



DIGITAL MARKETING AND E-GOVERNANCE IN INDIA – A STUDY

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Abstract

Indian digital market have significant growth in various modern trends of selling process such as multi-level marketing (MLM), direct selling, online shopping, e-commerce; web marketing, Network marketing and so forth. In India digital marketing and e-governance are the important marketing sector have going through transition phase, many micro, small and medium companies with a minimum budget are trying to capture digital marketing and reap maximum benefit.

The foremost intention of this research paper is to focus on numerous characteristics of digital marketing and e-governance because e-governance and digital marketing have more potentially lucrative opportunities in the environment of Indian markets.

Keywords : Digital Marketing, E-Commerce and E-Governance.

Introduction

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phone, display advertising and other digital medium. Digital marketing has developed since the 1990s and 2000s has changed the way brands and business utilize technology. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life and people use digital devices instead of going physical shops. Digital marketing such as search engine optimization, e-commerce marketing, e-mail direct marketing, social media marketing, optical disks, e-banking, e-books display advertising, e-games and many more are common in our advancing technology. Non-internet channels that provide digital media such as mobile phones (SMS and MMS), callback and on hold mobile ringtones.

According to Ira Kalb in 'Business Insider', online social networks are really just new form of direct marketing. "Direct marketing channels are where buyers and sellers can transact business and communicate without ever meeting face to face or touching and feeling the merchandise".

Objectives of the Research

1. To study the digital marketing.
2. To study the importance of e-governance.

Research Methodology

The study is descriptive in nature. The secondary data is collected through various annual reports, survey reports, books, magazines, business journal, marketing journals internet and websites. The study is related with modern marketing concept and hence the literature available is searched and analyzed for explaining the different dimensions of the study.

Review of Literature

According to Jennifer Fong (2016), four things every direct sales company needs today. **Multiple way to Sell :** No company is a one trick pony anymore. You are not a pure in-person party plan or network marketing / MLM Company. Consultant and distributors are going to sell the way that people want to buy. And so companies of all kinds are beginning to integrate in-home experiences, consultants and customers have a consistent experience when interacting with your brand. **Mobile**

Accessibility: If company doesn't have a mobile strategy, you're already behind. When we look at the analytics of our client's sites, at least 75% of their traffic is mobile accessibility. **Customer Club:** How a customer purchase from you the first time the principle of convenience will dictate future business. A customer club helps. By providing customers with a change to receive special deals and discounts, only available to club members. **Auto ship:** If company offers any kind of consumable products autoship is must. We use to consider MLM and identify how long it takes to use up your product and offer a discount for having a reorder billed and shipped before the customer runs out.

Poula Gorry (2016) portrayed that, more people are turning to direct selling as an attractive career option. Indeed there are now 91 million direct sellers worldwide. A key pull is flexibility direct selling brings enabling a healthy work or life balance. In addition, the sociable nature of the industry and the chance to discuss products that they are truly passionate about are



other factor's that are drawing people to this thriving industry. The term digital marketing has a number of marketing facets and it supports different channel used in and among these comes the social media. When we use social media channel (Facebook, Twitter, Google etc) to market a product or service the strategy is called social media. Online PR advertising in term of digital/online means are advertisements that pay online videos e.g. youtube videos, whatsapp videos etc. This type of marketing an increase in popularity overtime. Online video advertising usually consists of three types. Pre roll advertisements which play before the video watched, Mid-roll advertisements which play during the video and post roll advertisements which play after the video watched. Post roll advertisement are more shown to have better brand recognition in relation to the other types. Gipson G. Vedamani (2013) suggested that the use of all forms of digital media and digital channel for communicating with customers and promoting brands is known as digital marketing. Digital marketing also includes communication through mobile phones going beyond the internet. SMS (Short Message Service) and MMS (Multimedia Messaging Service) are used in mobile phones to reach customers and promote an organisations brands and services. Marketers also use the voice broadcast application to send customers prerecorded messages and advertisement through mobile phones.

According to Edourard Dayan Director General of the Universal Postal Union. All over the World Postal Operators are even going further e-commerce integrated solutions that combine internet technology, payment options and delivery to facilitates the entry of small and medium size enterprises (SMEs) in the area of domestic and international e-commerce. According to the A.T.Kearney Global Retail Development Index four Gulf States U.A.E. Oman, Kuwait and Saudi Arabia feature among the world's top emerging market for global retail expansion B2C e-commerce and online retailing (2012).

Country	Population	Internet Users	B2C, e-sale	e-shopper	%of Population
U.A.E.	84,40,000	58,45,000	2800\$mn	29,25,000	69%
Oman	31,80,000	20,96,440	100\$mn	3,20,000	66%
Kuwait	37,85,000	27,32,044	400\$mn	7,65,000	73%
K.S.A.	2,87,89,000	1,30,00,000	800\$mn	40,50,000	45.2%

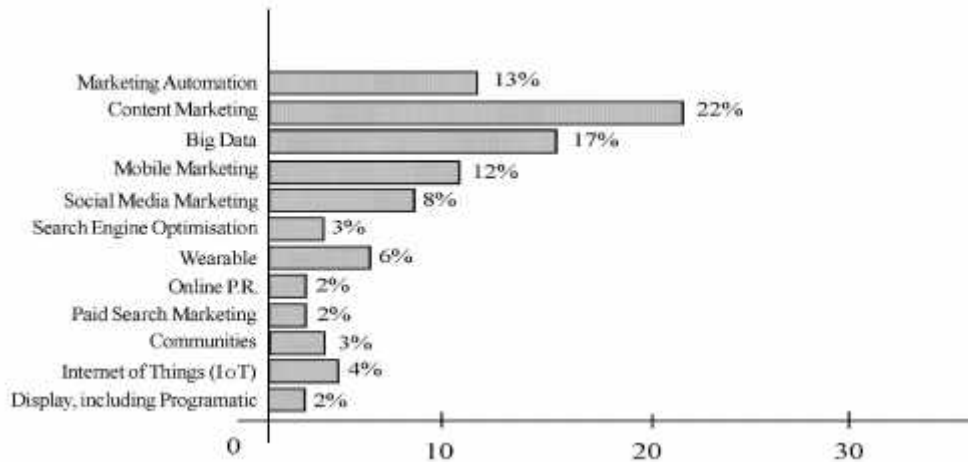
Source : www.Tejori.com

Swapna Pradhan (2011) suggested that, the rise of the internet has led to same phenomenal changes in the way business in conducted in various industries. In retail, it has opened up a new avenue for retailers to read out to customers and suppliers in markets where they do not have physical presence. It has presented opportunities for deepening customer relations streamlining operations, cutting cost and discovering new sources of revenue. The reason for the emergence of e-tail as viable source of business, stems from the fact that it can offer a large basket to the consumer. Customers can shop 365 days a year, 24 hours a day and 7 days of week. Electronic retailing may also be looked upon as a case of reverse marketing where the consumers seek out products. Levy, Weitz and Pundit (2014) defined that, direct marketing is marketing that communicates directly with target customers to generate a response. Direct marketing contains a variety of traditional and new forms of marketing communication initiatives, e-mail is a direct marketing communication vehicle that involves sending messages over the internet. E-mail, like a forms of electronic communication e.g. websites m-commerce, Online marketing in which customers can interact with website, blogs and social media. Retailers use their website to build their brand images, inform customers of store locations, special events and the availability of merchandise in local stores and sell merchandise and services Blogs Connects Customers by forming a community allow the company to respond directly to customers comments and facilitate long term relationship between customers and the company. Many retailers utilize blogs as a part of the communication strategy. A top ranked retailer blogs is Omnivoracious, Amazons blog, Dell, Apple, Sears, Bestbuy and QVC also have highly rated blogs. Social media is media content distributed through social interactions. Major Online facilitators of social media are Youtube, Facebook, Twitter and Whatsapp.

Philip and Kotler (1996) investigated that direct marketing has its roots in mail order marketing but today includes reaching people in other ways then visiting their home or offices including telemarketing, television, direct response marketing and electronic shopping. According to Havaladar and Cavale (2015) electronic channels are those which use the internet to sell goods to the customers directly. The consumer buys his requirement online. The channel can be B2C or B2B. Electronic channels as selling tools are dependent on access of consumers to computers, access of consumers to the internet, the ability of the producer of goods to deliver the goods to the online buyers with the least waiting time. Tele shopping is gaining a lot of ground in India. Most of the products sold through these networks relate to either the kitchen or health related. Saji Nair (2016) defined that digital marketing. As is the case with big corporate companies, SME/SMBs and start ups want be having a big budget to perform their digital marketing activities with low investment and reap the maximum benefit. Digital marketing plan for startups should be evolved keeping in mind the four fundamental elements as reach, act, convert and



engage. An agile and strategic approach is needed for startups so as market themselves aggressively in online platforms. Managing and Optimizing the digital channels is very much critical for an integrated digital strategy. Vanessa Dimauro (2016) suggested the seven Digital Marketing predictions in to the snow globe of digital transformation for 2017 as. There'll be a huge shift towards selective customer intimacy. Company will master the magic formula (Listening + Responding = Personalization). Digital platform will consolidate in a big way. We'll bid adieu to vanity metrics and fuzzy digital outcomes. Digital impact will become strategically integrated into core operations. Augmented and virtual will become the new realities and C-level silos will be smashed. Suresh Babu (2016) defined that digital marketing is much more than e-commerce and the only way for someone who is interested to learn about it, is through self effort and handful institutes like Web Marketing Academy. A few ways to get started in digital marketing such as creating relevant and timely content is one of most important skill in 2016, learn some basic photo and video editing skills, live videos are changing the social media industry, communication is the key digital marketing start your own blog and get certification is digital marketing. Priyanka Joshi and Hemant Upadhyay (2014), said that, Google's Online Shopping Festival (GOSF) saw some 16 million Indians shopping online within four days. Yet while online shopping is an easy way for comparison of different products on the bases of their feature and specifications without going from shop to shop, many customers do find it difficult to choose the best and safest site for making purchases. According to Ganguly (2013). In India, e-commerce is small as compared to the size of physical retail. However, it is growing exponentially as a result of internet penetration, cash on delivery, affordable mobile devices and best prices on product. According to Digital India Report 2016 by Octane Research, 80% of Indian Marketers believed that integrated campaigns (e-mail social media and mobile) can result in moderate to significant increases in conversion rate and for 58% of marketers, customer acquisition is primary focus area for this year.



Source : Survey by Smartinsights.com

The above graph shows that, In digital marketing activities with the greatest commercial impact in 2016, Marketers believe that content marketing, big data, marketing automation, mobile marketing and social media marketing devices have more contribution whereas online P.R., paid search marketing, search engine optimization tools have least contribution in the segment of digital marketing activities.

e-Governance : Swapnil Ranu (2016) investigated that, in India, the main thrust for e-Governance was provided by launching in NICNET (National Information Centre for Network) in 1987. The national satellite based computer network. This was followed by the launch of the District Information System of the national informatics centres (DISNIC) programme to computerize all district offices in the country for which free hardware and software was offered to the State Government NIC NET was extended via state capital to all district head quarters by 1990 with ongoing connectivity established a large number of e-Governance initiatives, both at union and state levels. Governance interaction in e-governance through G2G (Government to Government), G2C (Government to Citizen), G2B (Government to Business) and G2E (Government to Employee) G2Ge-governance are in Karnataka, Khajane Project is a comprehensive online treasury computerization project. This project has resulted in the computerisation of entire treasury activities. In Andhra Pradesh Smart Gov. has been developed to streamline operations, enhance efficiency through work flow automation and knowledge management for implementation in the Andhra Pradesh Secretariat. Direct cash transfer is to facilitate disbursement of Government entitlements like NREGA (National Rural Employment Guarantee Act), Social Security Pension, handicapped old age pension etc. of any Central and State government bodies using Aadhaar and authentication as supported by UIDAI (Unique



Identification Authority of India). The four Aadhaar enabled basic type of banking transaction are as balance enquiry, cash withdrawal, cash deposit and Aadhaar to Aadhaar funds transfer.

Digital India program has been envisaged by Department of Electronics and Information Technology (Deity). The vision of Digital India aims to transform the country into digitally empowered society and knowledge economy. The programme will be implemented in phases from the current year till 2018. Prime Minister launched an online portal, my.gov.in to engage citizens in task of good governance. My Gov. is a technology driven Platform that would provide people with an opportunities to contribute towards good governance E. Kranti Scheme is a project for linking the internet with remote villages in the country. It includes expansion of internet and communication of I.T. based jobs in rural area, also expand the use of IT in agriculture and retail trade too. In e-governance Bhoomi Project, Gyandoot, Lokvani Project, e-Mitra Project and e-Seva Project are designed to provide Government to citizen (G2C) and e-business to citizen's services.

Conclusion

The study finds that, digital marketing and e-governance administered digital practices such as e-tendering, e-seva direct cash transfer, Aadhaar to Aadhaar Funds transfer My Gov. Citizen Portal, Online Shopping and Advertising, Website Design, Content Marketing e-tailing, behaviour based e-mail marketing and so forth. The study also highlighted that, even with a small budget business can established with effective marketing strategy, costs control and approach to the targeted prospects because our country's market are fertile for various social media and also for I.T. companies. According to Priyanka Desai, in India 160 million whatsapp, 148 million facebook users and more than 22 million twitter account. It is observed in the study that customers perform shopping through digital marketing for convenience, range, low prices, availability of goods and have become 24/7 companions in digital marketing.

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