

IMPACT OF ICT IN HUMAN LIFE-A REAL PRACTICE!

ALLAN ZGAMBO^{*}, LEENA JENEFA^{}**

ABSTRACT

In the present-day business atmosphere that is characterized by the ever-growing competition among local and international firms, the rise of more expectant customers and great technological advances has resulted in a complex market in the retail chain business. In this complex market field, the marketing strategy of the organisation could be to gain a competitive advantage over other firms provided that they deliver product and services to meet and exceed customer demands. Therefore, the organisations' strategies should feature a proactive work ethic, based on co-operative relations within the organisation and with external players such as customers, suppliers and competitors.

KEYWORDS: ICT, Digital Marketing, Customers.

INTRODUCTION

Digital marketing (also known as data-driven marketing) is an umbrella term for 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. growth and performance. This study is based on the General network theory which states that human entities are all nodes in a network of relationships in which they interact. Some nodes are more influential than others and become hubs to which many connect. Individuals form clusters and some clusters become formal organisations and corporations. Nothing can happen in one node or one relationship without affecting the whole network. Sometimes the influence is major, sometimes insignificant -but a paradox is there.

Digital marketing is extensively used to support

the sales of products and services and to communicate with customers using digital network. Digital marketing encompasses internet marketing together with channels that do not need the use of the Internet.

REVIEW OF LITERATURE

Information and telecommunications technologies such as the Internet, mobile phones and digital television have opened new channels of marketing. Consumers are increasingly using these technologies to access companies. Moreover, the increased affordability of these technologies allows business owners to promote their companies through innovative means. Fundamental theories of marketing need reinterpretation in the light of the new technologies (Mandal, Joshi, & Sheela, 2016).

^{*} Lecturer, Department of ICT, Copper stone University, Zambia.

^{**} Senior Lecturer, DMI-ST. Eugene University, Zambia.

Correspondence E-mail Id: editor@eurekajournals.com

It is increasingly advantageous for companies to utilize social media platforms to connect with their customers and create these dialogues and discussions. The majority of the customers nowadays they are using digital mode for purchase using social media like face book app, Google app and so on. (Brogan, 2015) and (Leena Jeneffa 2018).

RESEARCH METHODOLOGY

Participants of the study are selected from Lusaka. A pilot study preceded the interviews to highlight errors in advance .Individual face-to-face interviews were used for individual respondents.

The sample size selected for this research purpose constituted of 200 respondents through structured questionnaire in the natural environment. In this research, the researcher used purposeful sampling.

The primary data were collected from various locations in Lusaka. Secondary data were collected from different literature, published articles, health department statistics, journals, books, newspapers, magazines and websites.

A well-structured questionnaire was prepared. Five points likert scaling has been used.

RESEARCH OBJECTIVE

The objective of the study was to establish the

impact of digital marketing strategies adopted in retail chains in Zambia.

VALUE OF THE STUDY

This study contributes to the research on the strategies of marketing, in the light of global competitive challenges. In particular, it contributes to the rising body of research on how retail outlets in different regions of the world cope with the increasingly competitive global market and strategies they use to not only maintain and improve their competitive positions, but also acquire new market share regionally and internationally.

DATA ANALYSIS AND INTERPRETATION

PROFILE OF RESPONDENTS

Survey for research work was conducted in the city of Lusaka keeping in mind that online marketing is still a metropolitan phenomenon in the developing country like Zambia. Sample of 200 respondents was selected for survey. The questionnaire included a segment on customers profile as a classification of their demographic factors such as gender, age & occupation. During data collection phase, due care was taken in order to make sure that the given questionnaire is completely filled by the respondents.

The detailed respondent profile is as follows:

Table 1.Respondent's profile

Age	Occupation				Gender		
	Student	Formal Job	Self employed	Total	Male	Female	Total
18 to 25 years	81	0	0	81	8	43	81
25 to 35 years	19	41	3	63	31	32	63
35 to 45 years	0	47	9	56	29	27	56
Total	100	88	12	200	98	102	200

As seen in the table, Out of 200 respondents - 100 are students out of which 81 are between the age 18 to 25 years & 19 are between the ages 25 to 35 years. There are 88 respondents who are

in formal employment out of which 41 are between the age 25 to 35 years & 47 are between the ages 35 to 45 years. Also there are total 12 respondents who are self-employed out

of which 3 are between the 25 to 35 years & 9 are between the ages 35 to 45 years.

As far as gender wise segmentation is concerned, there are total 98 males out of which 38 are between the ages 18 to 25 years, 31 are between

the age 25 to 35 years & 29 are between the ages 35 to 45 years. And there are total 102 males out of which 43 are between the ages 18 to 25 years, 32 are between the age 25 to 35 years & 27 are between the ages 35 to 45 years.

Table 2. Do consumers rely on just one medium to get knowledge about any retail chain brand?

	Frequency	Percent
No	91	45.5
Somewhat	40	20.0
Yes	69	34.5
Total	200	100.0

INTERPRETATION

From table, it is observed that when respondents were asked if they rely on just one medium to get knowledge about any retail chain brand;

1. 45.5% have given negative response.
2. 20.0 % respondents have given complete positive response while only,
3. 34.5% responded that they rely partially.

This reveals that most consumers use more than one medium to get knowledge about a retail chain brand. Due to the large number of brand choices & price sensitivity, consumers undertake a detailed evaluation of various brands by referring more number of sources of information. So they may be using combination of various mediums such print ads, television commercials, in-store promotion to know about different aspects of the brand.

Table 3. Sources of awareness for various retail chain brands

Sources of awareness	Frequency	Percent
Print ads	25	12.5
Television commercials	49	24.5
In-store promotion	25	12.5
Outdoor media	20	10.0
Online media	81	40.5
Total	200	100.0

INTERPRETATION

From table, it is observed that when respondents were asked about which source they refer to the most to get awareness of various brands the highest number prefer to use online media.

It means consumers refer to various media to get awareness but highest preference is being given to online media. Online media incorporates blogs, online PR, Window displays, banner ads etc. Consumers today are more exposed to these forms of online advertising as compared to advertising through other mediums.

Table 4. Details for information and time spend to take purchase of any commodity

	Do not require much information to take purchase decision		Do not prefer to spend much of my time in purchase of any commodity	
	Frequency	Percent	Frequency	Percent
Strongly disagree	33	16.5	27	13.5

Disagree	80	40.0	38	19.0
No opinion	36	18.0	34	17.0
Agree	28	14.0	68	34.0
Strongly agree	23	11.5	33	16.5
Total	200	100.0	200	100.0

INTERPRETATION

From table it is observed that the majority of consumers require more information to take purchase decision but they do not like to spend much of their time on purchasing any commodity. It reveals that consumers do require plenty of information to take purchase decision.

This information may increase their knowledge and assurance on brands' attributes & benefits consumers are likely to gain that will eliminate their confusion in choosing any particular brand. Once they obtain the required information on various brands, they take less time in the purchase of any commodity.

Table 5.Frequency of being online

Code	Response	Frequency	Percent
1	Very Low	05	2.5
2	Low	25	12.5
3	Moderate	44	22.0
4	High	80	40.0
5	Very high	46	23.0
	Total	200	100.0

INTERPRETATION

From table, it is observed that 30% use internet with high frequency followed by 27.5 % respondents with very high frequency of using

internet. So, due to its attribute of making shopping easier by allowing the users to have instant access with every informational, educational, interactive & entertaining material; Internet is heavily used medium today.

Table 6.Purpose for using internet

	Social networks		Media sharing sites		Blogs		Podcasts & RSS		Collaborative websites		Other content sharing websites		Online shopping	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Most important	73	36.5	50	25	26	13	33	16.5	32	16.0	43	21.5	60	30.0
2.00	65	32.5	48	24	42	21	32	16.0	43	21.5	43	21.5	42	21.0
3.00	20	10	22	11	45	22.5	25	12.5	25	12.5	29	14.5	21	10.5
4.00	20	10	34	17	40	20	47	23.5	38	19.0	37	18.5	40	20.0
Least important	22	11	46	23	47	23.5	63	31.5	62	31.0	48	24.0	37	18.5
Total	200	100	200	100	200	100	200	100	200	100	200	100	200	100

INTERPRETATION

From table, it is observed that Social networking is the foremost purpose for which majority of respondents use internet. Certain social networking sites such as Facebook, Orkut, and LinkedIn etc. have become popular in recent times, used to share the personal & professional views with known and unknown people who can be found out through these sites. After Social networking, second preference given to the online shopping. It allows flexibility to the consumers to view a wide range of products & brands, evaluate them online by reading their features and making an online purchase. Media sharing is at third place. It allows them to share media material such as photos, music, video, news etc.

CONCLUSION

In any organization, marketing always strives to position their clients at the centre stage of all their business operations. This is with the aim of ensuring that they bring out superior performance of an organization. Customer needs and expectations evolve over time and delivering consistently high quality products and services and responsiveness to changing marketplace needs become important for the success of an institution. This is achieved through implementation of marketing activities designed to satisfy customer needs better than competitors are able to satisfy customer needs. It can be concluded that the retail chains in Zambia have adopted digital marketing strategies to help them improve their performance and gain market share. In order to improve sales and market share, these organisations should consider selling of retail products over digital channels.

REFERENCE

[1]. Brogan, C. (2015, January 10). *Community and Social Media Business Strategy*.

Retrieved from Chris Brogan's Blog: www.chrisbrogan.com.

- [2]. Cravens, D. W. (2006). Strategic marketing's global challenges and opportunities. *Handbook of Business Strategy*, 7(1), 63-70.
- [3]. Gangeshwer, D. K. (2013). E-Commerce or Internet Marketing: A Business Review from Indian Context. *International Journal of u- and e- Service, Science and Technology*, 6(6), 187-192.
- [4]. Gattiker, T. F. (2007). Enterprise resource planning (ERP) systems and the manufacturing-marketing interface: an information-processing theory view,. *International Journal of Production Research*, 45, 28 - 29.
- [5]. Gupta, S. (2007). Impact of Sales Promotion on When, What, and How Much to Buy. *Journal of Marketing Research*, 25, 342-355.
- [6]. Leena Jenefa "Impact of digital advertisement on garments buying behavior", *International Journal of Transformation in Operational & Marketing Management*, Eureka Journals. Vol. 3, Issue 1 -2017 Page 37-42.
- [7]. Leena Jenefa and et al "Insights of Elite Customer: User's Perspective towards online shopping", *International Journal of Recent Advances in Information Technology*, Vol.2, Issue 1-2018.
- [8]. Mandal, P., Joshi, N., & Sheela, K. (2016). UNDERSTANDING DIGITAL MARKETING - THEORIES AND STRATEGIES. *International Research Journal of Management Science & Technology*, 7(9), 50-60.
- [9]. Midha, V. (2012). Impact of Consumer Empowerment on Online Trust: An Examination Across Genders. *Elsevier International Journal*, 12(3), 198-205.
- [10]. Okazaki, S., Katsukura, A., & Nishiyama, M. (2007). How mobile advertising works: The role of trust in improving attitudes and

- recall. *Journal of Advertising Research* (47), 165–178.
- [11]. Phiri, M., & Ziba, F. (2017, February 22). *The Expansion of Regional Super Market Chains: Implications for local suppliers in Zambia*. Lusaka: Zambia Institute for Policy Analysis and Research (ZIPAR). Retrieved from Supermarket Chains: More than a one-stop shop: <http://www.daily-mail.co.zm/supermarket-chains-more-than-a-one-stop-shop/>.
- [12]. Porter, M. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: Free Press.
- [13]. Ramanuj, M. (2006). The relationship of intellectual capital, innovation and organizational performance: A preliminary study in Malaysian SMEs. *International Journal of Management Innovation Systems*, 1(1), 1-13.
- [14]. Rose, & Watkins. (1997). Measuring Customer satisfaction based on quality gap at a local Bank in Vietnam. *Journal of international business research*.
- [15]. Saunders, J., Saker, J., & Smith, G. (1996). Afterword: An agenda for research into strategic marketing planning. *Journal of Marketing Management*, 12(3), 215-230.
- [16]. Sivasankaran, S. (2017). Digital Marketing and Its Impact on Buying Behaviour of Youth. *International Journal of Reseach in Management and Business Studies*, 4(3), 1.
- [17]. Walker, O. C. (2011). The organization of marketing activities: A contingency theory of structure and performance. *Journal of Marketing* (49), 13–25.
- [18]. Wilburn, M. K., & Wilburn, H. R. (2011). Scenarios and strategic decision making. *Journal of Management Policy and Practice*, 12(4), 164-178.
- [19]. Wilson, H., & Daniel, E. (2007). The multi-channel challenge: A dynamic capability approach, *Industrial Marketing Management*. *Multi-Channel Strategy in B2B Markets*, 36(1), 10-20.
- [20]. Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *International Journal of Management Science and Business Administration*, 1(5), 69-80.