

Impact of Digital Marketing in Business and Politics

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Abstract— Digital marketing plays an essential role in business transactions and politics in India. Entrepreneurs have utilized innovative technologies to reach and expand their market segments. Digital marketing has enabled businesses to market and compete against other brands. This is achieved by monitoring their competitions, engaging with their customers and suppliers, developing their brands and saving time and other resources. The use of interactive media has enabled multinational companies like KFC India to connect with more customers to increase their market size and profits. Comparably, digital marketing has enhanced Indian democracy by directly connecting the politicians with the people to update them about policies, development programs, candidates and government's general performance. The use of interactive tools has significantly assisted in predicting different election polls in India, for instance, it helped determine the party which won the majority of seats in the 2014 general election. This article aims to show how digital marketing has enhanced the interaction of businesses and politicians with the Indian people.

Keywords— Facebook, Twitter, Political Party, Narendra Modi, Businesses, KFC, Marketing, Digital Marketing, India

Did you know that an estimated 500 million people in India are agile internet users and an average of 281 million people access the internet on a daily basis? These statistics portray the influence of digital media tools like Facebook, Twitter, and blogs among others in the country. The prevalence of digital platforms has prompted businesses and politicians to utilize these tools in creating awareness and promoting their brands and ideas respectively.

Digital marketing ensures direct interaction between companies and consumers. Digital platforms provide adequate opportunities for businesses to interact with their customers and receive immediate feedback on how the consumers feel about the products or services offered to improve their performance thus increasing market segment and profitability. The use of digital media supports a broader audience compared to traditional media because it uses the various social media platforms to advertise products and services, therefore, reaching a wide audience compared to when using other forms of media like television. The wider the audience, the larger the demand for the products and services offered by the companies. Not all people will be able to access information dispersed through televisions, newspapers or radios; however, as long as an individual possesses an internet-enabled phone, then he/she may obtain all forms of information regardless of the time and location. Another significant visible effect of digital marketing is the provision of real-time results. The companies that advertise products and services through social media platforms and e-mail marketing can measure their market size. This is achieved by analyzing data on how many people visited their sites and the number of people who have subscribed to their services. The information gathered from such analysis can be used to determine the progress of the products and services in the marketplace. In the case of lower demand, the business organizations can re-invent other effective strategies to increase the market size. Therefore, the provision of real-time results is ideal for businesses to know about their existing customers and invent new approaches to expand the customer base (Tenhunen, 2018).

India is one of the fastest growing economies where numerous entrepreneurs and tech-savvy customers use the internet for business transactions on a daily basis. Reports indicate that about 86 percent of marketers have adapted websites and email marketing to accommodate the broader smartphone-savvy customers. For example, KFC is one of the leading brands using digital media in India. The business had in the past launched a social media campaign like *Design Your Own Bucket*. Over 5500 participants participated in this online strategy by creating their personalized creative KFC buckets. *Radio KFC RJ Hunt* is also another marketing tool where the people are allowed to record their analog radio experience through KFC in-house radio over the internet which has increased the brand's online engagement from 6.2 to 93.8 percent which three times KFC average globally (Heggde & Shainesh, 2018).

The social media has enhanced direct communication between politicians and citizens across India. Through social media platforms, politicians are creating online pages where their followers get to interact with them on various issues. The politicians are using these platforms to create more awareness about their ideas and the promises they wish to fulfill to the citizens should they be elected. This direct communication enhances a positive relationship between politicians and citizens. As a result, politicians can influence their followers to vote them in or protest when need be. Similarly, the use of digital marketing tools reaches a wide audience. Unlike the traditional media, platforms like Facebook and Twitter have helped politicians to reach a massive audience and at reduced charges (Schroeder, 2018). Information shared through several social media platforms reach many people at once regardless of the location or the time. This is effective for politicians to mobilize the citizens with the hope of gaining more prominence which may be translated to votes. Not to mention, digital marketing has significantly helped politicians to determine different political outcomes. Since 2014, the social media activities have played a vital role in the prediction of

political polls. It is perceived the ideas portrayed by the Indians on social media platforms form an accurate reflection of the actual election results. Additionally, the politicians can use the number of their followers to estimate their chances of winning the elections. In cases of low followership, this would indicate that the politician is not popular enough to win the contested position. This gives them time to re-strategize and gain more followers.

India's 2014 general election was the most revolutionary because of the changes that the use social media introduced into the politics. This election was conducted in nine phases, making the most anticipated election in modern times. Due to increased political competition, digital marketing played a significant role in determining which political party would win the most seats. The statistics indicate that Narendra Modi was the most active and popular politician when he was Prime Minister Candidate on BJP ticket in 2014. The BJP embraced the use of digital marketing even before 2009 elections where other BJP politicians gained high popularity by using social media platforms to reach a greater audience comprised of a youthful population (Narayan & Narayanan, 2016). The digital marketing became the key ingredient for success for BJP and Modi when he emerged as the newly elected Prime Minister. Studies show that Modi had the highest followers on Facebook and Twitter compared to other candidates. This became a campaign strategy for most parties to reach about 500 million active social media users to ask for votes. Besides political campaigns, politicians like Modi and Arvind Kejriwal have continued to rely on digital media to update the public about the current and future undertakings.

In conclusion, it is evident that digital marketing has significantly boosted the interaction of businesses as well as politicians with the Indians. The vast population of active internet users has created a broader audience for the market of commodities and political ideas. The provision of real-time results has helped businesses and politicians to use the data available on digital platforms to measure their influence. Therefore, most businesses and politicians find it ideal to invest in digital marketing to interact with millions of internet users who spend most of their time online. India has the majority of internet users who are mostly youths, and with such huge population, most business and members of various political divide find digital marketing convenient to reach their target audiences who are both in rural and urban areas across India. As a result, this has influenced the business and

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political outcomes for those who have used social media platforms to engage with Indian people.