

Study of Digital Marketing in UAE and India

Vaishali V¹, Ilamathi A²
SRM School of Management-Kattankulathur

Abstract:- There are different factors that affect the product marketing in real time. The relationship between the different features and people who prefer buying in online, this helps the marketers to convert the potential buyers to active buyers and also it can retain its original loyal customers. This study focuses on the strategies and factors in Digital Marketing that the company should focus to improve its market share. The study will also include different inputs that would encourage the marketers to take in account for creating a new Marketing Campaign which strengthen their brand image particularly in India and Dubai.

Keywords:- Marketing strategies, Digital Marketing, Marketing Campaign, Marketing Factors.

I. INTRODUCTION

Marketing refers to the activities that a firm carries out when selling a product or service. This includes selling, delivering and advertising to customers. People working in a company's Marketing department usually tries to get the audience attention with slogans, shapes, designs, media advertisements and by using celebrity endorsements. Marketing is everything that a company does to gain and maintain customer relationship.

In today's online world, digital marketing plays an important role. Irrespective of the size of the firm or industry. In order to make the business and the revenue of the company grow one need to implement the best digital marketing strategy.

Without Internet marketing strategies, the business cannot achieve its goals. We may know the outcome but we may not know the ways and this could lead to the launch of digital marketing campaign which would fail to produce effective result. Social Media marketing, Email Marketing, Display Advertising are some of the common forms of digital marketing.

II. MARKETING IN UAE

Marketing has the ability to gain people of varied interests and people from different fields of work. It is connected with a large range of goods and services, industries which involves integration and technology adaptation etc. Marketing works in many areas where discount, free products and coupons remains the main factors which appeals the customers, But in UAE the scenario is different.

In UAE more focus lies in creating trust and credibility with culture, unique product or services.

It aims at offering best customer service and experience which would in turn improve the brand image. The different marketing strategies in UAE is explained below:

A. Visual Treats:

Rich media content is the most important part of digital campaign in UAE. The need for creativity is immense for all types of industries, having high resolution images and HD prints will form a important part of the marketing strategy. The real time engagement between brands and end users is through "VISUAL WINS BIG".

B. Digital Transformation:

Organizations in UAE that prefers to start a digital campaign should not only focus on their face book content and other social media platforms but also on their website too. Websites with creative content and prompt responses to the customer queries are more important.

C. Importance to Customer Experience:

Customer experience is given more importance in UAE over other factors. It ensures personalized products and services according to the customer interests and the landing page being a blog enables to call or messaging facility rather than comments. Same goes for face book messenger, twitter messaging etc. Similarly, it is a benefit to have people who can actually communicate in Arabic and have your webpage content also to have an Arabic option. Here automatic translators should be avoided as such automatic translators may do much harm than the expected effectiveness which becomes a major drawback to the overall implemented strategy

As such translators can spoil the emotions associated with a valuable messages.

D. Luxury Not Deals:

The people of UAE rea culturally forward and rich who can afford to pay premium price for the products which can actually display the luxury of having it. The customers of UAE are not attracted by offers or discounts rather they are attracted much by the value of luxury that the product offers them. Hence it is more required that you market your product as a symbol of luxury rather than offers and freebees. Tesla started selling its luxury cars in Dubai marking his first market in Gulf. UAE has a great platform for selling luxury cars and it is one of the top markets in the world for luxury products.

E. Mobile:

From responsive website design to marketing strategies Mobile is the important accessory of people in UAE. UAE has large number of population who are using smartphones. It has the largest user base for face book

which is more than 93% logging into this in the Gulf region.

F. E-Commerce and Analytics:

Understanding customers using analytics is 100% necessary. Retail industry or a fashion clothing, perfumes and jewellery brands and getting to know the customer interest and their preferences and browsing nature and patterns will impact the sales in UAE. The below graph shows the Internet user penetration in UAE and it shows an increasing trend in the penetration of internet.

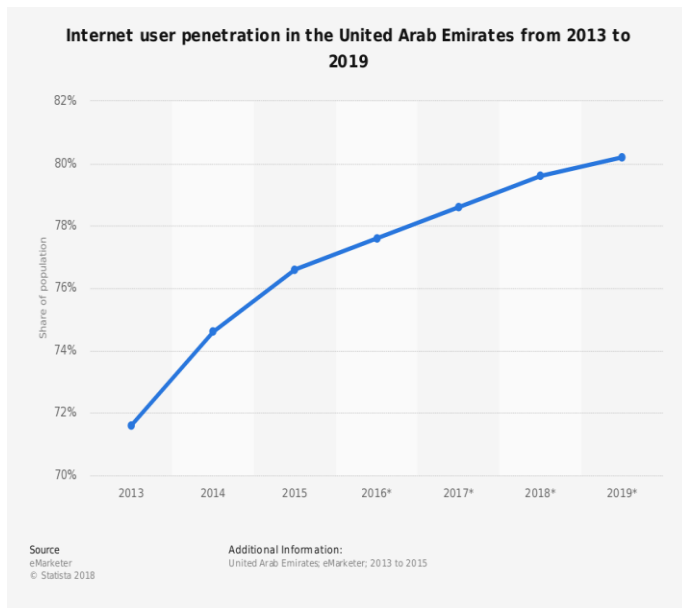


Fig 1:- Internet User Penetration

G. Respect Traditions, Guidelines and Rules:

For creating advertisements certain rules and restrictions, guidelines should be that is accordingly defined in various cities in UAE regions. There is different rules and regulations in different places for creating advertisements. So ensure that rules are followed and their beliefs are respected. A consumer not only buys a brand but also builds a long term relationship for luxury and lifestyle brand customers.

H. Brand Name:

This is one of the important in-fact most important factor to be considered in UAE. A brand name or reputation has the power to make the brand to stay with customers and gain their loyalty for a long time. Managing Brands and maintaining its reputation is essential and brand name is an intangible one and there are now several tools for measuring and determining the visibility through digital metrics is more compared to the traditional methods. A successful Marketing strategy in UAE needs to ensure it tracks, measures and monitors that the organization has enough the effort put towards making the content and concept is essential to create a strong brand reputation and is continuously reviewed to address customer concerns and queries.

I. Government Initiatives

The UAE Government initiative focus on “Vision 2021” that foresees a rich quality in infrastructure and effective government activities. The emperor Sheikh has set a target of 2 years for the local government to offer the services over mobile by 2017.

➤ Recent Developments

- Augmented reality made its entry in 2018 in terms of advertising and marketing and Dubai digital services are up for it! Augmented reality is considered as a long-term investment as it is here to stay in the years to come.
- In Recent times the Gulf state’s local markets are getting flooded with voice-based devices that have smart speakers, and voice assistants along with the convenient voice search mechanisms will play an important role in familiarizing voice-based searches on the Internet originating from the desert oasis.

III. MARKETING IN INDIA

India has a population of more than a Billion and it ranks second in the whole world. India is also a land which has enormous opportunities for people in different fields. When it comes to digital marketing, In India there is a huge scope for digital marketing in future.

A mobile phone has become mandatory for everyone. For Business practices the digital marketing trend serves as the backbone. Everyone advertise their services and products via internet to increase the reach to its customers. More than traditional way marketing through internet is found to be more efficient.

Internet and Mobile Association of India claims that India is having around 500 million internet users by June 2018. This has been creating a enormous business opportunities to sell different products and services to growing internet users.

Some of the changes made out of digital marketing is listed below:

A. Traditional Marketing Practices

The traditional marketing was mainly through word of mouth and door step marketing. The marketing personnel were using newspapers to promote their products. But now with the change in time, people expect everything in their fingertips.

The Highest priority of any business is fulfilling the needs of the customers. So the digital marketing trend has evolved a few years back. Now each and every smallest information or a thing can be found in the internet. People and marketers are going crazy over over these digital marketing trends.

B. 'Digital'-The New Platform

Digital Marketing is preferred by everyone over other methods in recent times. Even new start-ups are using digital marketing techniques for their business. It also helps the company to avoid the cost involved in appointing a marketing personnel to physically go to the market for promoting the product. It gives a vast means and mediums for promoting the products which is economical as well.

C. Government Initiatives

In order to transform the entire eco-system with the use of Information Technology, the Indian Government has recently introduced the Digital India programme with the plan of making India a digitally empowered society.

There are lot of opportunities that are even available in small villages. The government has also employed the feature for Employment opportunities. Since there is an advent of Digital in every field, analysing digital marketing is the right choice to find the right practices.

The e-marketplace analytical graphs shows considerable rise. There is a lot of fluctuations for all the registrations made. There is fluctuations in many fields. There are lot of schemes and projects introduced by the government of India for the youths in the country.

Prime Minister of India announced that by 2020 that digital space would be available to more than twenty lakh students. During the time of launch of Digital India initiative many industries supported the government to make the e-India initiative a reality.

D. Targeting Global Markets

It is often claimed that being Digital means being Global. And it reflects in reality through digital platforms like Face book, Instagram, Twitter, LinkedIn where audience living in any part of the world can be easily reached. The reach of such platform is high that now we can connect with anyone.

Many businesses in India are targeting the audience living in USA. So, anything can be done through social platforms. For the social media campaigns many companies from USA prefer Indian Digital marketing agencies.

E. Cultures and Tradition

India is a country which has large number of cultures and tradition. The marketers should make sure that their product marketing does not affect the people's culture and tradition in any way.

F. Deals and Offers:

People in India generally prefer good quality products and they expect to buy products at cheaper price. Most of the people prefer quality and price factors over luxury. Hence it is important to focus on offers and deals.

G. Small Towns Getting Digitally Equipped:

Metros are said to be a part of economy which is digital. Due to the increasing digital marketing trends the

urban and small towns are also becoming a part of digital economies in the recent times. Large number of start-ups are budding up in small towns and they are now reaching global markets through social platforms.

H. Growth in Internet Users and Importance of Mobile

The below graph shows that the number of people who used internet were 259 million in 2015, and in 2017 it was found to be 331 million. There is prediction that the number of internet usage will be doubled by 2022. The reason is that the growth rate of the country will be dependent on the internet usage. The importance of mobile has also increased. Jio has launched cheapest phone and it also gave data for free of cost which resulted in more people getting accessed to different social sites.

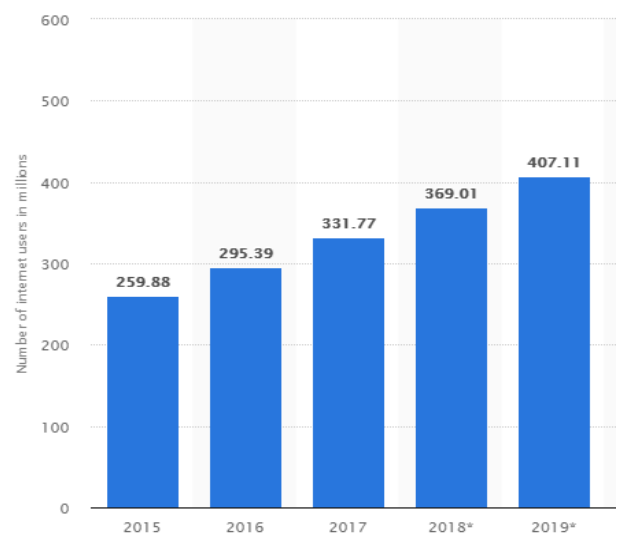


Fig 2:- Internet Penetration

I. Importance to Customer Relationship

In India the companies ensure to maintain effective customer relationship as there are heavy competition among different brands providing same product. As India is a multi-lingual country it is advisable to have people who can speak different languages (most preferable English, Hindi and the Regional language where the marketing personnel are working).

There is wide range of scope in the area of digital marketing. The future is with the digital marketing platforms. The market trends are changing every day hence the digital market agent should be alert and be updated with the evolving trends. The Digital marketer should predict and implement the changes in advance to be a pioneer in the field and to face the competition.

➤ Recent Developments

- A new advertising policy by the Indian railways has planned to install 100,000 digital screens at about 2175 railway stations all over the country that is expected to generate a core revenue of US\$ 1.76 billion per year.

- Times Internet Limited is planning to invest US\$ 100 million in development of smart marketing technology platform Colombia, which will be serving its marketers to engage with around 200 million digital users every month.
- Zarget, is a popular SaaS company that has raised US\$1.5 million to fund which is used to build more marketing related tools.
- Flipkart, India’s one of the largest e-commerce marketplace has re-entered the private business by launching smart buy facility to fill the existing gaps in choosing the best products.
- Cognizant technologies has acquired Mirabeau BV, a Netherland based company to expand its digital business in European markets

IV. ANALYSIS

A. Methodology:

Online Questionnaire: To understand the customer views an online survey questionnaire was designed and circulated to obtain response.

B. Sample:

The survey instrument or the survey questionnaire contained 7 important questions that helps to understand the customer’s perception which is the motive of the research. The social media users and youngsters were mostly the population of this survey. The responses of 132 people consist of different social media and other online platforms were recorded. With the help of google forms and effective network of people I was able to circulate the online questionnaire form effectively and was able to collect the responses in a short time effectively.

C. Data Analysis:

Google forms were used to collect the responses from the sample. Google form is more effective as it could help us by automatically making graphs of the collected responses and this was more comfortable as it is a descriptive research.

The results are presented with the graphs as shown below from which the overall responses of different people can be compared and analysed.

The Samples were asked their Name and their Age so that we can contact them if we require more clarifications on their answers. They were asked to choose the age Interval to which they belong so that we can analyse the perception of people belonging to different age groups so that we can focus on the targeted customers effectively.

What do you consider the most while buying a product?

132 responses

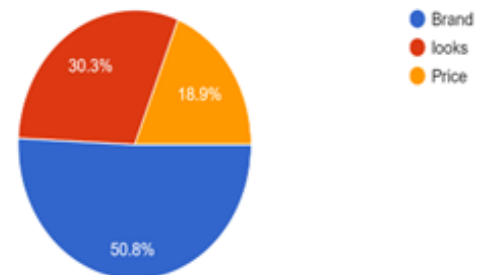


Fig 4

The above question was asked to determine which factor do customers really look while buying a product. The response shows that 50.8% people really consider the brand name as important. This shows that the companies should focus on their brand advertising to meet the competition in the market.

How do you get to know about the product?

132 responses

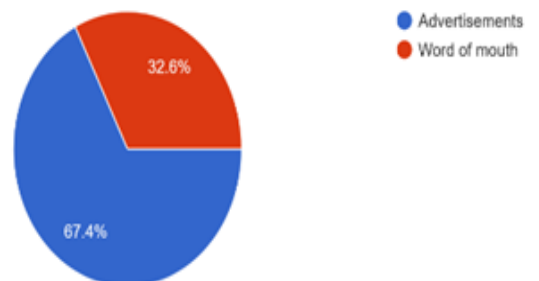


Fig 5

The above response clearly shows that people get to know about the brands more only through advertisement. Hence popular brands should focus more on advertising the product to improve their sales. This shows that advertising is important for any organization to survive or grow in the market. The advertising can be done in many ways like Employee Marketing, celebrity branding etc.

Age

132 responses

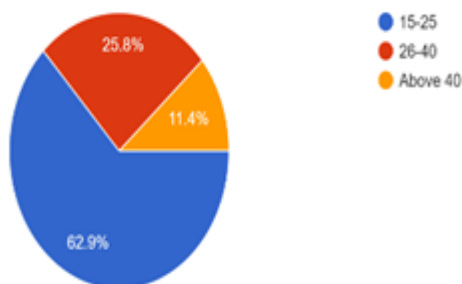


Fig 3

How often you go for a product by its brand image?

132 responses

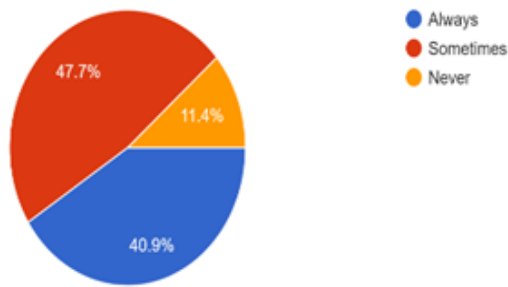


Fig 6

The next question was asked to know how often people go for a product based on the brand image and the response shows that comparatively more number of people prefer Branded products. Everyone prefers to use branded products as they believe in the quality of the products.

Do you prefer online shopping?

132 responses

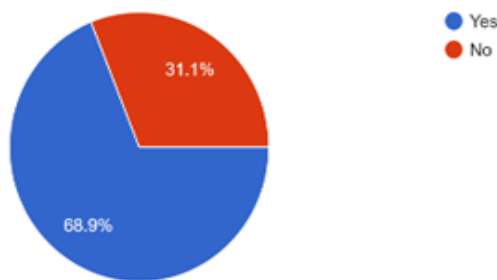


Fig 7

The next question was asked to understand what percent of the people prefer Online Shopping. It is evident from the response that around 68.9% of the people prefer Online shopping as most of them are connected to Internet and also it is quite convenient and easy to buy any products from anywhere across the world.

What do you think is the most important visual element of an advertisement?

132 responses

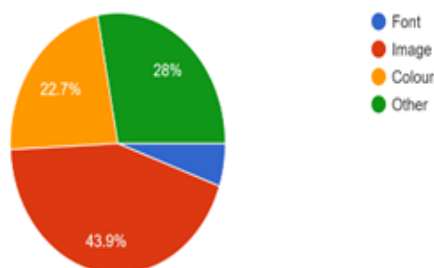


Fig 8

The above question was asked to know which factor the customers find it attractive in the advertisements. It is evident that the images(43.9%) attract the viewers compared to font and other factors. This shows that we have to design our advertisement accordingly and make it appealing to the viewers.

V. CONCLUSION AND IMPLICATIONS

The result of the study helps us to understand the different perceptions of the people so that we can effectively design and implement the design strategy. Advertising is an importance factor which improves the profit to the organization and it also strengthens the brand image. Based on the results the following implications are suggested.

- The customers are attracted to different companies who has a good brand image and attractive advertisements. Hence it is necessary to continuously monitor and use different marketing strategies to increase the market share.
- Online Advertisements are really necessary for promoting business nowadays.
- Brand image is important to establish the product in the market hence companies should work to improve their brand image by producing quality products.
- Mostly people are attracted based on the advertising campaigns of any company. So it is necessary to make creative and attractive advertisements to attract more customers.
- Knowing the customer perspective and updating the existing designs.

REFERENCES

- [1]. Arash Riasi, Azarnoush Ansari(2016),”An investigation of factors affecting brand advertising success and effectiveness.
- [2]. S Bhowmik,S N Bag- International journal of management(2017),Prospects and Scope of digital marketing in Indian industry.
- [3]. S Gulati,(2019),Digital marketing strategies for startup in India.
- [4]. A Mather(2016),Useful of digital marketing to the government of India.
- [5]. V Jain,De Scultz- Journal of marketing Communications (2019), how digital platform influence luxury purchase behavior in India.
- [6]. S Singh(2018) Affiliate marketing and consumer satisfaction.
- [7]. J George (2016),Growing and changing trends in consumer behavior.
- [8]. A Srivastva,K Chopra(2016),Impact of online marketing in moulding consumer behavior.

- [9]. S Bhakar, K Kushwaha(2019),The effectiveness of E – advertisement towards customer purchase intention : Indian perspective.
- [10]. M T nuseir-Academy of entrepreneurship journal,(2018),Digital media impact on SMMEs performance in UAE.
- [11]. S Mowla,N P Shetty(2018),Analysis of web server logs to understand internet user behaviour and develop digital marketing strategies.
- [12]. E Velinod(2017),Digital media marketing and corporate social responsibility in the UAE Healthcare companies.
- [13]. S Z Ahamed,A R Abubakar(2019),Social media adoption and its impact on firm performance : The case of the UAE.
- [14]. A T Stephen – Current opinion in psychology (2016),The role of digital and social media marketing in consumer behavior
- [15]. J Jarvinen,A Tollinen,H Karjaluo,(2012),Digital and social media marketing usage in B2B industrial section
- [16]. T K Kannan – International journal of research in marketing (2017),Digital marketing: Framework review and research agenda.
- [17]. Government initiatives, <https://www.thenational.ae>.
- [18]. Marketing Strategies in UAE, <https://www.arabianbusiness.com>.
- [19]. Future digital marketing in India, <https://staenz.com/reasons-future-digital-marketing-india-bright/>
- [20]. “Advertising and marketing industry in India: television, Digital and Mobile” <https://www.ibef.org> > Industry,