



RESEARCH ARTICLE – 2

THE RISE OF DIGITAL MARKETING AND CHANGING MARKETING MINDSET

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ABSTRACT

We are living in a digital age. To connect their lives these days, the great majority of people use social networking sites such as Facebook, Instagram, Twitter, LinkedIn, YouTube, and others. As a result, in the digital age, producers and manufacturers primarily rely on social media platforms to contact customers with their innovative goods and services. Consequently, social media marketing has become more and more well-liked as a cutting-edge approach for companies to advertise their goods and services, interact with potential customers, and build brand awareness. The current study focuses on examining the mediating function of various social media platforms which they are performing now days to pique customer's attention. The analysis of social media marketing in relation to traditional marketing strategies and promotion strategies is another objective of this research. This study will help readers decide if social media is the best marketing tool available or if there are other choices. Relying too much on social media for marketing purposes without carefully weighing the benefits and drawbacks is not always a good idea. In drafting this paper, the authors employed both qualitative and descriptive methodologies. In contrast to other platforms, social media marketing platform research will be compared in this study, which will also offer advice and insights into how different marketers could select the ideal marketing platform for this stage of the industrial revolution, 4.0. The main finding of this study indicates that appropriate use limits and some of their adverse effects should be promoted. The authors of this study recommend that, whether using traditional or social media platforms, everyone's primary goal should be to use them for beneficial purposes.

Keywords: *Social Media, Internet, Digital Marketing, Social Media Marketing*

Introduction

We live in a digital world. Everything is becoming digital in this modern world. There is no exception to that in marketing too. These days, majority of people have tie up their existence to online personas on Facebook, Twitter, YouTube, LinkedIn and Instagram. As a result, producers and manufacturers largely rely on social media channels to reach consumers with their innovative products. Social media is a vital tool for communication, and it's important to understand how it affects marketing. People utilize social and digital media for a variety of reasons, from acquiring information to making purchases, according to Faruk, M. et al. (2021).

The rise of social media platforms has altered how both international and Indian businesses do business. Social media usage has grown to be an essential part of marketing since it enables businesses to communicate with a large number of clients at one time. For this reason, the majority of firms spend a significant amount of money on social media marketing. People these

days have a tendency to post everything on social media. In an effort to attract customers, marketers try to capitalize on this tendency.

Kotler and Keller (2007) state that in the last few decades, marketers have employed a wide range of tactics, including both conventional marketing mix components and innovative ones including campaigns, one-to-one marketing, events, sponsorships, and social media marketing. The most current and relevant example here is social media marketing.

According to Interobserver (2022) local audience can be reached offline by traditional marketing. It refers to promotion of goods and services through television, radio, print media, advertisements etc. Digital marketing has supplanted traditional marketing as it is less costly and easier to track campaign efficacy. Social media, search engine, emails are among of the internet platforms that companies are using for client outreach. When it comes to tracking performance, digital marketing is easier to use and less costly than traditional marketing.

Effective social media marketing comprehension is crucial, as is figuring out what resources are available, researching online rivals, and creating a comprehensive marketing plan that incorporates the best initiatives for the scenario and niche. This study examines the use of social media in marketing and explains if it is required or optional. It is not a smart idea to primarily rely on social media platforms for business expansion and marketing, to put it mildly. There are positives and cons to this. Our study will compare social media marketing to traditional marketing in academic literature, offer suggestions, and shed light on how different marketers should choose the most effective platform. This conversation must start by going over the idea of marketing platform kinds, the importance of social media marketing, and its cons.

The authors of this study investigated the nature and necessity of social media marketing by employing secondary sources of data from publications, journals, and the internet. This paper uses both qualitative and descriptive data.

The structure of this paper is as follows: after introduction, there is review of literature which included theoretical and empirical research that provides insight into several categories of marketing strategies. Third section of this paper provides background information about study's methodology and research, as well as its importance. This section is followed by a comparison of digital and traditional marketing. Following the study's analysis and conclusion, authors have discussed scope of further discussion and consequences. Paper concludes with summary of main ideas, suggestions and limitations.

Literature Review

A study carried out by Tafesse and Wien (2018) suggests that integrated marketing initiatives can be carried out more affordably with less effort, resulting into smooth interactions and communication through social media amongst customers, partners and merchants etc. The marketing sector has witnessed a tremendous upheaval since the advent of digitization. The options for marketing and promotion have expanded beyond traditional sources. Digital marketing encompasses many marketing tactics that leverage various internet channels to establish a brand's identity and generate a profitable market for both purchasing and selling.

According to Bhagowati, A and Datta, D.M, (2018) there are various channels used by digital marketing includes social media platforms, websites, mobile marketing, SEO, pay per click campaigns etc. They came to the conclusion that there are new opportunities and problems as marketing becomes more digital. Artificial intelligence, cloud computing, 3D printing, big data, and the internet of things are some of the most interesting and difficult fields in which future marketers will be able to operate.

According to Cheung et al. (2021), Social media is being used more and more by commercial businesses, government organizations, and social network users for communication.

According to Hafez, M. (2022), increased social media page involvement will improve the brand's superior value and experience. Furthermore, he stated that marketers can simply use social media platforms to generate brand equity and value because they are inexpensive and an engaging way to communicate brand-related material to followers.

Digital marketing uses social media channels to transmit information digitally. It could be used to promote certain items, disseminate brand messaging, improve brand recognition, and increase sales on PCs, smart phones, or any other type of digital device. Digital marketing has become an essential aspect of life for everyone in the modern online environment. Social media marketing helps organizations expand, grow, and diversify by providing users with a platform to publish information about their lives and connecting them with a network of potential customers. When it comes to internet users, India ranks second in the globe with about 751.5 million as of January 2024.

According to Bala, M., and Verma, D. (2018) Digital marketing is the process of bringing in new clients by leveraging a business website together with online advertising methods including search engine marketing, banner advertising, email marketing, and PPC advertising. Although the majority of people believe that internet marketing only entails building a website with content, it is actually quite intricate. The linking of search engines, blogs, B2B partners, outsourcing companies, etc. is known as internet marketing. Broad audience reach is crucial for any form of marketing, be it digital or traditional. Social media marketing refers to the utilization of social media platforms to enhance a company's sales via influencer marketing, Facebook and Instagram advertisements, and online presence creation for customer interaction. The digital age has altered how people think both individually and collectively, according to Anwar, M. (2019), as well as how service providers perceive this dynamic world. The rapid development of ICTs and the technologies that go along with it has altered humankind's way of living.

When computer and internet came for the first time, people have assumed that these hardware's and software's would be most useful tools for their lifetime careers. But with the advent of social media, they noticed a massive shift in how people communicate with each another all over the world. The increased use of social media has impacted both consumer Behaviour and marketing practices. (Appel G. et al. 2019).

The original purpose of social networking sites was to communicate with loved ones. However, social media was adopted by business houses and organizations later on to have friendly connection with customers. The power of social media platform denotes the capacity to interact and exchange information with a large number of individuals at once. The top social media applications, people are using now days are Facebook, Instagram, YouTube, and Messenger.

The major social media sites listed below are used for marketing and customer outreach:

1. One of the most popular free social networking sites is Facebook, which enables its registered users to create profiles, post content, message nears and dears & maintain relationships with co-workers. It is an online community where users can create their profiles, post on each other's timelines and exchange information.
2. American firm Meta Platforms (previously known as Facebook) owns WhatsApp, also called as WhatsApp Messenger. Unlike SMS WhatsApp employs end to end encryption, so that only recipients can read the messages, which is why it is so popular.

3. YouTube: It is very popular platform that allows users to upload and watch videos that have been posted by other users. Launched in 2005. Despite the fact that many business houses and organizations are using this social media platform to advertise their products and services, the majority of videos on this platform are made and posted by amateurs.
4. Twitter: An online platform that lets users to watch real time posts, or tweets from their followers and write brief updates.

Selecting the right social media platform is very crucial task for every business. With a significant edge over other social media, Facebook is the biggest social media network in the world.

The data for the most popular social media websites as of January, 2024 are as follows:

1. Facebook (3.05 billion users)
2. WhatsApp (2.78 billion users)
3. YouTube (2.49 billion users)
4. Instagram (2.04 billion users)

Theoretical & Conceptual Background

Social media and the internet are now indispensable for businesses looking to grow, diversify, and modernize. They have also radically changed the way businesses operate. In order to market their products and services, today's businesses must embrace new technologies. Businesses now need to embrace this cutting edge technology because the internet and IT revolution have changed the nature of business. (Ali, Z. 2016)

According to Alalwan, A. A. et al. (2017), social media platforms have gaining more popularity among individuals all over the world. Organizations have shifted their presence to these online platforms and these platforms acts as a useful tool for interaction with far living customers. Study conducted by Appel, G. et al. (2019) Academic acceptance of social media has grown, and a plethora of research on social media marketing and related topics like network marketing and word-of-mouth marketing has been conducted. Despite the fact that a number of academics have studied this topic extensively over the course of ten to fifteen years, the future of social media marketing is challenging; given the dynamic nature of social media and consumer behavior, it involves maintaining existing trends.

According to internet social media sites like LinkedIn for employment, TripAdvisor for travel, and Spotify for music, social media has permeated most facets of consumers' lives nowadays. According to Chowdhury, A. (2018), social media firms have added a variety of features and services to their platforms. Nevertheless, understanding the social media landscape has required witnessing the rise and fall of numerous social media platforms. The primary factor influencing the state of social media today from a marketing standpoint is user behavior, not the technology these networks offer.

Research Methodology

The basis of this research was the descriptive qualitative analysis. The information from secondary sources has been examined throughout the entire research project. Books, newspapers, magazines, the internet, and journals have all given information. It aims to determine the nature, necessity, benefits, drawbacks, etc. This study's goal is to identify current social media marketing trends and whether or not these strategies are necessary for today's businesses.

Background of the Study

Research on social media marketing focuses on how marketers use social media for bringing in consumers. However, there should be more discussion about how social media activities effect customers' intentions. The role that social media platforms play in captivating clients' interest is the subject of the current study. In comparison to other marketing communication platforms, it explores why social media platforms are necessary.

Through social media platforms, individuals can establish social networks and share content with each other. Social media marketing seeks to improve a company's reputation and brand while also increasing website traffic and income. Businesses can use it to monitor the success of their endeavors and find new channels for communication. It is also known as e-marketing and digital marketing. Social media marketing has become a hot topic of discussion in today's business environment. The topic of whether or not to advertise a good or service on social media is one that is occasionally debated. However, there are still a number of unanswered problems. These include whether social media marketing is necessary or not, whether marketers have alternative channels for communication, and whether social media marketing regularly or sporadically helps businesses and organizations.

Traditional Marketing vs. Digital Marketing

According to Bharti, P.K. and Kumar, A. (2020) one type of marketing that encourages purchasing and selling in real stores is called traditional marketing. It's among the first types of advertising. Print, broadcast, and outdoor media are all included. It is important to target local audiences, but in the era of the fourth industrial revolution—the age of artificial intelligence, the internet of things, robotics, and so forth—it is harder for a business to thrive and expand in this competitive market. Therefore, every company strives to implement contemporary technology in order to meet the needs, wishes, and demands of its clients and to empower them. Information technology has advanced drastically since the turn of twenty first century, impacting every aspect of our live. Business houses and organizations are responding to these advancements and developments by implementing this technology in order to stay competitive.

In terms of financial, human, and material resources, traditional marketing is believed to be more expensive. Brochures, pamphlets, catalogs, and product sheets are printed as part of this process. D. Jarratt. (2009). Online surveys are a far more economical way to do marketing research than traditional marketing methods. Business establishments and organizations are moving from traditional marketing to digital marketing in order to cultivate relationships with clients. With the help of the behavioral data and customer feedback they obtain from digital marketing, companies could make more intelligent and sensible decisions. Technology has advanced to the point where customers are aware of every good and service on the market and may compare prices by using the information at their disposal. (Bharti, P.K. and Kumar, A. 2020)

Digital technology enables continuous availability of online marketing. Servers that comprise of internet infrastructure ensure that marketing materials are available online around the clock 365 days a year. Updates and modifications to these software's can also be accessible at any point of time. It enables information to be much more accurately provided regarding available discounts, price breaks, special offers and other details if any. (Jayachandran, S., & Sharma, S., 2005)

The internet's amenities which includes online servers that are accessible around-the-clock, 365 days a year, is among its main features. Conventional marketing methods have their limitations. For instance, a TV or radio advertising can only air at the times specified in the contract; yet social media platform commercials are constantly available. (Pascalau, V.S. and Urziceanu, R.M, 2020)

Digital marketing using social media platforms is more cost-effective than traditional advertising channels like television, radio, magazines, and newspapers. Advertisers can modify their ad campaigns to meet their available budgets with the aid of digital marketing. The primary sources of free traffic are websites and company profiles that display adverts and information about products and services. Social media sites including YouTube, Instagram, Facebook, WhatsApp, LinkedIn, and Twitter are also a major source of traffic.

Analysis and Discussions

Advantages of Social Media Marketing

Unquestionably, Erlangga (2021) is right when she states that social media marketing is an essential tool for businesses of all sizes. Social media is one of the best marketing platforms accessible today because it can reach a much wider audience. Social media is used in a wide range of tech-enabled activities, including photo sharing, video sharing, blogging, business networks, social networks, and social gaming. Politicians and government also utilize social media to engage citizens and constituents. Social media is also used by people to maintain relationships with nears and dears. Many individuals joined virtual social network by using different social media programs to share their ideas, sentiments, emotions, network for job prospects etc.

Networking through social media platform is an essential tool for any business. Businesses utilize these platforms to reach out to and engage with consumers, assess consumer trends, advertise and promote sales and provide customer care & support. It makes consumer communication easier and allows social media to have more interactions to be integrated into e commerce platforms.

It has been observed from past few years that more and more business houses give up traditional methods and focus on SEO, Google Ad words, social media and spending huge resources on social media marketing instead of traditional marketing. Big players overtake smaller businesses as a result of growing competition. Though it is impossible for small firms to compete with them, there are still many things that need to be done. Google alert tools act as useful tool for keeping an eye on rivals. With the help of this technology, marketers can easily monitor the advertising tactics of the competitors which will help them in enhancing their business approach.

Virtual interaction has evolved as a result of social media. We can connect and communicate with friends who live far away, learn about current events of world in real time and have access to vast amount of information on our fingertips.

According to Pew Research Center survey, social media platforms help in creating a wide range of personal networks. With 77% of teenagers meeting their buddies online are building virtual friendships. Additionally, companies utilize social media marketing tools to target customers via computers and phones, grow a fan base through engagement, and establish a brand culture. Organizations like Denny's have developed twitter identities to target young customers by adopting their vernacular and personas.

Social media helps in assisting business houses and organizations in developing good relationships with their clients, producing goods and services that gets shared and enjoyed by others, and coming up with creative marketing approaches that appeal wide range of customers. (Erlangga, H. 2021) Social media marketing is amongst the vital tactics of marketing used by companies to establish connections with both present and future clients.

Security and privacy are the primary considerations when using social media services. The majority of customers are reluctant to divulge personal data. Developing a robust security system and implementing a well-thought-out plan become imperative for online enterprises. Businesses operating online should carefully consider investing in encryption technology.

Disadvantages of Social Media Marketing

Shibani, D., and Jyoti (2016) concluded that there is no ideal metric for assessing how successful digital marketing is. There are no predetermined methods for calculating a channel's return on investment, and there are no guidelines for utilizing social media platforms for marketing. Organizations therefore learn to gauge which social media outlet is most effective for their particular industry and business, even though they are aware of the necessity to invest in these platforms. As a result, it is subjective judgment made by business houses and may not be perfect.

Organizations that uses digital techniques to provide customer support, impersonal treatment could be another major issue. Customers occasionally felt that this was simply too callous. To solve this issue, retailers selling products and services online need to create effective checkout process. Another feasible solution is to hire call handling service team so that clients may speak with actual people about the issues that require immediate action.

In this competitive world, it's not easy to live up to the expectations of customer base that organizations are constantly interacting with. Understanding what customers want, need, or desire at particular point of time. There is need to anticipate trends in order to perfectly match campaign and create a viral hit.

It is true that social media marketing involves a lot of labor-intensive work and dedication. The social media marketing landscape is continuously shifting. What is trendy today may not be in a few months or even a week. We need to be on the lookout for anything that gives us cause for concern if we want to survive in the market. The industry is very competitive since it offers a vast array of products and services.

Alternative forms of Marketing other than Social Media

For marketing purposes, there are number of options available outside social networking. These can be summed up as below:

1. **Take advantage of Blog:** Content has its own place in a blog. For landing and product pages, there is greater latitude in terms of kind of content that can be placed there. But a marketer needs to remain up to date with goods & services and interests of the consumers.
2. **Advertise with Google and register business with Google:** A good place to start would be with Google Ads. By paying some price, company's advertisements can be displayed in top results. Google continuously works to provide its users with greatest online experiences, including its advertisement network.
3. **Running a Consistent Email Marketing Campaign:** Email marketing makes promotion of business in simple and flexible way. It is accessible to large audience. As compared to other marketing channels, email marketing offers a highly average return

on investment due to its affordability. A/B testing marketing outcomes can also be effectively initiated with email marketing.

4. **Making a lot of Informative Videos:** Google has started to value high quality video. Now day's business houses and organizations are hosting conversational videos or even producing podcasts. These videos are technically fundamental.
5. **Strengthen Product and landing pages:** Websites need to be maintained and functional in order to reach clients more effectively Business establishments must follow a few SEO best practices to get started, such as:
 - a) Consistently updating product pages and photos.
 - (b) Make sure that the landing pages are arranged logically and that navigating between them is simple.
 - (c) Determine and create a broad SEO plan, including a site map and keyword research.
6. **Target local advertising:** Marketing becomes more economical and focused when a local region is considered. Although when social media advertising reaches a large audience, its conversion rate gets low. This is s type of strategy that ought to attract new clients at greater rates and at lower expense. It can be done both though both model i.e. online and offline.

Implications

Our research indicates that most businesses and organizations recognize the importance of social media marketing in the contemporary digital environment. Social media platforms offer businesses an inexpensive way to engage with prospective customers, build brand awareness, and encourage audience participation.

Businesses that have used social media marketing have benefited from increased website traffic and customer interaction. However, some businesses continue to argue against the necessity of social media marketing, citing concerns about the time, expense, and possible return on investment. Moreover, a few businesses think social media has minimal effect on their target market or sector.

Numerous studies have demonstrated the effectiveness of social media marketing in boosting companies. Social media plays a critical role in the 4.0 stage of the industrial revolution's customer journey. When compared to conventional marketing strategies, social media platforms provide numerous benefits. It is affordable, has great targeting capabilities, and enables real-time client contact. Social media helps businesses connect with customers and build brand loyalty.

Even with social media marketing's advantages, several companies still disagree about its value. It can be difficult to calculate the return on investment (ROI) of social media marketing. Another problem is the time and cost involved in social media marketing. Managing several social media platforms and responding to client complaints could require a lot of work. Some businesses need more resources in order to manage social media platforms effectively.

Conclusion

Businesses now rely heavily on social media marketing to communicate with consumers, promote their goods and services, and increase brand awareness. The majority of firms in the

modern digital era understand the value of social media. Social media provides businesses with an inexpensive way to communicate with potential clients and foster brand loyalty.

It would be foolish for a business to rely only on one or two of the marketing strategies available to them in the modern era. Making use of various social media platforms can boost brand awareness and recognition. Even so, learning about digital marketing tactics, channels, and technologies requires time and work. Retail businesses should use a range of digital marketing strategies, such as email marketing, social media advertising, product and service photos, website design, e-commerce platforms, SEO tools, and video production. (M. Chalberg, 2020)

A number of academics concentrated on related topics included in this study report. Having said that, the question of whether or not marketers should rely on social media is receiving less attention. In this context, it is also necessary to inquire if the existence of any substitutes solutions that guarantee the best possible use of social media channels. The author has tried to locate it in order to fill this gap. Because most research don't suggest a successful digital-age marketing channel, the paper's access to relevant data is restricted. Rather, they focus on other subjects.

To help future research on this topic, the current study discusses the benefits and drawbacks of social media and marketing through social media platforms. Social media is still frequently used in the current world for both personal and professional reasons. Therefore, actions should be taken to encourage appropriate use and mitigate some of its negative effects. Using social media platforms properly should be everyone's top priority, including businesses, marketers, and end users. In this 4.0 stage of the industrial revolution, we may say that social media has a positive impact on everyone.

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