Digital Marketing

Sulagna Dash
Department of Technology Management
University of Bridgeport
Bridgeport, CT, USA

Christian Bach
Department of Technology Management
University of Bridgeport
Bridgeport, CT, USA

Abstract— This paper aims to review the digital marketing environment in the smartphone era. Topics discussed include the social media, E-commerce, mobile devices, and digital advertisements. To build a comprehensive theoretical foundation of digital marketing environment, we studied various research which are already done on digital marketing and its components. By identifying and analyzing the different components of digital marketing, we have established a relationship between mobile marketing, social media, advertisements, brand equity, customer purchase intention etc. Due to the vast nature of digital marketing, this study focuses on limited concepts of it. The research will be useful for better understanding of digital marketing and how marketers prepare strategies and use different marketing medium to attract customers, affect their buying behavior and remain competitive in the digital marketplace. The paper is an honest attempt to study the digital marketing environment and correlate its different components. This study will provide a better understanding of digital marketing to other researchers.

I. INTRODUCTION

To grow an e-business, the marketers should analyze the e-consumer behavior and their behavioral change by processing the access pattern of e-customers[1]. In digital marketing, both buyers and sellers should receive a wide variety of supplementary services like electronic payment services, risk management, contractual and settlement services, conflict resolution, legal services, and logistics services [2]. Consumer behavior is an important factor in deciding the marketing strategy of firms in digital domain. Perceived benefits and digital marketing usage can categorize the digital engagement of a firm. Digital marketing engagement can be improved by focusing on relationship-based interactions with the customers[3]. In digital and social media, customers search for information about any products, purchase and consume them, them inform others about their experiences. However online word to mouth is one of the major factors in digital consumer buying behavior [4]. Mobile social media is one of the important aspects of mobile marketing. Three conditions are required for mobile marketing. An interrupted mobile network, constant user access to the mobile network and the

consumer should possess a personal mobile device [5]. In digital marketing, apart from digital advertisement, social gaming platform are great marketing tools to attract customers. Social gaming is used to engage consumers interactively for advertising and gathering data for consumer behavior analysis [6].

II. RESEARCH METHOD

To accomplish the goal of having a better understanding of digital marketing environment, we have adopted a review centric research approach. In the this research method, we have studied the existing research that has been conducted on digital market and theories which are already established to develop a rich theoretical insight about digital marketing. Four key areas such as social media, e-commerce, mobile devices and digital advertisements are studied extensively while doing this research. We have taken insights from previously done qualitative research models and tried to provide an advanced literature on digital marketing environment.
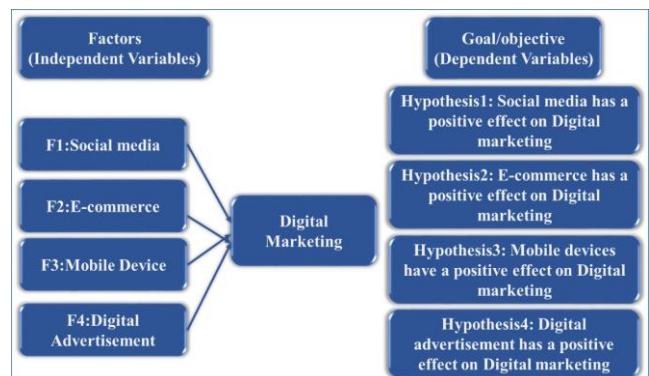

Fig.1. Scientific method for digital marketing

Goal: The development of numerous new technology has transformed the digital marketing practice in an evolutionary manner. Along with technological advancements, there is a fundamental shift in the paradigm about management practices and customer relationship management. Today's digital marketers are implementing various strategies such as improved communication channels to reach consumers, advance data management techniques to define target market and tools for improved customer relationship management [7].

Factor 1: The web 2.0 applications such as YouTube, twitter, Facebook etc. are enabling consumers to connect with other consumers and with the organizations. Thus, consumers are playing a vital role in creating the brand name and value of an organization. With the increased usage of social media and user generated content such as Facebook wall

post, product review on company websites, the consumers purchasing decisions are being influenced [8].

Factor 2: In USA, e-commerce has become an integral part of consumer's daily life. One of the primary reasons of the success of e-commerce in USA is the openness to accept new technology and its benefits. However, in other parts of the world only young generation have an open attitude and trust towards technological changes. In some part of the world people have some resistance in accepting e-commerce because of their perceived risk associated with online transactions. In some other part of world people consider computer strictly for work purpose and apart from work they hesitate to use computers for other purposes [9].

Factor 3: Through Mobile phones marketers are engaging themselves in active marketing with the consumers. They are relying on location based services to distribute coupons to the various market segments. Mobile phone coupons are becoming increasingly popular and the average redemption rate of mobile coupons is 15% more than printed coupons. This research presents different factors of consumer's willingness towards accepting mobile coupons [10].

Factor 4: Websites are becoming an effective tool for marketers to advertise their products and services. Due to proliferation of e-commerce, online advertisements are becoming predominant tool for advertisements. However, a consumer can have both positive as well as negative response towards online advertisements. The consumers can show cognitive as well as affective response to online advertisements These responses determine the consumer buying behavior and brand value creation [11].
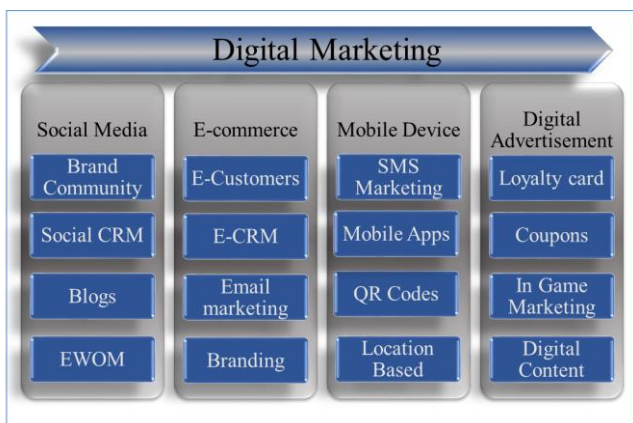
III. DIGITAL MARKETING

Fig.2. Digital marketing and its components

The challenge of integrating digital marketing approaches with established marketing practice emerges as the key skills gap encountered by professionals working in communication industries [12]. In the industrial sector, companies having complex selling processes can harness Web analytics to demonstrate how digital marketing activities benefit their businesses [13]. E-marketing is an expanding and dynamic field that needs a skilled workforce. Educational institutes across the world have responded to this demand by introducing E-marketing courses and programs. [14] discussed about e-dilemma in "E-Marketing. In industry, the terms internet marketing, e-marketing and digital marketing are used interchangeably. However, some researchers, claim the "e" stands for internet and others claim the "e" stands for marketing carries through electronic devices. [15]presented a Web-based hybrid knowledge automation system, called "WebDigital", for formulating digital marketing strategies. Within the system, they computerized, adapted, and extended various digital marketing strategy models. Evaluation findings indicate that the Web-enabled knowledge automation system is efficient and effective in improving the digital marketing strategy formulation process and its output. The digital marketing planning involves developing and managing new strategies of acquiring new customers and retaining the existing customers through various channels like web, email, email etc. [16].

A. Social media

Through social media companies and consumers are directly interacting and building relationship with each other. Consumers are participating in marketing by writing reviews or recommending products or services to other consumers. It is beneficial for both consumers and marketers. Consumers can get information about any brand, product, or services from the reviews from other consumers. Marketers can get information about consumer reaction about their brand. Social media marketing strategy, organizational culture, strategic leadership, social network, and innovation orientation are major factors in reinforcing a firms' organizational performance [17]. Recently due to entry of numerus fashion brands into luxury market, traditional designer houses are no longer solely depending on their brand symbol for marketing their products. To succeed and provide value to their customers in every possible way they are focusing on brand legacy, quality, esthetic value, and trustworthy customer relationships. Luxury brands are getting engaged in two-way direct communication with customers by creating Facebook, Twitter accounts and mobile applications [18]. Internet is playing a significant role in modern marketing, enabling marketers to reach customers in a faster and better way. Marketers are implementing online marketing communications strategies, like electronic word- of-mouth(EWOM), social media communities and online advertisements to promote their brand, create brand loyalty and product purchase intension of customers [19]. Luxury brands like Burberry, Dior, Gucci, Hermès, and Louis Vuitton are focusing on social media marketing efforts to influence brand equity and consumer loyalty. The five attributes of social media marketing effort are entertainment, interaction, trendiness, customization, and word of mouth [20]. Customer relationship management(CRM) is a business strategy designed on the principles of relationship marketing solely for the customers.

Companies are now transitioning from traditional CRM to Social CRM because, social media is the best way to communicate with the customers and CRM is all about getting closer to the customers [21]. In 2013 U.S companies spent $5.1 billion on social media advertisements. However, according to survey results, those advertisements had no influence on consumer buying behavior. The social media marketing effort should be consistent and aligned with different needs of social media user for the success of social media marketing [22].

Fig.3. Social media and its components

Brand Community

Brand Community is a community of consumers for a specific product or brand. In a brand community members classify themselves as a social category and feel connected with other members of the community. They have a perceived feeling of belongingness within the community and find similarity with members within the community and difference with members of other groups [23]. An online brand community (OBC) is a brand community where the consumers interact with each other virtually through internet. An OBC is a non-geographically bound community where the consumers have admiration and love for a particular brand or product [24]. If the members of the brand community are loyal then they can transform a small brand into strong and successful brand.

Social CRM

Traditional customer relationship management (CRM) involves gathering consumer data or direct mailing campaigns for sell. It does not engage customers directly. In social CRM consumer decides to participate in two-way interaction with the marketer. For example, a Facebook user can like, share or subscribe to a product or brand's Facebook page or write review about any product or brand [25]. In traditional CRM, the customer takes a passive role. With proliferation of social networking websites and information about competitive products, the customer no longer takes a passive role. With vast usage of internet and mobile devices the customer can easily express their opinion, satisfaction/dissatisfaction about a product, service and brand to a larger audience [26].

Blogs

Corporate blogs are becoming successful marketing tools for improving brand image, product development and establish a better customer relationship. By exhibiting their products online and allowing customers to participate in product review, companies are involving consumers in interactive marketing process. The consumers also find it as a powerful tool to give their opinion and feedback by posting comments on the product website [27]. Companies are using blogging as an internal communication tool within the organization for exchange of ideas and knowledge. Also, they are using blogging as a strategy to engage with customers externally. Marketers are taking the customers inputs about products in the form of posts and analyzing those posts for further market research and product testing to stay competitive in the market [28].

EWOM

Businesses are now using social networking websites and electronic word of mouth(EWOM) techniques to advertise and promote their brand. With emerging social media, EWOM has taken significant role in promoting online businesses. Consumers are sharing their shopping experience and opinion about quality of goods and services in social media platforms like Facebook, Twitter, YouTube etc. [29]. Increasing number of consumers are making purchase decisions based on product reviews on social media. However, it is becoming challenging for marketers to promote their brands on social media and stay competitive. Most marketers are not familiar with the key factors that encourages online shoppers to get involved in EWOM. It is becoming difficult to understand the effectiveness of various evolving EWOM channels like social networking sites, personal blogs, online product reviews on company's website etc. [30].

B. E-commerce

E-commerce has become the most accepted means of doing business and consumers are choosing to purchase products online from groceries to rare and expensive items. As the number of e-consumers is increasing the number of e-service providers is also increasing. However, in the very beginning, in countries like India e-commerce was not a very profit making sector due to lack of favorable environmental factors like poor infrastructure, unclear tax structure. Due to limited access to internet to majority of consumers are not aware of such type companies. Still e-commerce companies, Flipkart, Jabong and Myntra have come up with they own ways like cash on delivery and EMI options to attract consumers [31]. In China, consumers are not able to realize the full potential of e-commerce due to factors like state restrictions, payment systems, and poor telecommunication facilities. In India, the biggest obstacle is logistics. Though majority of consumers have access to internet and are able to shop online, the deliver cost for e-retailers are high as most of the

products are shipped by air [32]. JingDong, the second largest E-commerce company in China, provides various logistics services. One of them is customers can choose to pick up their products from nearby store, known as self-pickup points, as per their own convenience [33]. Mobile e-commerce has become one the most important tool in our daily life. In traditional customer-to customer(C2C) marketing the consumer buying behavior is solely based on relationship and trust on the seller. In Mobile e-commerce the consumers buying behavior is strongly influenced by their friends and acquaintances, geographical location of the seller [34]. Markdown pricing strategy plays an important role in fashion e-commerce. While developing pricing strategy, marketers should understand brand competition resulting from price promotions within the store. The e-commerce space offers a promising setting for pricing strategy to the retailers, where they can track supply and demand on a detailed level [35]. Success factors of companies' website can be described in form of semantic textual patterns and can be identified by searching these patterns on the website content [36].
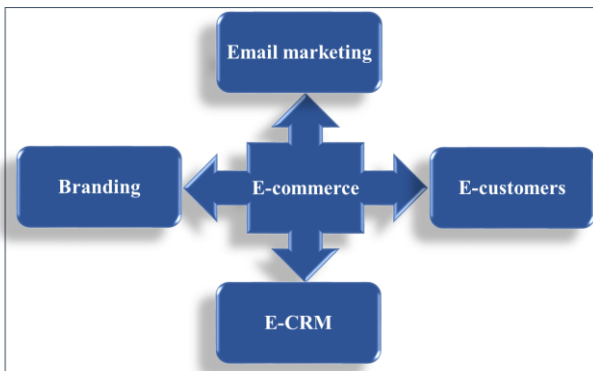

Fig.4. E-commerce and its components

E-customers

E-customers can be categorized into two groups. 1-potential e-customers: e-customers who are doing e-purchase for the first time and 2- experience e-customers: who have already done e-purchase at least once and are willing to continue purchasing in the same medium. The purchasing behavior of e-customer depends on many factors such as acceptance of internet, frequency of internet usage, satisfaction with internet usage, perceived self-efficacy, perceived ease and usefulness of e-commerce [37]. It is observed from recent studies that products having less purchasing risk and easy to distribute are most preferred to buy online. For example, The most frequently bought online products are tickets (100%), books/images (78%), computers (22%) [38].

E-CRM

E-CRM (Electronic customer relationship management) is the technique of combining traditional CRM with technology and electronic channels in e-business environment. There are two major type of E-

CRM, operational E-CRM, and analytical E-CRM. Operational CRM focuses on customer touch points e.g. various ways to contact customers through e-mails, telephone, fax. Analytical CRM focuses on building and improving long term customer relationship by analyzing customer data with the help of technology [39]. When institutions integrate the E-CRM technique with their web based application to improve service quality and customer satisfaction, this helps in better customer interaction. As a result, the companies achieve their profit maximizing portfolio [40].

Email marketing

Email marketing is the most commonly used method of direct marketing. Email marketing is widely used in hotel and health care industries as it is cost effective. However, it can become challenging some times because most of such advertise campaign emails end up as spam. To overcome this challenge, marketers have come up with opt-in newsletter service where the customer can subscribe to corporate newsletters. In these newsletters, the customers get periodic email about the products and services of the company. The customer can remove their name from the email chain if they are no longer interested in the products or services [41]. By analyzing the content of the email marketing campaigns, its observed that markets use various strategies like length of the email, subject line, format of text, animation, brand logo, frequency and timing of email etc. to attract or retain customers. For example, every marketing email contains a strong subject line which conveys the message to the customers. The subject line should be strong enough to grab the attention of the customer and engage them in marketing [42].

Branding

In e-commerce trust is a critical factor. Consumers don't trust unknown websites. Lesser known e-commerce websites can use branding alliances techniques known as co-branding, to improve their website quality and increase customer trust. Co-branding is either a short-term or long-term alliance between two or more brands. Generally, one of them is a lesser known brand and the other is a highly-reputed brand. Co-branding is effective for new companies to introduce products in the market [43]. Marketers spend a considerable amount of resources in advertisements to create brand awareness and brand identity. While purchasing similar products, customers accept and prefer familiar brands than less familiar ones. Study results shows that products that are heavily advertised are most familiar and more frequently bought [44].

C. Mobile Device

Mobile marketing can be used to build customer engagement with a brand, through text messages, mobile advertising with the customers permissions [45]. It is very important to understand the customers willingness to receive advertisements for success of any business [46]. Perceived usefulness, consumer innovativeness, and personal attachment directly

influence attitudes toward mobile marketing in all three markets [47]. Technology development, acceptance and use are major factors affecting consumer's acceptance of mobile marketing [48]. Mobile devices and their unique integrated factors camera, scanners and GPS are affecting the consumer buying behavior [49]. In retailing environment mobile marking has become a multiway communication between the retailer and the consumer by consumers entering the retailing environment and retailers entering the consumer's environment through anytime, anywhere mobile devices [50].
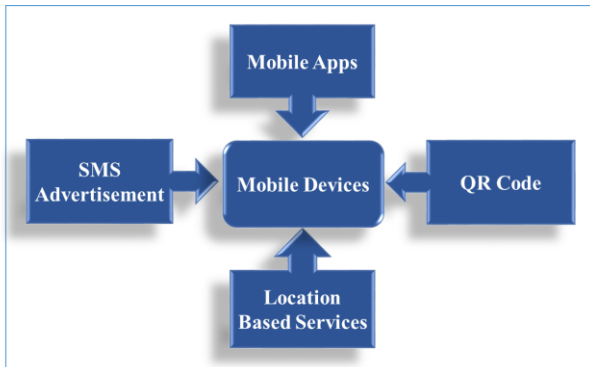

Fig.5. Mobile marketing and its components

SMS advertisements

Mobile marketers have integrated SMS marketing into their direct marketing strategy as SMS is most widely used mobile application. In SMS marketing the advertisers use push technique to send messages to the consumer's mobile phones in form of text messaging. These advertisements can be customized and the recipient can forward them to other users. Companies provide a short promotional code in the advertisements. Users can get coupons by dialing the code through their mobile phone. In this process the marketer gains a consumer and the consumer receives a coupon [51]. In most of the cases, the cell phone user usually gets spam messages for which the user had not given permission to the advertiser to send SMS. In UK, advertisers are sending advertisement to customers based on their permission. The customers are asked to create an individual profile which contains information about their lifestyle, preferences etc. and marketers use this information to send them test advertisements. For each text advertisements, the user gets 7 cents reward which they can redeem or donate. Marketers are using this permission based SMS technique mainly for brand building [52].

Mobiles Apps

Smartphones are the commonly used mobile devices and most of the smart phones come with some basic preinstalled apps like weather, camera, music etc. User also download apps from AppStores by Google, Apple, and Amazon. As mobile apps are becoming increasingly popular and diverse, marketers are trying to understand the attitude of users towards specific apps related food, nutrition and health. Food and drinks is one of the widely-discussed topics in

social media. App providers are developing different apps where users can purchase food, share a recipe, track their diet and exercise regime [53]. As mobile apps are becoming increasingly vital in every smartphone user's daily life, marketers should optimize their mobile apps to provide their consumers a wonderful marketing experience through mobile apps. A study result shows for one second delay in page load on amazon.com app results in US \$1.6 billion decline in sale per year. Delivering a delightful app experience can influence the brand reputation and create a positive brand value for the company [54].

QR code

In today's high-tech world more than half of the online searches are done on mobile phones. Top consumer brands are using quick response(QR) codes as a marketing tool to strengthen their mobile marketing experience. QR codes are two-dimensional barcodes which can be read by any smart devices which has an inbuilt camera. By scanning the QR code the smart device can encode information about a company URL or product offerings. Current users have a more positive response towards QR code than the experimental/potential users. The benefits of using QR code are it can handle different type of data, it has an improved information storage capability as compared to one dimensional bar code and it can be artistically represented with various shape and color [55]. In retail marketing, QR codes provide both utilitarian as well as non-utilitarian benefits to the consumers. Customers can access information about the products and download coupons from the retails website by scanning the QR code. Companies can link QR code to their social media website and through customers can interact with their brands and other customers [56].

Location Based Services

Traditionally marketers had control over the timing and the content of advertisement. Now with the advancement in technology and vast usage of smart phones, the users are capable to select the type of advertisements they want to receive. Smartphones having GPS tracking system has enabled the marketers to send advertisements to customers on their smartphones based on their physical location [57].

D. Digital Advertisement

Advertisement and product labeling in food industry has both positive as well as negative effect on cognitive, emotional, and behavioral aspects of consumers. Customers buy food products by looking at the nutritional value of the ingredients e.g. low fat chocolates [58]. Online advertisement is becoming more popular for both large and small companies as it can reach more number of customers easily and effectively. Advertisers consider online advertisement as most efficient because by clicking the ad, customers enter the company's website or online store. This make the marketing direct and faster [59].

YouTube is the 3rd most viewed website with one billion visitors every month which is increasing day by day. Marketers are targeting YouTube as one of the major platforms for endorsing their brand. There are two type of advertisements in YouTube. In-stream advertisements, where the ad comes at the beginning of the video. The viewer can choose to skip it after 5 seconds. The other type is in-video advertisement, where the advertisement comes at the bottom of the video. The viewer can choose to maximize or close the it [60]. Social media networks like Facebook are the most promising platform in digital advertisement environment. Research data shows one in evet 7 people in world uses Facebook daily. As a result, the advertising revenue of Facebook is rising steadily, which was more than 9 billion in 2015. As the volume and frequency of sponsored advertisement on Facebook is increasing, the concern regarding privacy and intrusiveness is also increasing. This might affect the consumer attitude towards fakebook advertisement and their purchasing decision. [61]. Due to increased popularity of mobile devices, mobile advertising is flourishing. Mobile advertisement is the technique by which businesses. According to motivation theory, both external as well as internal behavioral factors influence customers attitude towards accepting mobile marketing. The external factors include location based services, the degree of customization as per customer's preference, mind set lifestyle etc. and timeliness of the advertisement. The internal factors include the consumer's receptiveness to a new product or services and their perceived enjoyment by using the product or service [62]s. Smartphone users experience two type of advertisement, Push-type and pull type. In Push-type advertisement, the smartphone users get push messages e.g. SMS/MMS which contains advertisements, without the users' permission. In pull-type advertisements, the users can choose to see advertisement content on their own e.g. key-word search, mobile game etc. [63].

Figure 6. Digital advertisement and its components

Loyalty card

Small and medium size enterprise retailer are using loyalty card as a CRM tool to target specific customers and improve relationship with them. Retail marketing environment is becoming highly competitive and customers are demanding efficient and flawless marketing experience from retailers. To build a secured and close relationship with customers, retails are using the concept of loyalty card program as a decision-making tool [64]. Having a loyal customer base is always profitable for an organization. Loyal customers are less responsive towards the marketing efforts of competitors of the organization. Therefore, the organizations spend their resources in other important matter than developing marketing strategies. However, studies in retail marketing show that only a small portion of members of retail loyalty card exhibit true loyal behavior. To increase customer loyalty and retention, companies have come up with patronage-reward programs such as airline companies offer frequent flyer offers to their customers [65].

Coupons

Many retailers target segments of loyalty card customers to launch coupons and in form of discounts. For example, some retailers send direct mails or emails containing coupons, to their store card holders e.g. 10% off on all items or some specific products. Some retailers give reward card to their customers for spending a certain amount in their store e.g. receive a $10 reward card on next purchase for spending $100. Generally, manufacturers provide these coupons to the retailers for distributions. However, sometimes the retailers also give coupons to their loyalty card customers [66]. Retailers are sending digital coupons to customer's mobile devices in form of SMS. Marketers are using location based services and sending personalized mobiles coupons based on the customer's preference and current location. Consumer's shopping motivation can be categorized into two types, hedonic and utilitarian. Hedonic shoppers buy products for fun and enjoyments e.g. movie tickets. Utilitarian shoppers buy products based on their need e.g. cleaning products. The mobile coupon redemption rate mainly depends on the type of shopping intention of the customers and the type of product [67].

In-Game Advertisements

The placement of brand names within video games is known as in-game marketing. In-game advertisements have become a prime advertising tools for marketers to attract specific target market. Generally, while endorsing their brand, marketers place their brand names in video games featuring famous sports person such as Tiger Woods in Cyber Tiger. Study result indicates that frequent game players gradually develop a positive attitude towards brands placement in video games than other advertisement medium [68]. Two-third men between age range 18-34, having television at home also possess video game consoles. Product placement in video games are done in various ways like brands integrated into games e.g. car brand endorsements in NASCAR games, display of logo for 4-5 seconds while transitioning to an advanced level. Sometimes the in-game advertising concept raises certain ethical

concern such as endorsing products like tobacco, alcohol etc. and endorsing products without the knowledge of users. However, in general there is a positive relation between in-game product endorsement and consumer acceptance [69].

Digital Content

Content marketing is a marketing technique where marketers create and distribute valuable, relevant and consistent content to attract and retain a clearly defined target customers. Now companies are using social media platforms to promote their brands and create consumer awareness. Social media content marketing plays a key role in attracting customers, conveying information effectively and keeping them engaged with the brand [70]. Due to advancement in information technology, consumers and marketers can search for information and interact with each other. Businesses are creating digital content and sharing them in social media to attract potential buyer. Marketers are influencing the customer purchasing decision through behavioral targeting and content personalization [71].

IV. DISCUSS RESEARCH

The two different models used by in digital market are the auction model and the marketplace model. In the action model, the buyer sets the price of commodity by bidding. The sellers decide whether they are willing to sell the product in the bidding price. Generally, the auction sites charge the seller for listing their products on their site and for any successful sale. However, the buyer only pays the price of the product. Companies such as eBay and Priceline follow auction format of business model. In the marketplace model, the buyer and the seller come to common platform where the buyer finds the appropriate seller and vice-versa. Then they do business transaction [2]. As the number of users in social media is increasing, the marketers are now using social media websites to promote their brand. Consumers are building online brand communities on social media and writing their opinions and experience in the form of online reviews and blogs. This online word of mouth technique is becoming a very powerful tool to influence other consumer's buying behavior and creating brand loyalty. The research result shows that EWOM, online brand communities and online advertisements have positive effect on the purchase intension and brand loyalty of generation Y customers [19]. The customers in online marketing environment can be categorized into potential e-customers and experienced e-customers. These two type of customer's purchasing behavior varies as they exhibit significant differences in perceived self-efficacy, perceived usefulness, and attitude towards e-commerce. Therefore, in digital marketing environment the marketer should identify the type of e-customer and prepare marketing strategy to capture the target market [37]. In e-commerce, if the e-customers have knowledge of the brand and its image, then they establish a relationship of trust with the marketer. Therefore, lesser known e-commerce

websites use branding alliance with recognized brands to build their own brand image and gain consumer trust. Apart from alliance with well-known brands they can increase consumer awareness through repeated advertisements, as more advertisement results in more awareness and exposure. Another way to build trust and awareness among customers is by giving a better online shopping experience to the customers as they compare their shopping experience and the look and feel of the website with other e-commerce sites [43]. Before the development of smartphone technology, mobile marking was limited to SMS and MMS. In 2007, after iPhone was launched, a remarkable transformation happened in mobile marketing. Companies are now creating personalized content with the help of apps to engage in brand promotion [45]. Advertising and marking campaign are becoming most important factors in any form marketing. Internet has become one of the major medium of marking. Therefore, companies are now focusing on online advertisement of products than traditional advertisement [59].

V. RESULT AND FINDINGS

The goal of this research was to study digital marking in detail. To achieve the goal, we identified different forms of digital marking such as online marketing, mobile marketing, social media marketing etc. and studied several components of it. The effectiveness of digital marketing depends on digital media engagement and high degree of digital interaction. A companies' digital engagement depends on the digital marketing usage and its perceived benefits [3]. In digital domain, due to change in consumer buying behavior, companies' change their marketing strategies. One of the biggest changes in online marketing and customer interaction is the social media platforms. The social media platforms influence the consumer behavior for a brand, creates brand awareness and brand equity [20]. Social media advertisements are influencing the consumer attitude and their purchasing behavior. However, consumers have privacy concerns towards social media advertisements. This has a negative impact on the perceived usefulness of social media marketing [61]. Consumers are now preferring e-commerce and online marking as an effective way to buy things than traditional marketing. As the number of e-consumers is growing, the number of e-commerce providers is also growing. However, initially due to lack of proper infrastructure, e-commerce was a loss-making sector. Amazon.com, the second largest e-commerce in the world, also became successful after 5 years of loss making [31]. Companies are now investing in mobile marking campaign as the number of smartphone users is growing. In mobile marketing, the marketer should design campaigns which will entertain the consumers and also influence their decision to refer it to others [46].

VI. CONTRIBUTION AND NEW INSIGHT

Digital marketing involves making marketing strategy, managing digital channels such as internet, smartphones, email etc., optimizing digital channel, analyzing digital data, and building skills in digital marketing [16]. Social media is an important part of our everyday life. 82% of the total internet users in the world use social media. Therefore, companies are more inclined towards social media marketing. In 2013, companies in U.S. spent $5.1 billion in social media marketing. To make social media marketing successful, markets have to identify the need of their customers and communicate with them in a meaningful way [22]. In e-commerce, when developing pricing strategies, markets should understand the brand competition which arises from price promotion [35]. Marketers are using different forms of communication method such as location based service and television style advertisement to interact with the mobile marketing consumers. However, the acceptance of mobile marketing depends on risk acceptance such as providing personal information on websites and personal attachment such as the extent to which smartphone users are willing to customize their phones with personalized contents [48]. The growing number of smartphone users has given rise to a new advertisement channel, mobile advertisement. Mobile advertisements are beneficial because, the target recipient can access the advertisements at any location any time. The acceptance of mobile advertisement by the customer depends on the timeliness. Localization, personalization, consumer innovativeness and consumer perceived enjoyment [62].

VII. CONCLUSION

Digital marketing is the marketing of products and services using digital channels. Different channels of digital marketing include internet, social media, smartphones, and digital advertisements. customers in digital marketing are connecting with the marketers and other customers through brand community, blogs, EWOM on web 2.0 applications such as YouTube, Twitter, Facebook. Online marketing has become the most accepted means of doing business and consumers are choosing to purchase products online from groceries to rare and expensive items. Through smartphones marketers are engaging themselves in active marketing with the consumers. They are relying on SMS advertisements, mobile apps, QR codes, location based services etc. Advertisers are using Digital advertisement techniques like loyalty card, coupons, In-game advertisements, and digital content to promote their brand.

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