

Impact of Digital Marketing on Truck Transportation Industry in India

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Abstract

In the present scenario of Information technology, it has nationally as well as globally turned over the entire working atmosphere. Electronic commerce paved a new way into the common man's life on the way how products and services are brought and sold in entire world market. Digital revolution has been changing the entire world style fundamentally. Our "Next big thing" would be changes that digitization brings to various segments of companies, governments, businesses, and the end user. Internet marketing or digital marketing refers to advertising, marketing and selling via the Web and email and other digital marketing mode to drive selling the product or service via electronic commerce to the outside world, in addition to the leads that arises out from Web sites or emails. Internet way of marketing and advertising are typically used as a conjunction for the earlier and traditional types of advertising that was been common like radio, television, newspapers and magazines. The study spreads out in having a clear cut picture on the important platform of Digital market and also outline the modern way of marketing tactics used in the truck transportation industry in Coimbatore Dist, Tamil Nadu, with its benefits and finally render a suggestion to make the new entrepreneurs to get into the marketing field without burning their hands in the competitive business environment.

Introduction

Digital marketing is an emerging mode of the new face of marketing that has been widely used to push the products and services that is evolving to reach

consumers using various types of digital marketing channels. It even further stretches out its arms where an internet is not even prominently required to advertise or market that includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media.

With the presence of digital media, consumers now need not simply just rely on company says about their brand but also is able to comprehend what the media, friends, associations, peers, etc., have to say regarding service or product at just a click on their mouse anytime and anywhere for a better and effective results. In other words, Digital marketing embodies a wide range of marketing tactics which is been used by Internet as major uplifting medium in the progress of digital marketing in addition to mobile and traditional TV, newspaper and radio way of communicating the market to the common.

For instance, Canon iMage assist in sharing the consumers images to the society via their digital photos online. L'Oréal's brand Lancôme uses email newsletters to keep in touch with customers finally attaining customer (Merisavo et al., 2004).

As the present digitized world is booming and reaching to every corner of any lives 3 forces are powerfully reinforcing one another.

- **Consumer Pull:** The natural expectation of the consumer is to stay connected with the digital world and share data, referrals etc.
- **Technology Push:** Today's digital world is trying to push digital technology by bringing affordable

broadband to billions at lowest cost and the modern machinery it required is developing quickly in a steady progress

- Economic Benefits: The new digital technology has poured in infinite number of capital and the public market reward move with unprecedented valuations

Digital market: most effecting marketing strategy

Digital marketing paves a new path to choose the segment and serve them effectively. Marketing effort is not wasted by projecting the brand outside the segment. Here in e-marketing, it is wiser and easier to choose the customers and market it to them.

Digital marketing also focuses on getting the feedback and reviews from the target segments and helps to improvise the product or service. It can even make use of focus groups, survey groups for standardized testing. According to Chaffey (2011), social media marketing involves "encouraging customer communications on company's own website or through its social presence".

Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing.

It is also possible to find out the categories of customers interested in the brand by assessing the click rate from a website.

Importance of Small business to the Indian economy

The Micro, Small and Medium Enterprises (MSMEs) play a pivotal role in the economic and social development of India. The MSME sector contributes in the manufacturing output, employment and exports. It plays a key role in the development of the economy with their effective, efficient, flexible and innovative entrepreneurial spirit. MSME sector has emerged as a dynamic and vibrant sector of the economy. It is expected that Indian economy will grow by over 8% per annum until 2020. The major advantage of this

sector is its generating employment at low cost. The MSME sector is highly heterogeneous. There are different size of the enterprises, variety of products and services and level of technology. It helps in the industrialization of rural and backward areas. It reduces regional imbalances. It provides equitable distribution of national income and wealth.

Some highlights of the MSME Sector:

- a) MSMEs contribute about 40% of India's total exports.
- b) MSMEs contribute about 45% of India's manufacturing output.
- c) This sector has given employment to 73 million people.
- d) MSMEs manufacture more than 6,000 products.
- e) MSMEs are the backbone of the GDP in India. Their contribution to GDP is 8%.

Indian Transportation Sector

The transportation industry is enormous, encompassing everything from municipal bus, subway, and commuter-train systems that get folks to and from work and school to the container ships that transport goods from port to port all around the globe; from the rail and trucking networks that move those containers across states, countries, and continents to the airliners we use to fly to destinations near and far for work and pleasure, to the express shipping companies "for when it absolutely, positively has to be there overnight."

The industry encompasses all those businesses that move people or goods, by land, sea, or air, from one point to another. This is a big industry, employing millions: In addition to the package deliverer, truck driver, and airline attendant-the ambassadors of the industry-there's a beehive of behind-the-scenes workers bustling to load containers, fuel airplanes, coordinate the logistics of thousands of railroad cars, and chart the best routes for truck drivers to take across America.

Virtually everything that surrounds us-including our clothes-comes from somewhere else. Your computer's components, manufactured in multiple countries, all

had to be transported to the computer manufacturer, assembled, and then transported to a store or perhaps your front door.

The newspaper you read this morning could not have been produced (think of the trucks delivering logs to the paper mill; think of the paper and ink being delivered to the printing press) or delivered without the transportation industry. And then there's passenger travel-the airlines, trains, boats, and buses that people use every day to get from place to place. Transportation may not be sexy, but it pervades nearly every area of our lives. Without the transportation industry, economies, global and domestic, would disintegrate.

Objectives of the Study

- To review the current status exists of Digital Marketing in Coimbatore Dist
- To identify and Analyze the Digital Marketing Channel usage for the business success in Truck Transportation Industry
- To determine the risks in Digital Marketing from view of companies in Indian context

Review of Literature

Thach. L 2009: a number of new opportunities arise after the arrival of Internet technology, such as Online marketing which uses various mechanisms for advertising like blogs, podcasts and social media for lending a hand out to the customer

Ms.SisiraNeti (ET.AL) 2011: Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before the growth and benefits, role and relevance of social media in marketing, social mediemarketing strategies. It also presents an overview on social media marketing in India.

Charity Pradiptrani - 2011: In the study, it was able to give a better insight on the influencing power and its effectiveness by online marketing as well as Social

Media marketing. This study suggested that there should be a very much better strategies to accurately measure invested returns.

RushadYazdaniford, M. MelisraCenpin& Wan Fadzilah Wan Yusuf - 2011: This article lead to the introduction of new approach of interest marketing via various electronic sources. The companies needed to have easy and fast access to internet to advertise through the internet from company side and should bring in a better security for confidentiality, Authenticity and Integrity.

Siricharoen - 2012: Small business (i.e) 1 in every 5 has been adopting online as well as social media mode of marketing. The study als revealed the fact that key success mantra needed is a fully involved in business and strategies and asutomation in a day - to - day basis to be in pitch

Barbie Clarke (et.al) 2012: This article was tested in as the students usage in digital devices in a global level. The study concluded by saying that how marketing and advertising messages being absorbed and understood.

VivekBajpai, Sanjay Pudey& Mrs. Shweta Shriwas - 2012: Creating basic platform is easy,getting your community to actually do something is difficult. By listing the site in the local directory helps the customer's to find you easily when they need you. By giving exclusive coupon to your social community, you are rewarding and reminding them that you are not only a brand to engage with but also to buy from.

D.K Gangeshwar, 2013: This paper deals with conceptual knowledge of search engine marketing or e commerce. Paper discussed about top motivator factors online. The top motivational factors are cash back guarantee, cash on delivery, and access to branded products, substantial discounts as compared to retail and fast delivery.

AnupamaNerukar - 2014: This study reviews the present stats of online trading in India. It identifies some of the problems faced by companies and the customers in Online Trading. The study also gives suggestions to popularize online trading in India.

Various Channels of digital marketing

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:

- Online Marketing
- E-Mail Marketing
- Social Media Marketing
- Adwords
- Text Messaging
- Affiliate Marketing
- Pay - Per - Click Marketing
- Search Engine Optimisation

Advantages digital marketing brings to customers

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below by Paul, 1996; Rosen and Howard, 2000; Rozgus, 2000; Elfrink et al., 1997:

- Updated with product and services
- Wider Engagement
- Comparison made more easy
- 24 x 7 shopping
- Apparent Pricing Enables Instant purchase or sale
- Precise & Accurate information of services

Constraints in Digital Marketing Adoption

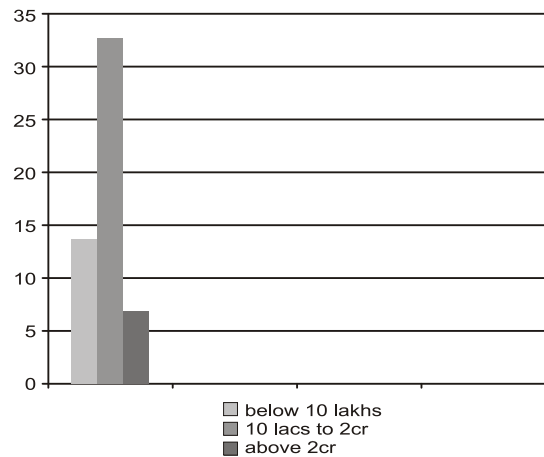
Following are the problems faced by companies adopting online trading in retailing.

- Maximum reliability.
- Integrity
- Confidentiality
- Controls need to be enforced in e-commerce transactions.
- Legal issues in e-commerce
- Cut down of costs.
- Profitability depends on the scale of operations.

Analysis & Results

Figure No: 1

Capital Invested in Business

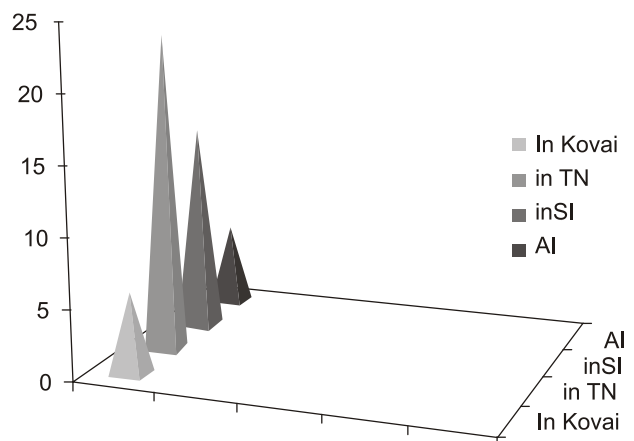


Source: Computed by Author

Inference: It is informed from the survey that, among 50 respondents Companies invested <10lakhs - 14, between 10lakh to 2Cr - 29 and 7 company> 2Cr

Figure No: 2

Business Coverage Area

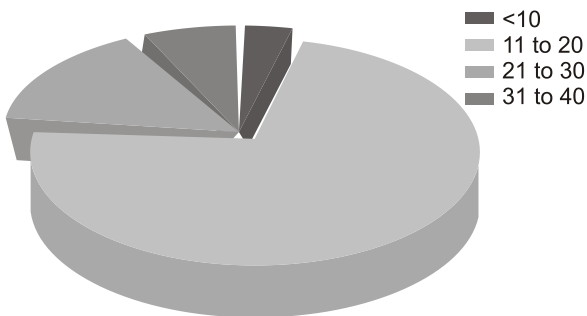


Source: Computed by Author

Inference: After the survey it was founded that, among 50 respondents Companies are covering their area as

within Coimbatore Dist - 6 companies, within Tamil Nadu - 28 within South India - 12 and all over India coverage is 4 companies

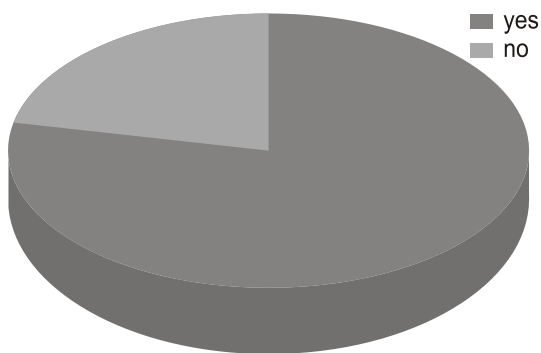
Figure No: 3
Number of Employees



Source: Computed by Author

Inference: From the survey it was founded that, among 50 respondents <10 employees - 2 companies (4%); 11 - 20 employees - 36 companies (72%); 21 - 30 employees - 8 companies (16%); 31 - 40 employees - 4 companies (8%)

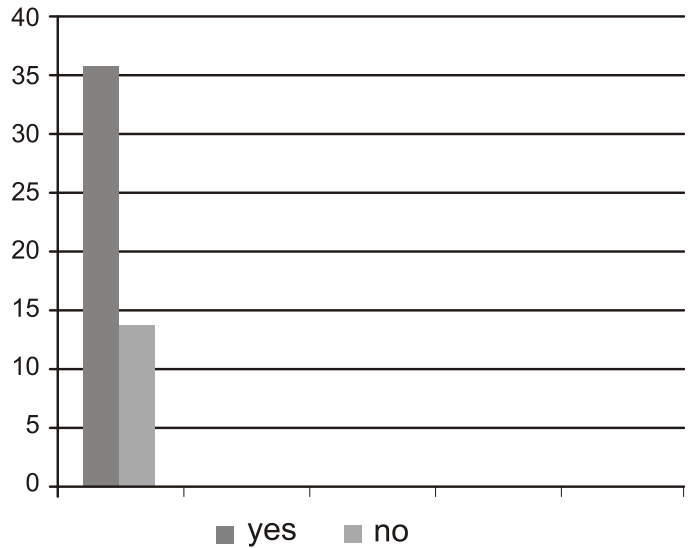
Figure No: 4
Services via Intermediaries



Source: Computed by Author

Inference: It is informed from the survey that, among 50 respondents Companies said YES are of 38 (76%) and NO are of 12 (24%)

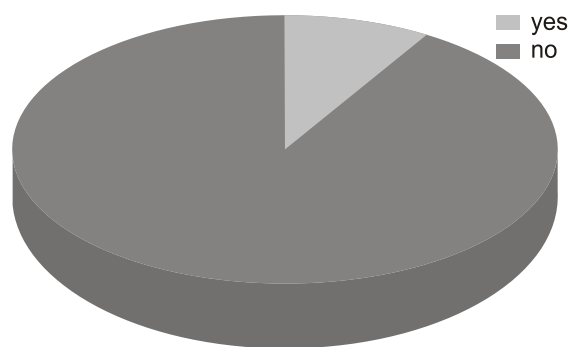
Figure No: 5
Separate Marketing Department



Source: Computed by Author

Inference: From the survey founded that, among 50 respondents Companies said YES are of 36 and NO are of 14

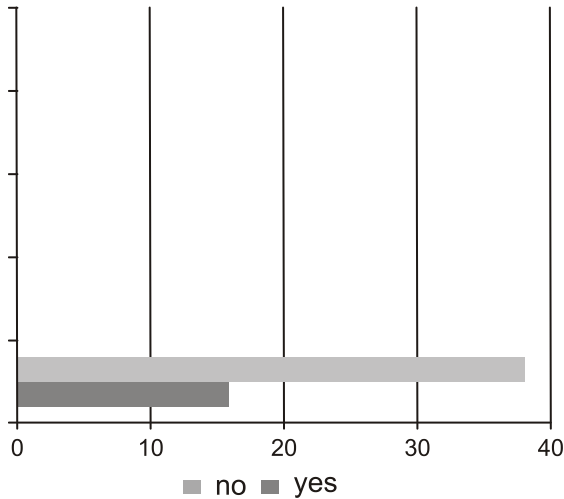
Figure No: 6
Website used companies



Source: Computed by Author

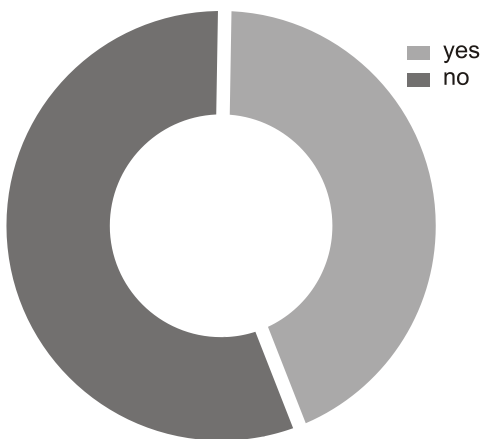
Inference: It is informed from the survey that, among 50 respondents YES - 5 companies (10%); NO - 45 companies (90%)

Figure No: 7
Online Business Transaction



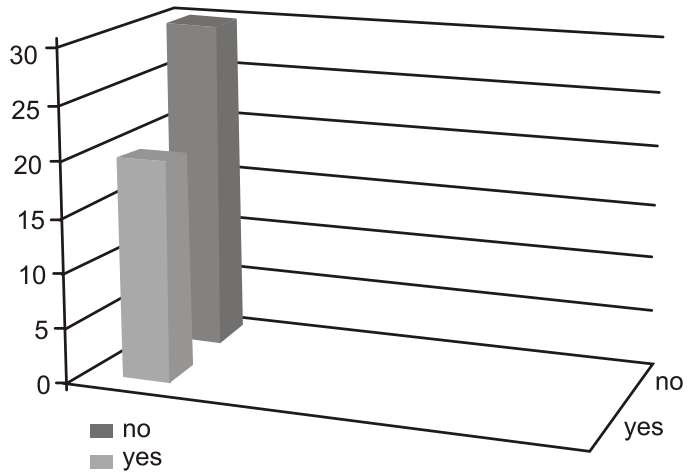
Source: Computed by Author
Inference: It is informed form the survey that, among 50 respondents YES - 16 companies; NO - 34 companies

Figure No: 8
Search Engine Optimization using companies.



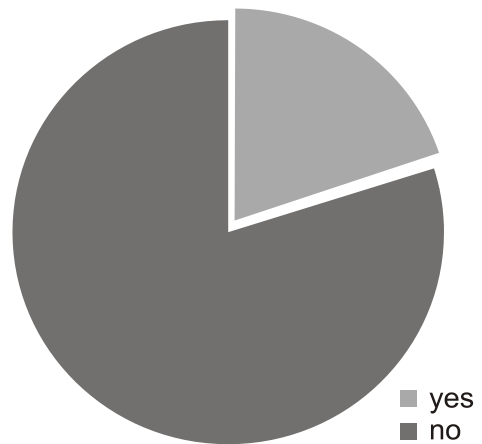
Source: Computed by Author
Inference: It is informed form the survey that, among 50 respondents YES - 22 companies; NO - 28 companies

Figure No: 9
E-mail marketing using companies



Source: Computed by Author
Inference: It is informed form the survey that, among 50 respondents YES - 20 companies; NO - 30 companies

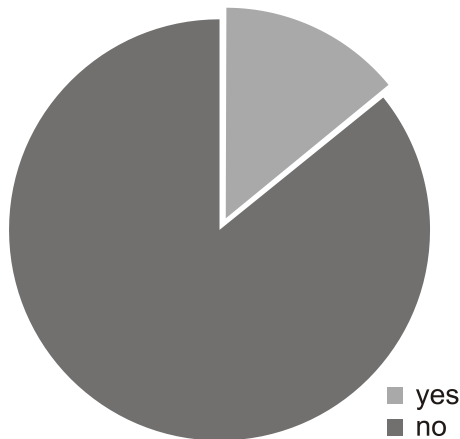
Figure No: 10
Social Media using companies



Source: Computed by Author
Inference: It is informed form the survey that, among 50 respondents YES - 10 companies; NO - 40 companies

Figure No: 11

Blogs using companies.

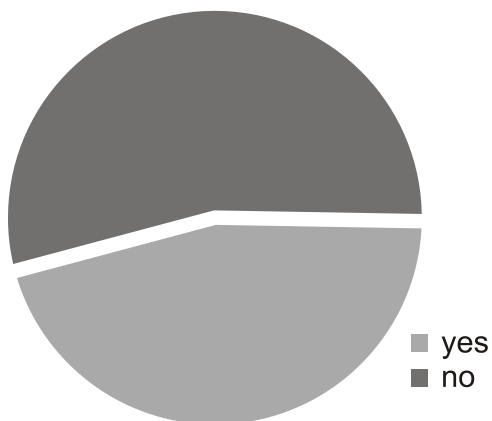


Source: Computed by Author

Inference: It is informed form the survey that, among 50 respondents YES - 7 companies (14%); NO - 43 companies (86%)

Figure No: 12

Online marketing using companies.

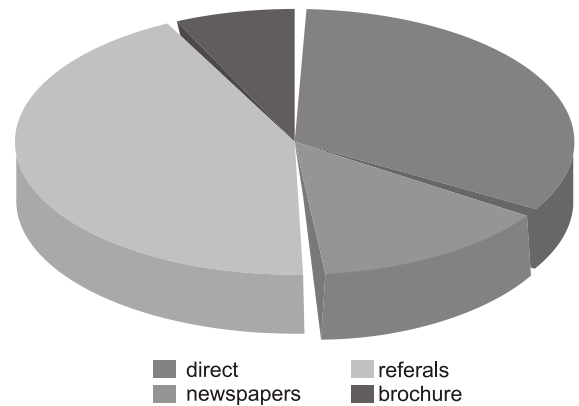


Source: Computed by Author

Inference: It is informed form the survey that, among 50 respondents YES - 9 companies (18%); NO - 41 companies (82%)

Figure No: 13

Modes of Advertising currently persist



Source: Computed by Author

Inference: It is informed form the survey that, among 50 respondents Direct - 18 Companies (35%) ; Newspaper - 7 companies (14%) ; Referrals - 22 companies (43%) ; Brochure - 4 companies (8%)

Suggestions

- Small truck transportation companies should look towards marketing activities in malls and initiatives on the digital media which can be done for prolonged duration and is more sustainable.
- Marketers in the Small truck transportation companies should be smart enough to draw a line between mapping and stalking a consumer forever.
- Opting for more cheaper and measurable digital channels instead of expensive traditional advertisements. Lower the price and increase the value.
- Small truck transportation companies should concentrate more on efficient services like perfect delivery patterns and convenient payment.

Conclusions

After a clear cut analysis on the impact of Digital marketing channel in marketing used in Truck Transportation sector it was been able to identify that a constant steady growth is picking up the pace on becoming the essential part of strategy of many truck

companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her services. Digital marketing may succeed more if it considers user needs as a top priority. Just like "Rome was not built in a day," so, digital marketing results won't also come without attempt, without trial (and error). The watchwords "**test, learn and evolve**" should be at the heart of all digital marketing initiatives. The future generation is looking forward for companies that create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

Implications

The article clearly helps the new business entrepreneurs and existing ones to run the business more efficiently and effectively without losing the productivity and also reduce the cost, as Indian market is attracting the Global eye in the future of business. Also the Government and the Companies would be able to get more ideas out of it to improvise the economy. And adding to the list, for researchers and academicians another open door to the study of the Digital marketing in the Indian business environment

Limitation of the Research

The entire article was dealt with the truck transportation sector in, a limitation of geographical region and one particular service sector and completely made up as a limited countable quantitative article, than by using an analysing method of Percentage Analysis and Graphs, also the expectations and suggestions given in article varies between areas and also the companies in Indian scenario of business

Further Research

As a new modern way of setting the business and running the market is not fully been analysed in a quantitative methodology a further research on it would bring more precise and accurate ideas of business in the Indian business world to the outside world and also able to fully examine new ideal goals and objectives to gain and mingle it up to the Indian context.

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