

Factors Affecting Perception Mechanism in Digital

Marketing, Communication Industry

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ABSTRACT

The new era of business through digital marketing in recent year has meant rethinking of the marketing strategies and particularly business communication strategies that influence online communication that undergone major changes both in terms of means but especially on content. Online business can no longer rely on traditional marketing tactics and campaigns to attract retain and expand consumers because there is a transformation in how people interact with brands and companies, how they shop and buy in online settings. Traditional marketing is no longer a viable option because it focuses on pushing a message out. In online business framework, a new marketing development has arisen, which is based on various factors. These factors focused on attracting valuable consumers that choose to interact with a particular company that provides them something extra benefits as compare by traditional marketing.

The main objective of this research paper is to enhance academic understanding of factors that influence digital marketing comm., strategy that explores the implications for management practice. Quantitative data collected via a self-completion survey are used to test a hypothesis in the context of digital marketing communication. The empirical setting is Delhi NCR, which has an increasingly competitive environment. In this paper, we propose a definition for digital marketing communication and examine the online strategies associated with communication based concept.

Keywords: *Digital marketing, online brands, communication strategy*

I. INTRODUCTION

Traditional marketing is not convinced to interact product and services which perceived as an interferers manner. Similarly, traditional marketers have to products onto potential targets customers. For marketers, the old way of doing business is unsustainable.

However, this major flaw of traditional marketing is currently corrected by digital marketing. The ever evolving internet has caused many changes in marketing. Now, there is search engine marketing, email marketing, blog marketing, content marketing, social media marketing etc. These, however, can be consider under one concept – digital marketing.

This marketing development and evolution of this business area is mainly focused on attracting people in a manner that showcases understanding of people's problems and provision of timely solutions with a influencing way of communication. In this sense, relationship marketing tactics are mostly implemented by using technology. For exemplify, this new approach of marketing is prioritizing the attraction of potential customers with quality,

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search-friendly content, such as videos, still images, and stories that get grip if they fulfill the need and expectation of emotional criteria. Moreover, this content is syndicated on various social media outlets that have to be relevant to the brand and its overall integrated communications.

Edelman (2010) focused on the main aspects of digital marketing special reference for marketers in creating and sustaining value through their marketing strategies. He identified four sources of value. Firstly, digital marketers focus on coordinating their activities to create consumer engagement throughout the digital purchase channel. Secondly, they use brands in online settings to create consumer empowerment in the co-creation of products, services, and strategies and in supporting the brand as an advocate. Thirdly, marketers act like publishers of different forms of content to support products, segments, channels, and promotions. Fourthly, they gather, establish and use a excess of digital data to learn more about consumers and the next directions of their marketing efforts.

Thus, digital marketing is one of the most advanced fields today when it comes to big data. Major ad space sellers leverage highly convinced and comfortable algorithms to process customer profiles and identify the most suitable type of banner advertising. In addition, automated Return On Investment data is available for search engine keywords, making it possible to optimize marketing budget in real time.

Therefore, it is significantly important to understand the concept of digital marketing. In this regard, Digital Marketing (DM) refers the process of using digital technology for integrating, targeting, and measuring in-depth communication with customers to retain and acquire customers on the bases of emotional criteria.

II. BRAND-FOCUSED MARKETING COMMUNICATIONS

Brand-focused marketing communications in the digital environment have a special impact on the capitalization of the company. Marketing communications are the means by which companies try to inform consumers, to convince them and remind them - directly or indirectly - about the products and brands they sell. In a sense, marketing communications represent the "voice" of the brand and represent tools that can start a involvement and can build relationships with consumers (Kotler, 2012). Although marketing communications play several crucial roles for any brand in a business context, they must deal with increasingly more difficult situations. Technology and other factors have profoundly changed the way consumers process information and even if they reach the stage of information processing. Therefore, marketing communications should be integrated to deliver a consistent message and to achieve strategic positioning in all relevant communications tools.

III. MEASURING DIGITAL MARKETING

Measurement considered as a science in place of simple tools. To measure the effectiveness of a campaign of digital marketing (DM), an organization needs to monitor different types of web analytics. For a successful online marketing campaign, it is necessary to study which strategy work and which need adjustments in order to create relevant content that is syndicated on various outlets, including the organization's website. The main objective is to yield results of attracting more leads or converting leads into customers.

However, DM strategy have a long term perspective and results may not always occur overnight. Nonetheless, any strategy needs to be measured to examine opportunities of improvement or establish the programs to drive business growth.

IV. METHODS

In a first stage, research variables, it was tried to identify most important factors affecting development of digital marketing of communication industry in Delhi NCR. Also, a conceptual frame was presented for relationships among variables. For this purpose, the questionnaire which was based on digital marketing, used to identify the most important factors in digital marketing of communications industry.

This questionnaire was distributed among experts through online and off line to various subject experts. They were asked to express their opinion about existence of such factors in digital marketing process and mention other factors, if any. From presented factors, finally, the experts stated that seven digital marketing factors have the highest importance: communication principles, interaction with customer, predicting future, integration of marketing skills, research, technical knowledge, and monitoring measurement and refinement.

Then, it was tired to identify the most important factors affecting digital marketing creation in communications industry in India.

The identified factors were used as input. From the perspective of interviewees, finally, the factors affecting digital marketing development in communications industry companies included operational strategic, marketing, environmental, and education level factors. They were presented in conceptual model. Accordingly, the research hypotheses are as follows:

- H1: The operational strategic factors impact on digital marketing.
- H2: The customer education level impact on digital marketing.
- H3: The marketing factors impact on digital marketing.
- H4: The environmental factors impact digital marketing.

In the second stage, a questionnaire with 16 questions which included operational indicators of research variables was used to assess the relationship among variables. It was distributed among samples. Totally, 113 questionnaires were returned.

The Alpha Cronbach was used to determine the reliability of questionnaire. For this purpose, 16 questionnaires were distributed among specialists. The reliability of variables is represented in Table 1. Considering the coefficients higher than 0.7 for all variables, this indicates acceptable reliability of data collection tool.

Table 2: Alpha Cronbach coefficient (reliability of questionnaire)

Sr No.	Variable	No. of Questions	Alpha Cronbach Coefficient
1	Operational Stra. Factors	3	0/895
2	Education level factor	3	0/878
3	Marketing factor	3	0/875
4	Environment factor	3	0/827
5	Digital marketing factors	4	0/906
	Total Question	16	0/927

The data were analyzed using Spss 22 software to describe demographic information, assess normal distribution of sample, and determine the average of variables and software to test the hypotheses using structural equation modeling method. Based on correlation coefficient and multiple regression equations, the relationships between variables were measured. Then, the findings were analyzed according to results of testing research hypotheses by structural equation modeling method and their outputs including fitness indices and regression coefficients of structural model.

V. FINDINGS

The sample (n=226) included 106 men (46.9%) and 120 women (53.09%). Also, most of the participants were in age range 31 to 40 years (38.9%), had bachelor degree (70.4%), and were employed as unit specialist (83.1%).

Data Normal Distribution Findings

The results of Kolmogorov-Smirnov test which evaluated distribution normality of data are presented in Table 3.

Table 3: Results of Kolmogorov-Smirnov test

Structure	Number of data	Mean	Z Value	(sig) level	Result
Operational strategic factors	226	3/181	1.165	0.094	Normal Dist.
Education level factor	226	3/437	1.256	0.084	Normal distribution
Marketing factor	226	3/309	0.867	0.179	Normal distribution
Environmental factor	226	3/642	1.213	0.089	Normal distribution
Skill gap in digital marketing	226	3/214	0.653	0.196	Normal distribution

The results showed that since the significance level of test is above 0.05% and Z value is less than 1.96, the normality of data distribution is confirmed. The parametric tests and the maximum likelihood method may be used in structural equation modeling.

VI. THE RESULTS OF RESEARCH HYPOTHESES

The structural equation modeling was used to test the research hypotheses. For this purpose, the structural model of relationships among variables was designed using Amos 21 software. The designed

structural model of sample was tested. In this regard, the questionnaires data was used in model. In the following, the final structural equation model of research is presented.

Table 5: The evaluation of research hypotheses

Result	Critical value	Sig.level	Regression coefficient	Hypotheses
High direct, significant, and positive effect	5/504	0/000	0/494	skill gap in <--- Operational strategic factors digital marketing
Low direct, significant, and positive effect	3/843	0/000	0/219	skill gap <--- Education level of customers in digital marketing
Low direct, significant, and positive effect	4/240	0/000	0/278	skill gap in digital <--- Marketing factors marketing
High direct, significant, and positive effect	6/196	0/000	0/582	skill gap in digital <--- Environmental factors marketing

The results of testing first hypothesis (considering the regression coefficient (0.494) of relationship among variables) shows that the strategic operational factors play an important role in reducing and eliminating skill gap in digital marketing of communication companies. In other words, the strategic thinking in organization will provide proper understanding of internal and external environment, suitable targeting for short and long-term, proper budgeting and allocation of corporate resources, and other strategic actions.

VI. CONCLUSION

The study of communication industry in terms of using digital marketing mechanisms in marketing and goods and services selling process showed that the companies had failures in different areas and this led to factors in goods and services digital marketing.

The identification of factors affecting in digital marketing of studied will be crucial to improve digital marketing comm. This will provide better conditions for selling goods and services and more success. Considering the results, it seems that among the factors affecting in digital marketing, the operational strategic and environmental factors are more effective. Therefore, the following suggestions are presented:

- 1) The implementation of operational strategic actions is one of the important factors which influence in digital marketing. In this regard, the implementation of actions such as considering customer demands and dynamic understanding of target market, proper planning for digital marketing processes, allocation of funding for each stage of planning digital marketing, considering project management skills in marketing as one of the important of all organizational layers in digital marketing programs, setting the main objectives of marketing

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activities, attempt to achieve objectives with maximum efficiency, considering the current and future benefits of advertising costs in digital marketing, and etc. play an important role in reducing the skill gap in digital marketing and lead to company's success in products and services digital marketing.

2) Given the role of environmental factors as an effective indicator in reducing skill gap in digital marketing, some points in this context should be considered. First, the religion of people should certainly be considered in advertisements in virtual environment. Second, due to differences in business and trade in different cultures, this should be considered in e-commerce of companies, especially marketing. Third, the taxes, duties, divisions, and prohibition of some products or dealing with some countries should be considered in e-commerce, especially marketing. Fourth, the technological factors are one of the important factors which shorten products life and lead to constant innovation. Therefore, it should be considered in planning of company for advertisement. Finally, the domestic and foreign competition with companies having similar products and attitude towards e-marketing activities should be considered in planning of company.

Although this study tried to localize skill gap in digital marketing of communication industry and match them with organizational realities of companies, it seems that it is necessary to conduct a study which uses a more comprehensive approach to identify factors in digital marketing. Therefore, it is suggested that future researchers provide a comprehensive model for needed skills in digital marketing of communications industry using qualitative approaches.

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