

The Role of Social Media in Digital Marketing Platform to Draw Shoppers' Attention in India

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Abstract: *Digital marketing is a system of reaching to the prospective shoppers or consumers with products or services by using digital devices and channels. The rising trend of both mobile phone usages and internet over the last one decade in India has been creating a bigger avenue for the marketers to promote their products on the various social platforms at a cheaper rate compare to traditional media which indeed is very expensive. This study depicts that ~22% people of India which is, in fact, in upward trend now use the social media such as Facebook, You Tube, Twitter, Instagram and so on for their entertainment and thus, companies see it is an opportunity to go more on digital platform with their products and services. The digital marketing enables the marketers to collect information on shoppers buying behavior, their brand loyalty related insight and their preferences for making shoppers' needs base business decision at an ease. This paper will help to understand the significance of digital marketing to draw shoppers' attention towards a company's products or services..*

Keywords: digital-marketing, channel, platform, SEO.

I. INTRODUCTION

Digital marketing is a system of reaching to the prospective shoppers or consumers with products or services by using digital devices and channels. The key intent of digital marketing is to reach consumers by using various online platforms at a cheaper rate than traditional marketing approach. Digital marketing in India is at the nascent stage, however, it has recently been expanding at a very faster rate as the number of mobile and internet users in India has significantly been increasing over the last decade. As of January 2020, the percentage of social media users in India is 22%. The people of India mostly use Facebook, You Tube, Twitter and other social media platforms for their entertainment. For digital marketing, a marketer can use Facebook, LinkedIn, Blogging With Custom Contents, Twitter, Website design improvement with Content Strategy, Email Marketing, SMS Marketing, Search Engine Optimization (SEO) and so on at a cheaper rate. A marketer can also use influencer on the social media for promoting their products and services. Being knowing the rising trend of those social media users in India, many marketers start promoting their products on those platforms at a cheaper rate than traditional media. The digital marketing tactic gives the marketer better output in terms of generating more impression on their ads at a cheaper rate and enable the marketer to reach with various promotional offers to the prospective shoppers in order to increase sales revenue. As the trend started, so the e-commerce sites have also been improving in the last one year in India amid ongoing pandemic. So, there is a good prospect for drawing shoppers' attention through digital marketing at a cheaper rate in India and it has the possibility of quantum boom in the next couple of years.

1.1 Objectives of the study

- To identify the role and importance of digital marketing
- To know how it does play a role of drawing shoppers' attention
- To identify the current challenges of digital marketing and provide recommendation for solution

1.2 Digital vs Traditional Marketing

- Digital marketing is less expensive compare to traditional marketing
- Digital marketing is a timeless marketing system through which a company may reach shoppers at a faster rate than traditional marketing

- For startup or small company digital marketing system is less burdensome compare to traditional marketing
- Digital marketing can be an instrumental to place an ad based on target group through programmatic buying or real-time buying which in case of traditional marketing is quite difficult.

1.3 Advantages of digital marketing

- Online marketing is cheaper than traditional marketing (i.e. TVC , Print etc)
- Wider -reach is at an instance beyond national boundary -so branding becomes easier now
- An online campaign is visible all time during the campaign period
- Shopper can shop through online portal 24 hours in a day
- It is two way directed communication as it takes the audience to the company websites for the interface
- Enable a company to circulate more information on products and services at a cheaper cost.

1.4 Disadvantages of digital marketing

- No face to face orientation with the potential shoppers or consumers
- Limited access to the gross level of shoppers or consumers because of less accessibility to the internet
- Various ads on the online portal distract the attention of the audience
- Sometimes digital message get overlooked because of heavy traffic on the digital platform
- Less secure an ad on online portal

II. CURRENT CHALLENGES OF DIGITAL MARKETING IN INDIA

- Poor-infrastructure is one of the major barriers in Digital marketing
- Most of the players in the digital platform operate silo-manner
- Shoppers are not confined to only one platform and devices ; they use multiple platform
- Mass level people are unable to get an access to online because of expensive internet service
- Lack of education on the usage of internet especially to the grass-root level people (i.e. farmers, craftsmen etc.)
- Lack of accessibility to internet support along with smart phone to the bottom of the pyramid (BOP) segment.

III. CONCLUSION

The above study reveals that digital marketing plays an important role in shoppers buying decision process, to draw shoppers' attention at a faster pace and of course, it is a cheaper instrument for the marketers to reach the shoppers with their companies' products and services. The usage of mobile phone along with internet has significantly been improving in India over the last one decade. Considering rising trend of internet and mobile users in India, many companies have now been using digital platform to display or ad their products at a cheaper rate than traditional media. In India, nowadays many of the marketers use Facebook, YouTube, Instagram and other forms of digital platform to promote their products. One key advantage of digital based marketing is that marketers can promote their products based on the target audience which is, in fact, in traditional marketing is difficult. To get the advantage of digital marketing, marketers must formulate the right strategy based on products or services by mapping the target audience. The programmatic buying is also getting more popularity because of target audience base product ad placement. Therefore, it can be deduced that the prospect of digital marketing in India is now very high and lucrative. To uphold the current tempo of digital media, both the mobile operator and the govt of India must come forward together to make the mobile phone and internet use more cheaper so that the advantages of the digital platform is ensured to all the strata of people of the country in the upcoming days in a wider-space.

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