

Impact Of Digital Marketing Implementation In Railway Station- A Conceptual Study

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Abstract:

The countries does not develop only with economically development but it also focus in the development of technology and skills oriented employees. If the country has to be considered as a developed country it should develop in technology. So the country has to improvise the digital income rather depending on the basis business marketing. In modern world the major contribution of business is technical oriented. Today the business world is changing into Digital world. But this digital world affects many developing countries through lack of technical knowledge and economical deficit. In this research paper we study the impact of digital marketing implementation in Railway station, and how it possible in India.

Key words:

Impact of the digital marketing, needs of digital marketing, income to the government, Advantages of digital marketing.

1. Introduction:

Retailers play a vital role in the business chain. Retail marketing has changed but it is not far from the dead. It has just gone digital with the changing behaviors and technologies, the physical retail is vanishing and instead it has given birth to online retail marketing. Today the market place has evolved and it is completely digitalized. The retail markets need to see the values in the customer's behaviors and manage the brand conversation to their advantage. When online shopping is implemented in India it was a major drawback for the Retailers (or) Supermarket shop owners to sell their products. Now days even provisions are also available in the online market. So it majorly affects the retailers and many intermediaries who are involved in the marketing chain.

2. Review of Literature:

Foux (2006) suggests that social media is perceived by customers as a more trustworthy source of information regarding products and services than communication generated by organizations transmitted via the traditional elements of the promotion mix. Nielsen(2010) in his report that 37% trust search engine ads, and just 24% trust online banner ads but word-of-mouth and recommendations from people [they] know" are the leading influence on their purchase behavior.

Deepjyoti choudhury and Abhijit dey(2014) recommended that there is a significant relationship of online shopping with gender, internet literacy, and online product price. Similarly the study also highlighted that there is no significant relationship of online shopping with education and website usability.

3. Impact of Digital marketing

India is a country of 80% of middle class people where both genders are involved in the works to earn something to let a happy or peace full life. They need not have that much of time to spend for shopping it changes them to online shopping.

In online shopping we may have fear that the product that we buy is original or not. But direct retail, people may have some direct influence of product they buy. So they may have some safe zone for shopping.

4. Needs of Digital Marketing in Railway station:

Companies are wasting time and energy of making wallpaper poster in public places. Instead they may move to create a smart idea in their posters in which they may make some pictures of product with the **BARCODES** and they paste in the station walls. When the passengers are waiting for the train they may have chance to watch it or may have time to purchase it. This may create the shopping time with the help of single app

When customers need the one particular product they may scan that product's barcode to place the order. It will reach to the shop keepers to track the orders and they may involve in the packing process. When the customer reaches to his home the goods they orders may also reached their home. It related to SWIGGY which deals with various local hotels similarly ideas with the local retailers of provisions

This may reduces the cost of creating a new branch at various localities to attract the customers instead of that we may increase more dealers or more workers to deliver the products. It may create the more employment opportunity to youngsters this may lead to a concept one ware house and single retail store to send the products to the customers.

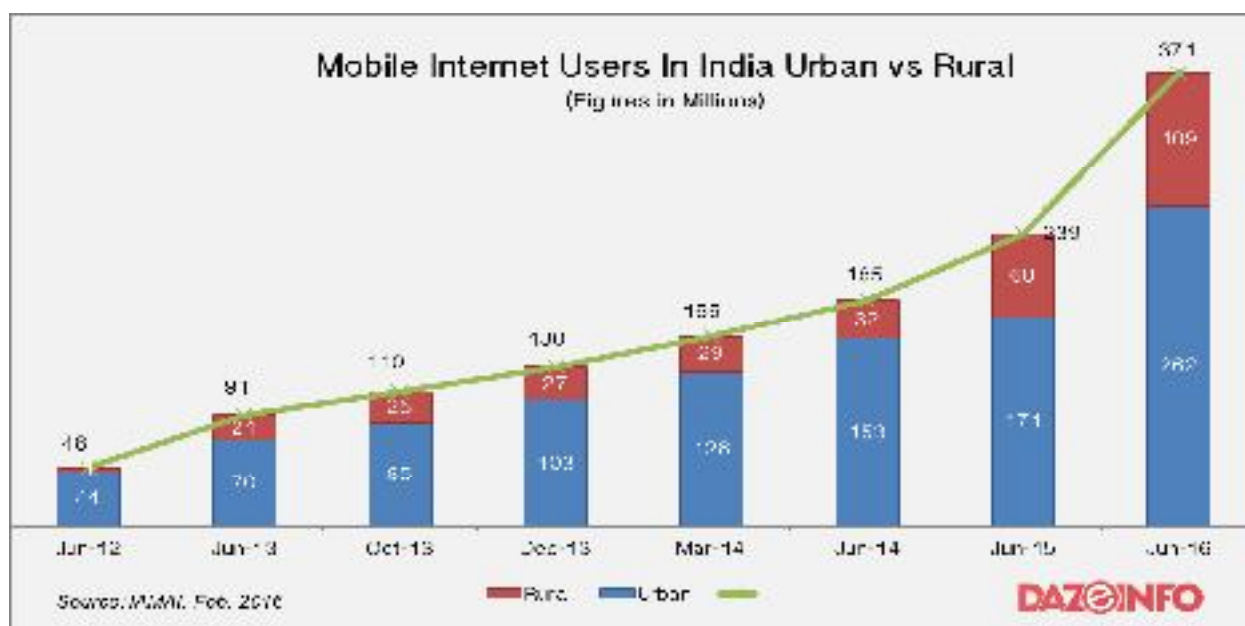
This concept is prevailing in Korea (TESCO HOMEPLUS VIRTUAL SUBWAY STORE), they got this concept from the drawbacks of their online shopping. Most of all the needs of customer changes periodically, this allow the company to create the new innovation. So the company has created a new methodology for the online shopping which gave a new life to the retailers.

The following picture shows the shopping pattern in the railway station how people are involved in their purchasing mode



(Sources: [www. Google.com](http://www.Google.com))

In India it may be implemented in the metropolitan cities like Chennai, Mumbai, Delhi etc., these cities are having the high cost of living and they have more number of customers in online. Mumbai is the one of the busiest railways station so it will be a best tool for the marketing in the station.

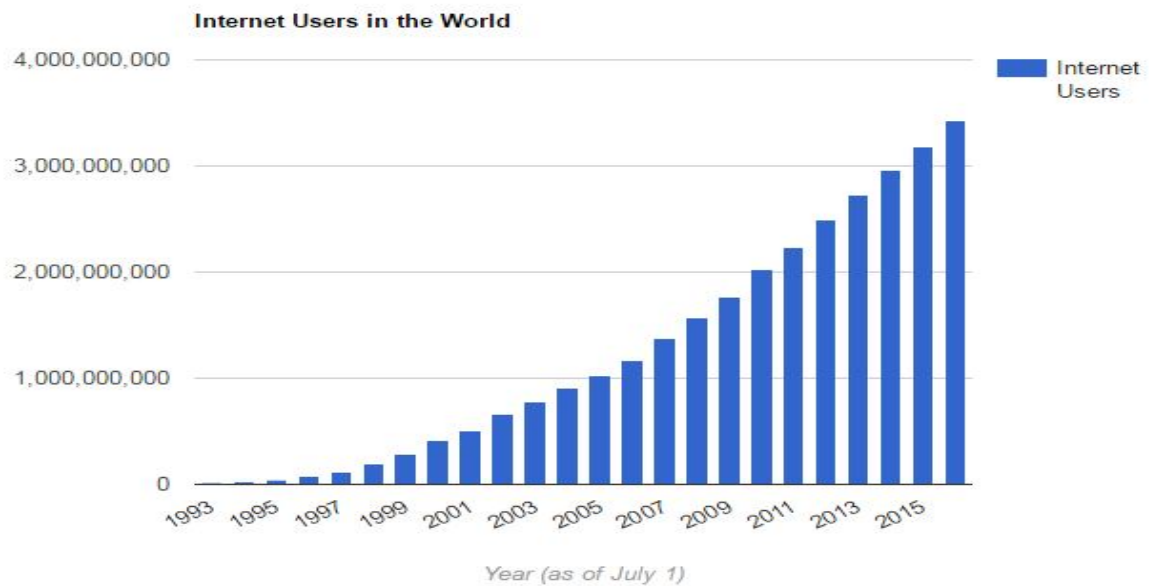


Most of the foreigner and other state peoples are living in these type of cities and they have some language barriers to communicate for the purchasing of their home needs. So they may prefer the online shopping. For them if it implemented they may use of it rightfully.

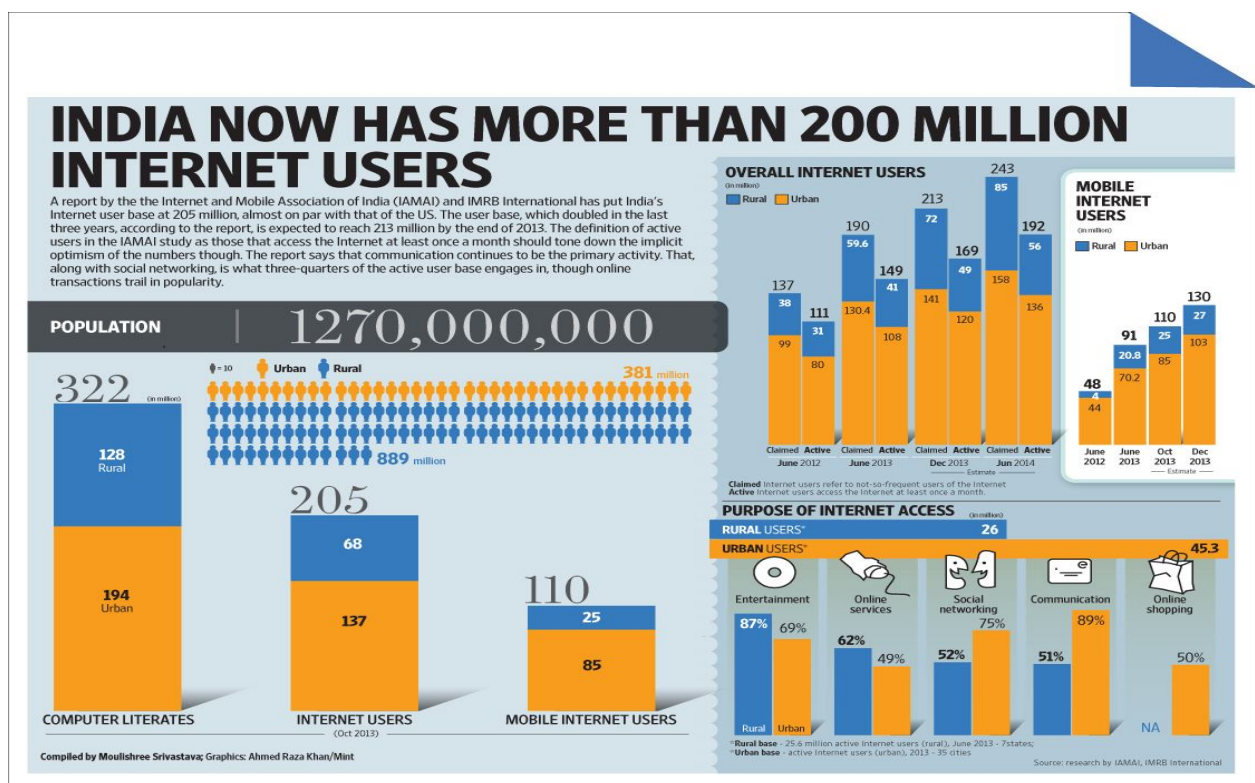
5. Income to Government from Digital Marketing:

It is also a income for the Government by giving space for an advertisement and it gives revenue In railway station we have free WIFI for the customers they may use for this purpose also effectively. It also increases employment opportunity and the national income and individual income may increases.

Due this the overall market value of the country will be increased in the world market. This type market may give more profit to the small retailers and the country may also improve in the digital world. The internet users in the world shows that how it plays a vital role in digital marketing.



The following chart shows the overall usage of internet by Indians.



(Sources: www. Google.com)

6. To implement this method in our country the following steps should be followed for better results:

1. Company has to make promotional idea with help of local retailers to start this methodology in their area.

2. The analysis or survey as to be taking that how many of the customers may support for this idea and to share some retailers to join with us.
3. Company has to create a website or to create a link for it to join the customers and it give the retailers about the digital marketing.
4. Advertisement in social Medias like face book. It gives more attractions to the customers and it gives the major benefits to the retailers.
5. To create an email writing to get a data about the customers and to get the information about the customers intension. It give us to improve our business by getting an information how customers taste as to change what they prefer ,through this get some idea to take next step in the business.
6. To create some posters includes with the barcodes of the particular product and view of the price which can be easy to scan
7. Make the customer to confirm their orders and to place the orders
8. If there is any confusion for placing orders there will be a customer care centers or numbers will be available in the website and make the link for 24/7 as to working time because there will be customers travelling at any time it may also distribute even in the railway station if a customer place it one station and he may get it from another station near to him. Chart show us to process of the business steps to promote the idea



(Sources: [www. Google.com](http://www.Google.com))

7. Advantages of Digital Marketing in Railway Station:

- It improve the local station in smart station
- Reduce the cost of new branches
- Creating a employment opportunities
- Give re-growth to physical retailers in online.

8. Summary and Conclusion:

The study on digital marketing has now become a hot topic for discussion. The growth of technology and the techniques of business have also been changed. In this regard, the digital marketing takes the leading position in the market. The modern generation does not want to buy or go to shop or mall to buy anything. Instead, they want to buy everything online it may reduce the time and cost. So the company's tries to keep the customers connected with the internet to get the basic of the marketers, and the consumers must be aware of the digital marketing. The transmission of newspaper from printed version to online version has been epitomized the current trends of the digitalization. In the modern world the retailers also improve their marketing method into digital world. So the study suggest that when it is implemented we will be converted from developing country to developed country.

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