

Role of Digital Marketing in Retail Sector

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Abstract: Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. As the world is more dependent on the internet, it helps the business to reach out and connect with the people on a larger scale. More and More employment for the youth as this field is just growing and number of professionals are less. Campaigns can be easily customized and made more targeted as per our business requirements.

Keywords: digital marketing, competitive advantage , campaigns etc.

I. INTRODUCTION

Digital media is the best platform to convert a product to a brand. Because it is cost effective and it provide lot of touch points to marketer. Digital marketing is 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. Search Engine Optimization, Search Engine Marketing or Pay per Click Advertising, Social Media Marketing, Content marketing, Mobile Marketing and Content Writing are the popular and most-demanded areas in digital marketing.

Google Ad Words:

Google Ad Words is an online advertising service developed by Google, where advertisers pay to display brief advertising copy, product listings, and video content within the Google ad network to web users.

Face book Marketing- Targeting:

Facebook targeting tools help marketers get the right messages to the right people at the right moment.

Facebook advertising is part of an integrated marketing strategy and offers tools to reach broad or extremely specific audience through face book, instagram, and messages or through mobile apps with audience network.

II. OBJECTIVES OF STUDY

The main aim is to see the comparison between Colgate and Patanjali. As both of these are the top players of toothpaste industry in India. The comparison will show the preference of the public and what are the factors that make them to go with a certain brand.

- To study the consumer preference for the two companies.
- To know the factor responsible for purchase decision of customers.

III. RESEARCH METHODOLOGY

An attempt has been made to know the perception of digital marketing and consumption of best platform for targeting customers.

Since it is not possible to study whole universe, it becomes necessary to take sample from the universe to know about its characteristics.

- Sampling Units: 20employees at LGPL.
- Sampling technique:-Convenient sampling
- Research instrument: Questionnaire/survey and observation method is used to collect data.

Data collection:

Data is been collected from Primary and secondary source. Primary data is been collected with the help of questionnaire and observation survey is done .Secondary data is collected through internet, books ,magazines and journals.

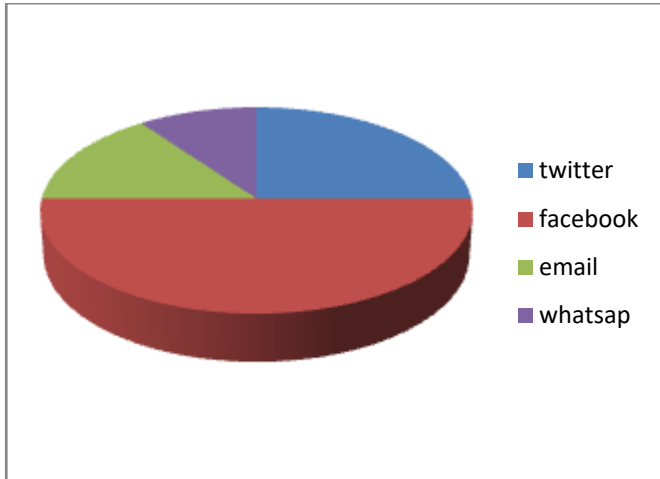
Sample Size:

The work is a case of the Retail Sector industry together representing great per cent of the market share of Indian retail sector. The survey was conducted with 20 respondents.

IV. DATA ANALYSIS

1) Which platform is most stable for business usage in digital marketing:

- a) Twitter
- b) Facebook
- c) Email
- d) Whatsapp

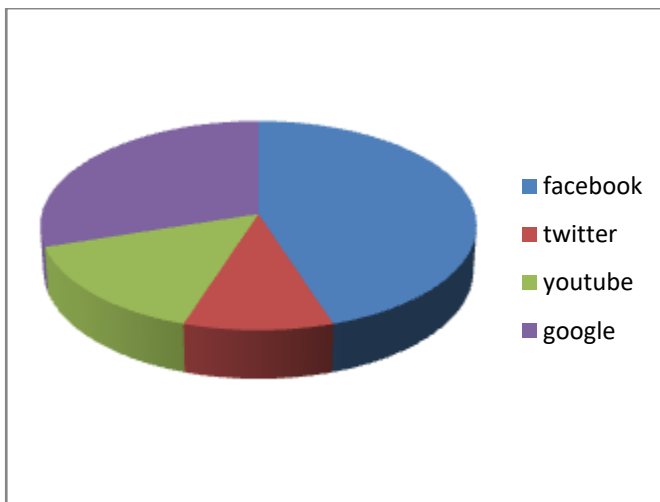


Interpretation: the pie chart shows that the platform that is best for business usage and the highest rating is facebook.

Twitter has 25%, email has 15%, whatsapp has 10% whereas facebook has 50%.

2) What is largest online social media network:

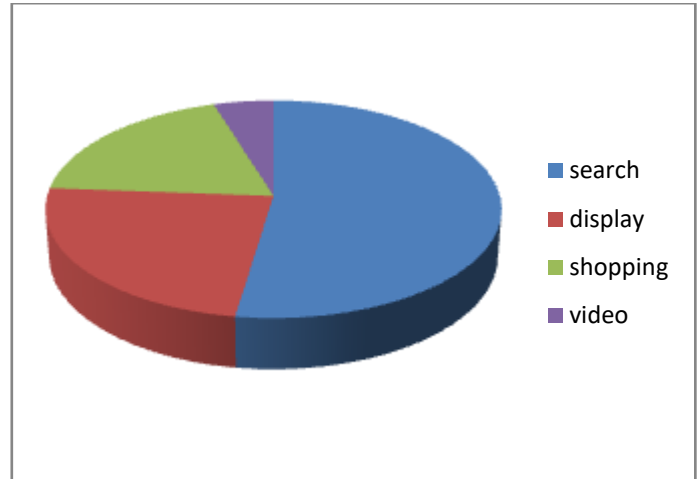
- Facebook
- Twitter
- Youtube
- Google



Interpretation: data analysis is for the largest online social media and facebook is used as largest social media because it has rating and covers 45%. Comparatively twitter has 10%, youtube-15%, google-30%.

3) Mostly use campaign for red chief:

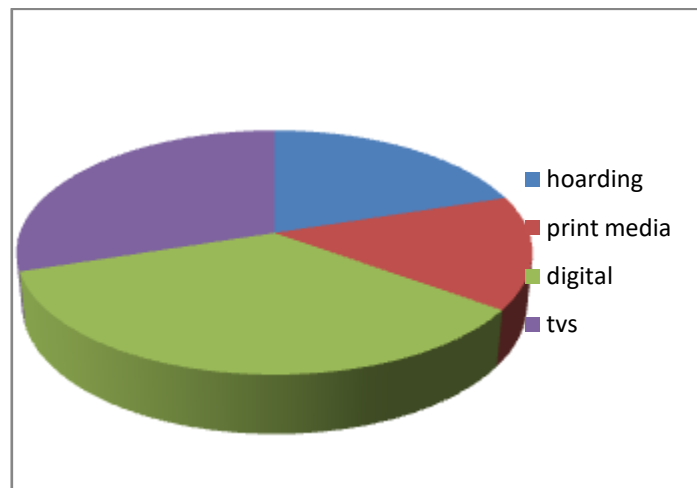
- Search
- Display
- Shopping
- Video



Interpretation : campaigns are made for customers who prefer online shopping and accordingly specific campaigns are made to target customers, the mostly used campaign for redchief is search campaign which covers 55%,display-25%, shopping-20%,video-5%.

4) Brand awareness campaign for red chief:

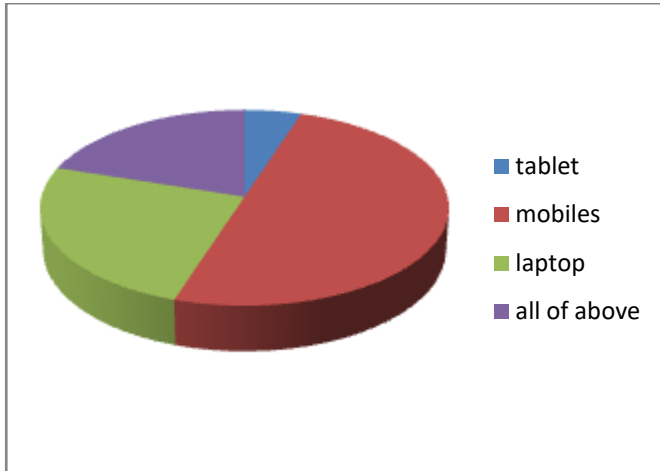
- Hoarding
- Print media
- Digital
- TVs



Interpretation: digital marketing plays a vital role in brand awareness of specific product that is why it has 35%, next is TV-30%, hoarding -20%, print media-15%.

5) From which device red chief has highest traffic:

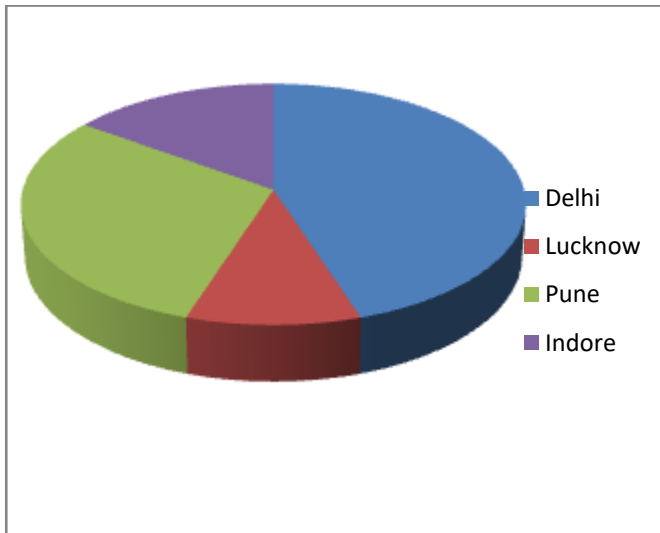
- Tablet
- Mobiles
- Laptop
- All of the above



Interpretation: the device which is used the most and covers highest traffic is mobile. Tablets-5%, laptops-25%, and the once who use all the above appliances is 20%

6) From which city Red chief generate highest revenue:

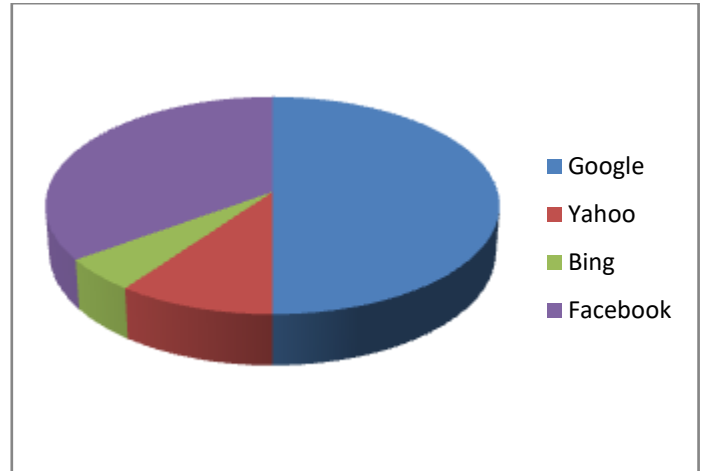
- Delhi
- Lucknow
- Pune
- Indore



Interpretation: Place that covers generate highest revenue among the following options is Delhi with 45%, Pune-30%, Indore-15%, Lucknow-10%.

7) World's largest high traffic website:

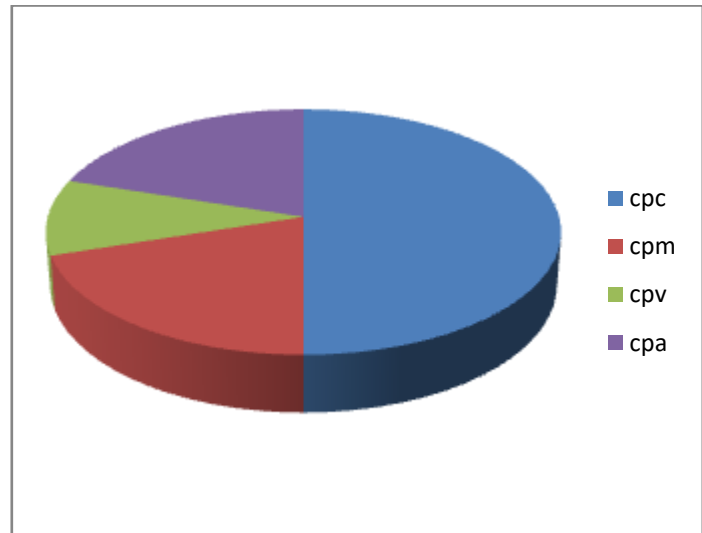
- Google
- Yahoo
- Bing
- Facebook



Interpretation: world's largest traffic website is Google, after that comes facebook with 35%, yahoo with 10% and then Bing 5%.

8) Most efficient promotion model for sales:

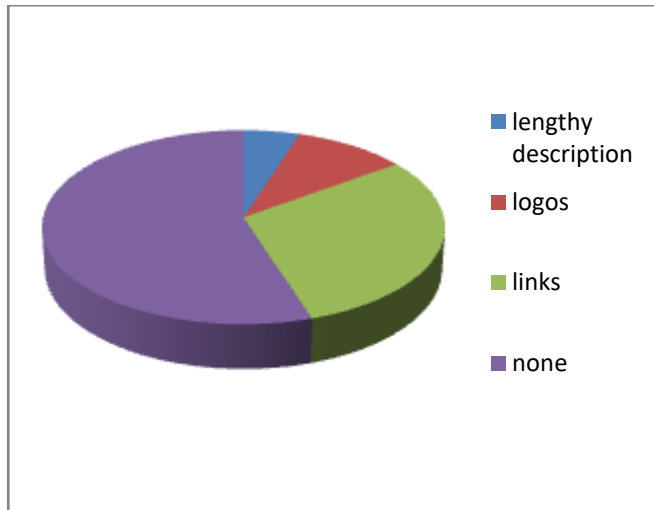
- Cost per click
- Cost per 1000 impression
- Cost per video
- Cost per acquisition



Interpretation: most effective tool which plays essential role is cpc that is cost per click, then cpm and cpa has the same percentage covered that is 20% and then cpv which is 10%.

9) A website's front - or home page should include:

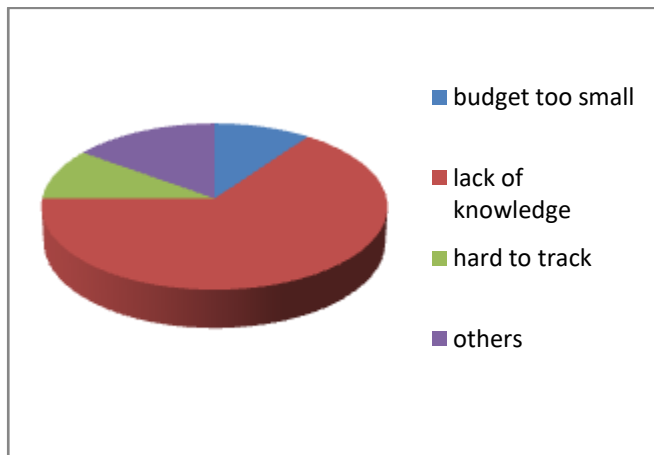
- a lengthy description of the organization
- logos depicting awards the site's designers have received
- links to other websites
- none of these



Interpretation: a home page of every website should have only highlights or keywords which can be used for attract the customers in the above question employees were asked that what should included in home page in which 55% have tick to none, links-30%, logos-10% and lengthy description-5%.

10) What are the biggest challenges in digital marketing:

- budget too small
- lack of knowledge
- hard to track
- other



Interpretation: digital marketing faces many challenges in which the lack of knowledge is the biggest drawback which is shown as 65%, others-15%, shortage of budget and hard to track- 10%.

V. FINDINGS

- According to data analysis, the best platform for online marketing is facebook.
- Digital marketing plays an essential role in brand awareness.

- Biggest challenge in digital marketing is lack of knowledge.
- World's largest traffic website is Google.
- Mobile is mostly used device in comparison of other gadgets in digital marketing.

VI. CONCLUSION

Digital marketing has increased in last a few years in India. People have different views about it. But the fact is this digital marketing has tremendous potential to increase in sales provided businesses should have knowledge to implement it in right way. Benefits like increased brand recognition and better brand loyalty can be gained by effective digital media plan. Digital marketing campaign help in reduction in costs, boost in inbound traffic and better ranking in search engines.

VII. LIMITATIONS

- The sample for the size of the study is 20 and hence the scope of the study was limited to a certain extent.
- Time consuming process: it is time consuming process as it will take time to study the customer taste, preferences and accordingly take actions.
- Biasness: while taking feedback many at times customer is biased and give wrong feedback.
- Difficulty in taking decisions: it is difficult to take right and timely decision in dynamic environment.

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