

# Conceptual Framework on Challenges of Retailing by Digital Marketing in Changing Consumption

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## ABSTRACT

Digital marketing is a paid type of advancement of items and administrations through a recognized support utilizing a digital medium. Digital marketing is that component of advancement blend, which is regularly viewed as noticeable in the general marketing framework. Its high perceivability and inescapability has made it a significant business medium in Indian culture. It is a method for impacting the purchaser to purchase items or administrations through visual or sound influence. An item or administration is fundamentally promoted to make familiarity with its utility in the psyches of potential purchasers. Because of globalization and the ensuing changes in customer purchasing behaviors, the promoting business has experienced huge change in recent years. The present article features the situation of digital marketing challenges and approaches to beat it.

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## 1. Introduction

It is basic for organizations to comprehend the buying choices when they market their items and administrations as the customer purchasing conduct has an immediate impact in the choices made by organizations in receiving the fitting marketing procedures. Digital marketing is one such system which is in vogue in the present day market situation. Organizations need to practice persistent changes to meet with the desires for their shoppers so as to stay aware of the quick development at circle or face the fear of losing pertinence and dropping out of the race. The expansion of boundless digital channels, stages and gadgets has created new customer bases that are internationally, digitally and continually associated.

Digital marketing is the advancement of items or brands by means of electronic media. Successful digital marketing unites innovation with brain science in the marketplace. Digital marketing permits a marketer to utilize the best of the two universes which is digital and marketing. While the essential standards of marketing despite everything apply, digital marketing isn't simply one more new channel for marketing; it is another way to deal with marketing which offers an extraordinary comprehension on purchaser conduct.

Digital Marketing is characterized as purchasing and selling of information, items, and administrations through PC systems or web. Web and electronic commerce innovations are changing the whole economy and changing plans of action, income streams, client bases, and supply chains. New business models are rising in each industry of the New Economy. Travel industry and ticketing has seen an ocean change in the most recent decade. One gauge recommends that online travel industry contributes about 76% of complete net business in India. Ticketing is currently done either in outsider sites or aircraft locales. Clients of web based shopping are pleased with brief conveyance and perfect installment systems building trust in customers. Indeed, even online classifieds have made a fruitful change online with jobs and wedding starting to lead the pack. Online retailers are currently

pushing a bigger number of classes, for example, gadgets and white goods. In these developing models, immaterial resources, for example, connections, information, individuals, brands, and frameworks are becoming the overwhelming focus.

## 2. Literature Review

**PrafullaSudame and Brijeshsivathanu (2013)** in their examination paper entitled "Challenges Affecting the Organized Retail Sector", give the status of the retail sector in India and the point by point information about the challenges looked by the retail sector in India. This incorporates the chances of retail locations, the retail position in India, and the ongoing patterns in retail. This exploration paper studied the retail supervisors comprehension to the challenges influencing the retail sector. It finishes up with giving the point by point openings accessible to the retail sector.

**CMA JayashreeRamanan, Dr. K.P.V. Ramanakumar (2014)** the age a buyer was naturally introduced to, characterizes their perspectives and encounters, which assumes an extraordinary job in their purchasing behavior. In spite of the fact that people have particular qualities, specialists are attempting to recognize common behaviors and mentalities inside the generational gatherings. The fundamental target of this paper is to comprehend and feature the challenges made by segment patterns to the Indian retailers. Populace elements have consistently been continually changing and the total populace is required to cross 9 billion by 2050. These paper investigations the tremendous challenges to the retailers presented by changing socioeconomics and how they should be set up to confront them and to change over them into business openings.

**Chaturvedi Molly (2017)** today retail sector contributing 10% to nation's GDP. Indian retail industry is positioned among the ten biggest retail markets on the planet. The difference in mentalities of Indian purchasers and the rise of sorted out retail arranges have changed the substance of retailing in India. The Government's drive to permit 51 percent outside direct

investment (FDI) in multi-brand retail has been a subject for banter for a long while now. Indian retail sector has thusly pulled in the consideration of individuals from different fields including the scholarly community, industry, explore associations.

**Kusuma et al. (2013)** in their paper entitled "A Study on Organized Retailing and its Challenges and Retail Customer Services," give information about the development of retailing in India. What's more, centers around the challenges looked by sorted out retail sector in India. It additionally emphasizes on significant players of retailers in India and client services gave by the retailers. This paper additionally manages different retail organizes and the open doors for the development of retail industry India and gives a few recommendations to conquer the challenges.

**Rahul Singh and Jeet Singh (2015)** in their paper entitled "A Study on the Challenges Arising in the Organized Retailing in India", this examination centers around the challenges and recommends certain measures to diminish these challenges. The examination presents the impression of composed retailers in the Moradabad city with respect to the challenges looked for retailers and clients when adjusting. The paper presumes that the day isn't far away when the quick development of composed retailing can be conceivable in India.

### 3. Statement of the Problem

In the improvement of science and technology the present development becomes out of date tomorrow. The preferences and inclinations of the customers are additionally changing at a quick rate. The marketers are thinking that it's hard to adapt up to the changing need of the clients. These adjustments in the desires for the clients are because of numerous reasons; however one of the primary reasons is changing purchasing behavior. Purchasing behavior changes are more observed among the adolescent than the more youthful kids and mature age individuals. The purchasing behavior of more youthful age impacts their individual purchasing behavior, yet additionally it impacts the purchasing behavior of the family. As a marketer one needs to comprehend the changing needs of the clients and produce the goods and services appropriately.

### 4. Objectives of the study

- To know the idea of digital marketing.
- To recognize the significance and requirement for digital marketing.
- To contemplate the challenges and prospects of digital marketing.

### 5. Digital Marketing Scenario in India

The gigantic development that digital marketing has shown can't be coordinate with some other system. Admiring the present situation in India, individuals here are mindful of Internet as well as are utilizing it for different purposes throughout everyday life. Subsequently, there's a blasting web marketing industry in India. In India web based life is the driving the appropriation of digital marketing. The retail sector in India is blasting both on and disconnected. India is a relative maverick to the internet shopping upheaval yet it is anticipated that online deals will develop by 50 percent every year in the

following not many years. The nation is now the third biggest country of web clients with more than 120 million and the fast take-up of portable trade is anticipated to expand the quantity of clients to more than 330 million by 2015. Web based life is assisting with driving the advancement of digital marketing. Progressively rich populaces of youthful web sharp clients are investing more energy and cash on the web and in doing so are impacting shopping patterns. Among the mainstream items online are books, buyer gadgets, travel, monetary administrations, clothing and magnificence care. Web based shopping action is moved in major urban conurbations with Mumbai being the principle community followed by Delhi and Kolkata. Enormous extents of the buys are directed in online market places, for example, Snadpdeal, propelled in 2010. As of now, the web represents just a little extent of India's GDP however the expectations are that a web blast is practically around the bend for Retailers.

### Buying Behaviour of Youth

Purchasing behavior of an individual assumes a dominating job in the customer conduct when all is said in done and among the adolescent specifically. Purchasing behavior marketing is a procedure of building up connections between items offered in the market and focused on purchasing behavior gatherings. It includes sectioning the market based on purchasing behavior measurements, situating the item such that interests to the exercises, premiums and assessments of the focused on market and undertaking explicit limited time crusades which endeavor purchasing conduct bids to upgrade the market estimation of the offered item. In India web is around 20 years of age. India is among the main 3 populace of web clients with 145 million purchasers. The digital marketing is having only 3-4% of composed retailing.

### 6. Challenges for Indian Retail

#### Efficient Supply Chains

Profoundly divided stockpile chains combined with framework issues and the tremendous topographical spread of the Indian market present immense challenges to the retailers. Indian retailers need to upgrade their stock chains to prevail in the cost cognizant market. Fragments, for example, nourishment and basic food item need to adapt to exceptionally disorderly inventory chains. Additionally, the rising client desires would require supply chains with speedy response times.

#### Ability to Penetrate Rural Market

The urban zone has been the focal point of Organized Retail which has prompted expanded rivalry. Rustic India is home to 72 crore purchasers across 6 lakh towns. 17 % of these towns represent 50 %<sup>14</sup> The Next Urban Frontier: Twenty Cities to Watch-NCAER Human Resource and Skill Requirements in the Organized Retail sector of the provincial populace just as 60 % of rustic riches. HariyaliKisan Bazaars (DCM) and Andhra (Pantaloan-Godrej JV), Chou buddy Sagar (ITC), KisanSansars (Tata), Reliance Fresh, and others, for example, the Naya-Yug Bazaar have just wandered into the retail market.

#### Leveraging Technology

The Organized Retail layers need to use IT and technology to support business development through advancement and separation. A quantities of retail players like DLF Retail, Khadims, and Diamexon Diamonds have extended their SAP footprints<sup>15</sup> to disentangle business forms, lessen expenses and adjust to the changing business scene. GPS and RFID technology can help in coordinations and stock administration.

### **Customized Solutions**

The Indian retail market is exceptionally heterogeneous in nature. The elements for different fragments change with the topography and other social components. The test for the retailer is to keep this heterogeneous nature of the objective market at the top of the priority list and to offset it with different issues like economies of scale.

### **Investing in Retail Brand (Store Brand)**

A solid retail brand is a basic achievement factor. The retailers ought to put resources into brand building exercises which would help them in drawing in new clients just as holding the current ones. The solid retail brand will permit the retailers to push through "private names "which would fortify their main concern.

### **Customer Relationship Management (CRM)**

The retailers need to think of creative CRM exercises to hold their client base and to add on to their image esteem. CRM exercises like steadfastness programs have been gotten well by the clients previously.

## **7. Challenges and Its Solution**

### **• Not getting lost in the volume**

The digital world is blasting and pretty much every business out there has taken its items/services online to connect with the majority. As indicated by a report by Experian, most marketers are currently confronting the test of making their image hang out in the volumes accessible on the web. This in the end prompts trouble confronted when attempting to run a brand mindfulness battle or procuring new clients.

**Solution:**While probably a portion of your items/administrations may be like what another business brings to the table, there is unquestionably a little viewpoint that is interesting to you. Find the USP of your item/administration and discover approaches to pass on the equivalent. Lead studies on your current clients and your intended interest group to all the more likely comprehend what they are searching for, and recognize which of those necessities your image can satisfy.

### **• Driving relevant traffic to the website**

Proceeding on the point above, marketers today are reliably confronting a test with regards to spreading brand mindfulness in the correct objective market. This additionally makes it harder for them to drive the perfect traffic to their business sites. Along these lines, understanding which channel to take advantage of and driving pertinent crowd to your site to transform them into clients is turning into a continuous test for marketers.

**Solution:**Lead a review of your online action – what strategies are you deciding on to connect with your crowd. Think about the substance you are delivering, the channels you

are introducing it on, the online life channels that you are effectively present on and the paid/unpaid campaigns you are perhaps running.

### **• Targeting the right audience effectively**

One of the most importantly things that a viable marketer does is to distinguish their intended interest group in the market. With the quantity of web clients expanding continuously and their necessities changing consistently, focusing on the correct crowd has gotten probably the greatest test for marketers.

**Solution:**Take a gander at the general socioeconomics of the market that you need to contact. Recognize their requirements and make client personas mulling over their online behavior and conceivable future needs. Right now, as Wigzo outfit you with AI and prescient examination devices to empower better persona creation.

### **• Lead generation using social media**

With regards to the different social channels, most organizations and marketers don't generally have the foggiest idea how to stay predictable at it. The vast majority of them feel that it is about the paid battles they should run for brand mindfulness and lead age. Albeit, the two are a consistent challenge with the regularly expanding market competition.

**Solution:**The best method to use from web based life is to coordinate your marketing and deals endeavors. Sharing behavioral data and association levels with leads via web-based networking media can enable the deals to group characterize an exceptionally, customized client venture for them – which they are bound to change over on.

### **• Keeping up with the changing trends**

The digital market and marketing systems have changed definitely in the course of the most recent couple of years. Also, it keeps on changing even today to take into account the advanced addressable market needs. Henceforth, it is significant for marketers to keep awake to-date with every one of these progressions.

**Solution:**reliably engage in with your intended interest group on stages that they are generally dynamic on. The best method for doing so is to use from social listening utilizing devices like Hoot suite. They help you comprehend what individuals are stating about you and your item/administration, what they expect – allowing you the chance to turn into a piece of their discussion.

## **8. Advantages digital marketing brings to consumers**

With the fast progression in technology, digital marketing has changed shoppers purchasing behavior. It has carried different points of interest to the shoppers as given beneath -

- ✓ **Stay updated with products or services** -Digital marketing advances permit the buyers to remain with the organization information refreshed. These days a great deal of customers can get to web wherever whenever, and organizations are constantly refreshing information about their items or services.
- ✓ **Shopping** -Since the web is accessible throughout the day, there is no time limitation for when the buyer needs to purchase an item on the web. More noteworthy commitment: Consumers can draw in with

the organization's different exercises utilizing digital marketing channels. Buyers can visit organization's site, read required information with respect to the items and services and can likewise make buys on the web and give criticism.

- ✓ **Precise information concerning the products and services** -With the utilization of digital marketing, purchasers get clear information in regards to the items or services. There is somewhat possibility of misconception of the information taken from a sales rep in a retail location. In any case, the web gives far reaching item information which shoppers can depend on and settle on a buy choice.
- ✓ **Easy comparison with others** -Since numerous organizations are attempting to advance their items or services utilizing digital marketing, it is turning into the best bit of leeway for the shoppers in wording that purchasers can make correlation among items or services by various providers in cost and time agreeable manner. Shoppers don't have to visit number of various retail outlets so as to gain information about the items or services.
- ✓ **Share the content of the products or services** - Digital marketing offers watchers a chance to share the substance of the item and services to other people. With the utilization of digital media, one can without much of a stretch exchange and get information in regards to the highlights of the item or services to other people.

- ✓ **Apparent pricing** -Through digital marketing channels Company can show the costs of items or services, and this makes costs extremely clear and straightforward for the purchasers. The organization may consistently change the costs or gives exceptional ideas on their items or services, and shoppers are consistently in focal points by getting educated in a split second by simply taking a gander at any one mean of digital marketing.
- ✓ **Enables instant purchase** -With customary marketing, shoppers first watch the commercial and afterward locate an applicable physical store to buy the items or services. In any case, with digital marketing, buyers can buy the items or services in a split second.

## 9. Conclusion

An institutionalized digital marketing methodology ought to be all the more effortlessly delivered for items in which people share basic buyer behaviors than for items utilized in socially explicit manners. For example, customer cutting edge goods (PCs, cell phones) might be fairly comparable across societies while nourishment is commonly viewed as devoured in customary and peculiar manners. Excellence related item commercials might be more effortlessly institutionalized than more culture-explicit things, for example, nourishment or cars since they center around comparable requirements for magnificence among a common crowd.

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