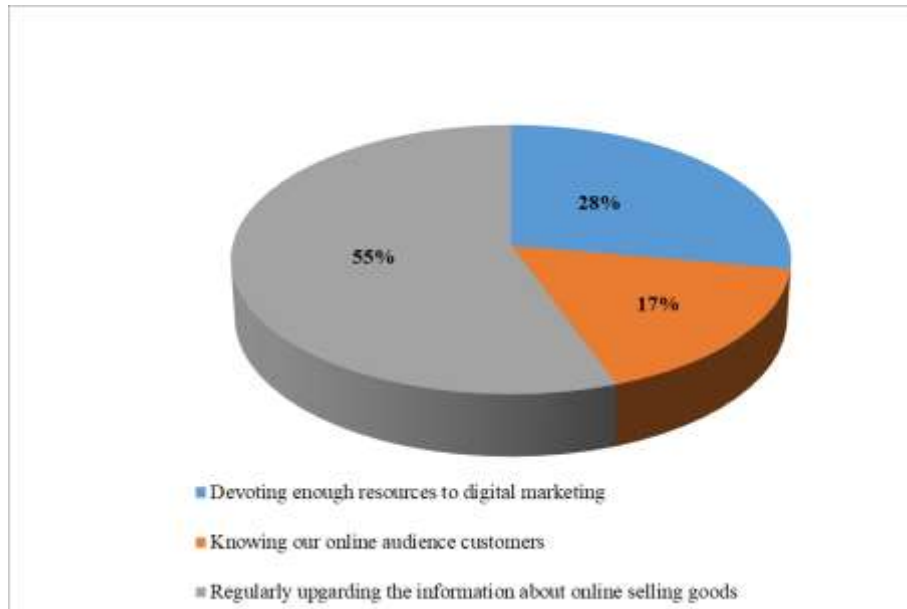
CONCLUSION

The following are some of the valid conclusion of my survey,

1. 65% of the respondents have stated that digital marketing is one of the key components in smartcities.

2. 85% of the respondents have stated digital marketing is the feasible marketing technique in smartcities.

3. 45% of the respondents have stated that free Wi-Fi enabled city is the motivating factor for the citizens of smart city to go ahead with digital marketing in smart cities and 25% of the respondents have stated that high tech telecommunication service is also the second motivating factor for the citizens of smart city to go ahead with digital marketing in smartcities.

4. 70% of the respondents have accepted that smart cities make smart marketers and smartconsumers.

5. 75% of the respondents have clearly stated that digital marketing is not only accessed by literates but also illiterates, as it convinces the consumers through severalfacets.

6. 35% of the respondents state that digital marketing promotes market potential of only branded products in smartIndia.

7. The most important motivating factor for the companies in the smart cities to promote their products through digital marketing is quality assurance through validcertification.

8. Regularly upgrading the information about online selling goods also happens to be the motivating factor for the companies in the smart cities to promote their products through digitalmarketing.

9. 85% of the respondents state that "Make in India" is equally contributing to digital marketing to the Prime Minister's Narendra Modi's vision "Digital India"

10. 55% of the respondents state that Quality of the product is the influencing parameters for consumers to purchase the branded products through digital marketing in smart cities and 35% of the respondents state that Value formoney

    is the second influencing parameters for consumers to purchase the branded products through digital marketing in smart cities.

11. 55% of the respondents state that the best strategy influencing digital marketing in smart cities is regularly upgrading the information about online sellinggoods

12. Another important strategy influencing digital marketing in smart cities is devoting enough resources to digitalmarketing.

13. Last but not the least the important strategy influencing digital marketing in smart cities is knowing our online audiencecustomers.

Finally, Digital marketing is undoubtedly complex but there are some simple truths that we need to accept. The marketing strategies need to be very value-conscious. They may or may not have purchasing power, but they can make a difference to the company's growth if concentrated. Gone were the days when a consumer had to go to a nearby town or city to buy a branded product. The growing power of the consumer through technology is an opportunity for the companies to flock to themarkets.

Thus, looking at the challenges and the opportunities, which offer to the marketers, it can be said that the future is very promising for those who can understand the dynamics of digital marketing and achieve it to their best advantage. A radical change in attitudes of marketers towards the vibrant and burgeoning (growing) markets is called for, so they can successfully impress on the million consumers spreadover.

Any starting venture in market must have to look into these aspects and after that, schedule their next steps, because one-step wrong from their side can ruin their whole brand image in parts of the Indiaalso.

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