

# TECHNOLOGICAL INNOVATIONS OF MARKETING IN DIGITAL INDIA

**SURABHI SINGH\***

## ABSTRACT

Innovation in technology is the need of Digital India. It is the technological innovations of Marketing which is responsible for Digital India. The companies with their products of made in India label will truly facilitate the dream of achieving the digital India. This paper focuses on the strategies adopted by Indian companies to leverage the technological innovations of Marketing in Digital India. The mobile Internet, the cloud, the automation of knowledge work, digital payments, and verifiable digital identity are some which characterizes the company with these technological innovations. The Internet of Things (IOT), intelligent transportation and distribution systems, advanced geographic information systems (GIS), and next-generation genomics are the emerging innovations of technology which is used in industry and marketing has become easier with the usage of such advanced technologies.

**KEYWORDS:** Technology, IOT, Genomics.

## INTRODUCTION

Digital technology is the medium through which the companies grow their business. The digital channel is used for promoting product and services and to reach consumers. The innovative trends of technological innovations of marketing like mobility, social media, content marketing, search engine marketing and advanced analytics can be effectively used to increase the digital penetration in India. The company analyzes the customer behavioral data. Multiple touch points have been identified when communication to customer is made on products and services. The touch points like radio, communities, sales force, television, mobile apps, e commerce, social networks, and direct mail are used to capture the customers by several businesses. With 68% population residing in rural India, the

technological innovations in marketing can lead to increase in usage of digital usage and thereby the digital India can be sustained. The study focuses on the extent of technology based innovations of marketing is needed to make sound digital India.

## LITERATURE REVIEW

The business prospects largely depend on the right type of media used (Singh, 2016). Traditional Marketing functions are enhanced by using internet to extend the information technology. (Urban, 2004)

Technological innovations lead to transition from traditional marketing to digital marketing. (Bhattacharya et al., 2000)

---

\* Associate Professor, Marketing, Jaipuria School of Business, Ghaziabad.

**Correspondence E-mail Id:** editor@eurekajournals.com

For digital India, innovation, research and technology play the vital role (Gupta, 2014). Digital transformation is nothing but change management as it impacts all levels of functioning-be it any task, activity or process. The key task that now lies before this government is, therefore, to create an enabling policy and execution ecosystem for technological transformation of the country (<http://inclusion.skoch.in>). A new McKinsey Global Institute (MGI) report<sup>1</sup> identifies a dozen technologies, ranging from the mobile Internet to cloud computing to advanced genomics, which could have a combined economic impact of \$550 billion to \$1 trillion a year in 2025. Often, these technologies are used in combination, providing a greater impact than any one of them alone. For example, ‘Internet of Things’ sensors in medical devices can be used together with the mobile Internet and intelligent systems (the automation of knowledge work) hosted on the cloud to monitor patients with chronic diseases remotely and to alert medical workers automatically when the system detects a potentially dangerous situation (Noshir et al.,2014). The increased access to enabling infrastructure such as increased use of smartphones and easy access to Internet will result in greater adoption of technology by small businesses. Accordingly, the Digital India project will be an exponential driver for massive growth in IT adoption. The estimated budget of Digital India is going to be \$19 billion between 2014-2018(Zinnov, 2014).

**OBJECTIVES**

- To explore the customers perception of marketing technological innovations of marketing

- To identify the factors which increases the technological innovations of marketing for digital India

**RESEARCH HYPOTHESES**

- H1- There is association between importance of technological Innovations of marketing for your company and internet as a medium for bringing new customers
- H2- Style of Technological Marketing innovations used is affected by technology based media used by company for promotion

**METHODOLOGY**

Quantitative research method has been used for data collection and report compilation. The data has been collected with the help of questionnaire after pilot testing and secondary data has been taken from various reports on technology based marketing. The collection of data has been made on the employees who are employed in various companies. The sample size is 100 and area is NCR which includes majorly the rural and urban areas of Ghaziabad. The sampling technique is simple random sampling. The questionnaire contains questions based on research objectives and demographic details. The analysis has been made for finding the perception of customers for technology based marketing innovations and the factors which are significant for encouraging the innovations for Digital India. The statistical tools being used are Chi square, One way Anova and descriptive.

**DATA ANALYSIS**

The analysis has been carried on 100 sampled data and following tables describe the responses received from customers.

**Table 1.Importance of Technological Innovations of Marketing for your company**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	85	85.0	85.0	85.0
	No	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

The table 1 indicates the importance of technology based innovation in marketing is supported by maximum number of customers.

**Table 2. Technology based media used by company for promotion**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social platforms	78	78.0	78.0	78.0
	Affiliate Marketing	14	14.0	14.0	92.0
	Search Engine optimization	5	5.0	5.0	97.0
	Digital display advertising	1	1.0	1.0	98.0
	Others	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

The table 2 depicts that maximum number of customers favors the social media as technology based media and used by company for promotion.

**Table 3. Style of Technological Marketing innovations used by company**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.390	4	.097	.254	.906
Within Groups	36.360	95	.383		
Total	36.750	99			

From table 3, it is clearly visible that the significant value derived after applying one way anova is .906 which accepts the null hypothesis. (Refer to H2)

**Table 4. Association between technological innovations and internet for bringing new customers**

	Importance of Technological Innovations of Marketing for your company	Internet as medium for bringing new customers
Chi-Square	49.000 <sup>a</sup>	112.640 <sup>b</sup>
df	1	3
Asymp. Sig.	.000	.000

From table 4 it is implied that the significant value is less than .05 which reject the null hypothesis. (Refer to H1)

## FINDINGS

The findings of the analysis indicate that social media is the popular medium used by company and the importance of technology based marketing is strongly favored by the employees in company. Style of Technological Marketing innovations used is not affected by technology based media used by company for promotion. In their opinion the use of internet is used maximally by company for increasing the customer base. The factors which increase the

technological innovations in marketing are improved awareness of digital learning, internet of things increased usage, digital marketing tools effective use. This proves that digital India is enormously contributed by the increased use of technological innovations in marketing.

## CONCLUSION

India is already home to the second largest number of Internet users globally with nearly 350 million users as of September 2016 (<http://indialivestats.com>). The country is on track to become the 1st largest user market. Yet, there are more than a billion people who will need to be brought online for India to realize the vision of

a digitally connected, knowledge economy. This study attempts to provide the information of need of customer of India and their awareness for technology based marketing innovations. The study has clearly indicated that with the digital innovations, more growth will happen for businesses.

### **LIMITATIONS & FUTURE IMPLICATIONS**

The study is restricted to NCR due to resource constraint and budget constraint. The sample selected is limited to few areas which might limit the generalizability of results. There respondents have been surveyed but might be limited in the ability to gain the exact type or geographic scope of respondents. The study can be extended by taking huge sample and more factors of technology based innovations of marketing can be extracted which lead to Digital India.

### **RECOMMENDATIONS**

The adoption of mobile technology, social media, cloud computing, analytics and big data will be able to increase the growth of Digital India. Creating an intelligent mix of these technological advancements, the satisfaction from digital innovations can be enhanced.

### **REFERENCES**

- [1]. Bhattacharya, C B and Ruth N. Bolton. (2000). Relationship marketing in mass markets. Handbook of relationship marketing Eds Sheth, Jagdish N and Parvatiyar Atul. Sage Publications.
- [2]. Go-digital-go-cashless. (2016). Retrieved from <http://inclusion.skoch.in//854/go-digital-go-cashless-1154.html>.
- [3]. Gupta, Arvind. (2014). For digital India innovation, research and technology to play major role. Retrieved from <http://economictimes.indiatimes.com/for-digital-india-innovation-research-and-technology-to-play-a-major-role/articleshow/34171292.cms>.
- [4]. Government IT spending India to become largest it market. (nd). Retrieved from <http://www.dqindia.com/powered-by-govt-it-spending-india-to-become-second-largest-it-marketin-apac-region-by-2018/>.
- [5]. Internet users by country. (2016). Retrieved from <http://www.internetlivesstats.com/internet-users-by-country/>.
- [6]. Kaka, Noshir, AnuMadgavkar, James Manyika, Jacques Bughin and Pradeep Parameswaran, 2014. 'India's tech opportunity: Transforming work, empowering people', Mckinsey Global Institute, December.
- [7]. Managing-digital-marketing/marketing-innovation/digital-marketing-trends-2016-2017. (2017). Retrieved from <http://www.smartinsights.com/>.
- [8]. Singh, S. (2017). Digital Marketing in Online Education Services. *International Journal of Online Marketing (IJOM)*, 7(3), 20-29.
- [9]. Urban, Glen L. (2004). *Digital Marketing Strategy: Text and Cases*, New Jersey: Person Prentice Hall.