

SWOT analysis of digital marketing in India

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Abstract

This paper highlighted SWOT analysis of digital marketing in India. Today in India, a country of over 1.25 billion people, every working professional is obvious to be familiar with digital marketing, whether he he's a part of it or not. Simply speaking, digital marketing is the way to promote your products or services online. In India only 16% people was using internet till the end of 2013 and usage of internet is increasing by 15% and its reach to 31% in 2014 and increase rapidly day by day. India is one of the most populated countries in the world, with a population of 1.2 billion as of June 2014. Penetration of Internet is around 20 % in India, which is less compared to US which has 80% internet penetration and China which has up to 50%. But 20% of 1.2 billion people makes it 25 corer internet users and is having global rank 3 in Worldwide Internet users ranking. SWOT analysis of digital marketing is to say in brief, SWOT analysis is an in-depth analysis of any topic by bringing out the Strength, Weakness, Opportunity and Threat of it. This helps the user to understand all the aspects of the topic, both negative and positive. Through this blog we intend to only provide more clarity to the readers on how and why the world is moving towards digital marketing. Finally concluded that the SWOT analysis of digital marketing the strength of digital marketing is the message easy to target and reach more audience a cheaper price in the consumers. Then another one is weakness of digital marketing it's refer to a challenges to reach the population which is still not using the internet in this aspect weakness of digital marketing in India. Third one is opportunities of digital marketing is increase the reach of your brand, therefore, leading to direct profit. Then last one is threats of digital marketing is the analyzing the data in a wrong way can lead damaging results in a lot of companies. These conclude SWOT analysis of digital marketing in India is on the whole a positive development for our product and services in digitally.

Keywords: digital marketing, SWOT analysis, services, strength, weakness, opportunities and threats

Introduction of Digital Marketing in India

Today in India, a country of over 1.25 billion people, every working professional is obvious to be familiar with digital marketing, whether he he's a part of it or not. Simply speaking, digital marketing is the way to promote your products or services online. As per Digital Media Institute, it's targeted promotion of your products or services using digital channels, like SEO, SME, SMS, email, Social Media Marketing, PPC etc. This term of digital marketing was first coined in 1990. This advent started with the development of internet, although its initial modes were not as we look today, such as Facebook, twitter, Google adverts, etc. Since internet was not that widespread the talk of digital marketing was too early to talk. But late as Internet began to expand in the world, in the year 1993, first clickable banner came into place. Later first commercial web magazine, Hotwired, bought few banners for their advertising. This was the start of the online marketing. Because of this steady shift, the year 1994 saw new technologies. The very next year, 1995, public access to internet was inaugurated in India. The digital market is in a steady state of change. Therefore, as digital marketing grew rapidly in the world, in India too it rose that much. Today, world tech and ecommerce giants like Amazon's net earnings are worth billions of US dollars in India. Therefore, digital market is prevalent in India's market as retail market does and is keeping on changing.

Definition of Digital Marketing

The promotion of products or services via one or more forms

of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

Scope of Digital Marketing in India

In India only 16% people was using internet till the end of 2013 and usage of internet is increasing by 15% and its reach to 31% in 2014 and increase rapidly day by day. More than 40% business depends on Digital marketing. With increasing of internet and Smartphone users soon in coming years around 90% business will be depend on online marketing in India. After USA and UK India deal with largest online shopping deals in E-Commerce Businesses.

Need of Digital Marketing

i) Cost

Digital marketing is very cost efficient compared to traditional marketing channels like TV and print media. In fact, the cost of digital marketing campaigns will be a fraction of traditional marketing channels like print and TV.

ii) Tracking

In digital marketing tracking the results is easy compared to traditional marketing channels. There are many analytics solutions which offer us a detailed report of the campaigns and these are real time reports tracked hourly and daily basis which assists you to revise your campaigns and strategies if outcome

is not up to your expectation.

iii) Target Audience

Targeting audience for your brands, products and services is very beneficial in digital media channels, like ads are a show based on age, profession, likes and dislikes region, sex and many other categories. Also ads are shown to people who have requirements like say a bookstore ad is shown to a person who is planning to buy books and searching for them on search engines. Digital marketing campaigns are inbound which increases the chances of conversions.

iv) Interactive

Most of the traditional marketing channels are static and one-time production, where as digital marketing is an interactive channel where customers can engage with the brands, data can be shared effectively and using advance digital marketing techniques we can even influence them to get converted into potential clients.

v) Digital Revolution

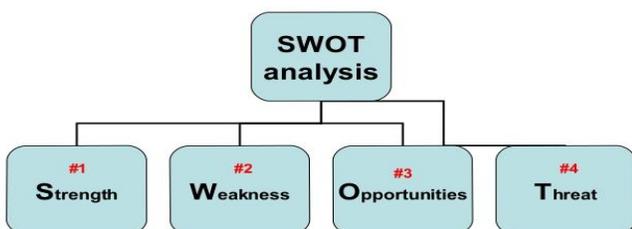
One of the most important factors is rise of digital media platforms like search engines, social media sites, online portals, blogs etc. in past few years, and the rate at which digital media is over taking a traditional medium. You might be aware that many print magazines and newspapers media user base has decreased and in fact few of them are even out of business today. If you get into digital marketing first before your competitors you will have first mover advance and you will get ads at a very reasonable rate.

Importance of Digital Marketing in India

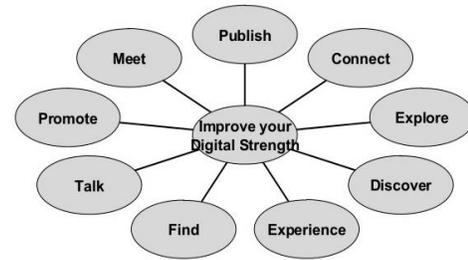
India is one of the most populated countries in the world, with a population of 1.2 billion as of June 2014. Penetration of Internet is around 20 % in India, which is less compared to US which has 80% internet penetration and China which has up to 50%. But 20% Of 1.2 billion people makes it 25 corer internet users and is having global rank 3 in Worldwide Internet users ranking . I am giving these stats to give you a glimpse of how big our target audience is and these numbers are only increasing with time for good companies of digital marketing in India. My today’s post is on why digital marketing is important in India.

SWOT Analysis of Digital Marketing in India

SWOT analysis of digital marketing is to say in brief, SWOT analysis is an in-depth analysis of any topic by bringing out the Strength, Weakness, Opportunity and Threat of it. This helps the user to understand all the aspects of the topic, both negative and positive. Through this blog we intend to only provide more clarity to the readers on how and why the world is moving towards digital marketing.

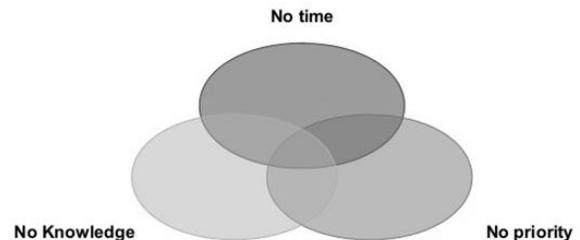


Strength of Digital Marketing in India



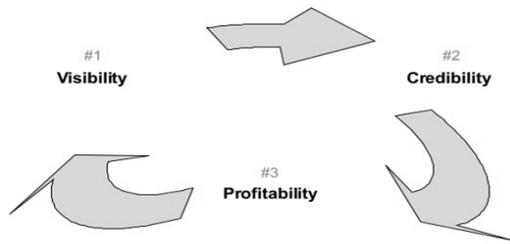
- Easy to target and reach more audience at a cheaper price.
- Campaigns can be easily customized and made more targeted as per our business requirements.
- As the world is more dependent on the internet, it helps the business to reach out and connect with the people on a larger scale.
- Saves a lot of money as compared to the traditional way of marketing as it is cheaper and efficient.
- Being recognized as a brand has become much easier.
- The options are not confined to one or two, there are many options and people can choose to switch from one to the other if plan as does not work and that does not cost a great loss of money.
- Promotion of small business is easy as it is cost effective.
- Entrepreneurs find it very useful as they do not need a huge budget for this and it gives them huge platform to make a mark on the digital world.
- You do not require a large team to do digital marketing campaigns unlike the traditional manner which in turn saves money, time and labor and also increases the ROI.

Weakness of Digital Marketing in India



- A challenge to reach the population which is still not using the internet.
- High chances of failure of digital marketing campaigns because of confusion due to the availability of many different marketing options.
- Keeping pace with new trends and technology.
- Need of deep understanding of changing human behavior and requirements.
- If your brand or product is not justifying the users need, then the chance of getting bad reviews in public is very high, which in turn might damage the reputation.
- Damage control of bad reviews or complaints on social media or digital platform is a huge task and can even lead to the closing of businesses.
- Data Analysis is still a very big concern and very few people are professional in it as not many are able to understand what data actually says.

Opportunity of Digital Marketing in India



- More and More employment for the youth as this field is just growing and number of professionals are less.
- Increase the reach of your brand, therefore, leading to direct profit.
- There are lots of ways through which owners earn money apart from their primary business, e.g.- giving space for ads on website, affiliate marketing in e commerce etc.
- If the digital marketing comes everywhere in a full-fledged manner it will help the country itself to become digital that means major chunk of our population will start leading a life which will be smarter and faster.
- It will help our Indian Government Organizations to become digital.
- All the operation from railways, municipal organization etc. will become faster and smoother.
- Storing of valuable and confidential data of the government organizations will be easy and secured.
- The Dream of making “Digital India” can become true.

Threat of Digital Marketing in India



Ignorance of Ability brings disability!

If it doesn't work perfectly then chances of back fire is higher i.e. it might damage the brand name.

- Due to ever changing trends of different marketing areas and ever changing rules of search engine for optimizing the content, continuous awareness is required, which is very difficult.
- Storage of data with full security is still a big question mark.
- Analyzing the data in a wrong way can lead to damaging results which is found in a lot of companies.
- With the growth of this digital platform, customers have become more vocal about their feelings and opinions, and with the availability of this platform they have the power to damage as well as advocate for any brand, which is a high risk for the marketers.
- Day by day it is engulfing all the traditional ways of marketing, which ultimately might even lead to Television being left as the only source of traditional marketing.

Suggestions

- The digital marketing is way to promote your products and services through the online reach the consumers and the public.

- The digital marketing is awareness of Indian people is very low, but increase the digital marketing awareness program provides the every business to promote the product and services on the consumer and the public.
- The digital marketing is together day by day human life.
- Easy to target and achieve more audience at a lower price.
- Save a lot of money compared traditional way of marketing strategy.
- Promotion of small business is easy as it is cost effective.
- The digital marketing is the significant role of every business or services.
- The digital marketing is 24 hours open market in World Wide services providing activity.

Conclusion

This paper has clearly showed that SWOT analysis of digital marketing in India. The digital marketing when used marketing is the way to promote your product or services through the online. It includes, the digital marketing is the easy to reach the consumer for the product or services based information. The digital marketing needs all the business properly maintains the digital marketing channels. The digital marketing needs classifying such as cost, tracking, target audience, interactive and digital revaluation. Then this study mainly clarifies the SWOT analysis of digital marketing in India. The strength of digital marketing is the message easy to target and reach more audience a cheaper price in the consumers. Then another one is weakness of digital marketing it's refer to a challenges to reach the population which is still not using the internet in this aspect weakness of digital marketing in India. Third one is opportunities of digital marketing is increase the reach of your brand, therefore, leading to direct profit. Then last one is threats of digital marketing is the analyzing the data in a wrong way can lead damaging results in a lot of companies. These conclude SWOT analysis of digital marketing in India is on the whole a positive development for our product and services in digitally.

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