



## **A Case Study on Digital Media Marketing By Retail Jewellery Businesses**

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### **ABSTRACT:**

Today with the technology, social media, big data, analytics, marketers got new powers, a new way that has shifted marketing to another level and these technologies enabled people to easily spread their ideas and opened up possibilities to transform these ideas into a business. Some say that traditional forms of marketing are obsolete and becoming un successful. Online is easier and cheaper, but often the opposite is true. There are many articles, many books and people giving presentations about online marketing, social media and other new areas of marketing, but the enormous number of these materials create a huge clutter.

This study helps companies and individual entrepreneurs to understand the potential of social media and content marketing and help to find the way to use them effectively. To accomplish this goal analysis of various tactics, techniques and tools are needed supported by customer activities. Online marketing is a synergy of the world of information technologies is world of marketing.

The study was conducted to interpret how the online advertisement and social media boosts the E-commerce in association with a company named Jagadamba Pearls by using an online questionnaire, which was circulated among 150 customers of the company, out of which 125 feedbacks were received.

Among them 100 numbers were selected randomly for the study data. Data gathered from this research instrument were then computed for interpretation. Along with primary data, the researcher also made use of secondary resources

### **INTRODUCTION:**

#### **Marketing Definitions :**

The way people communicate was always a fundamental driver for our evolution. Technological advancement in last year's is changing how we get, evaluate and use information. For marketers, this doesn't bring only new possibilities, but also new challenges how to use and control these technologies. There are more than 2 billion people using the internet and it caused that marketing is online and new forms of it are being created faster than ever. For many people, even professionals, it is nearly impossible to keep track of all these new online marketing terms. Before diving into the waters of online marketing let's first look at the marketing itself.

#### **Marketing :**

In 2010 Scott Brinker, marketing technologist and CTO of ion interactive, wrote down a list of 131 kinds of marketing and the number still raises. Not only because of new technologies and dynamically evolving marketplace, but also marketers are creating new types of marketing to promote themselves. Inbound Marketing for example is a term created by HubSpot Company in 2006 and it's practically synonymous to Seth Godin's Permission Marketing from 1999.

Therefore, there is a large number of different definitions of marketing. According to the American Marketing Association (AMA) Board of Directors: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."



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Seth Godin defines marketing as “,the art of telling a story that resonates with your audience and then spreads.” and a very popular definition of marketing is: “Marketing is everything you do”

## Digital vs. Online vs. Internet Marketing :

There is a lot of confusion in the terminology when it comes to digital, online, and internet marketing. Digital marketing is “a broad term that describes a set of marketing processes that utilize all available digital channels to promote a product or service or build a digital brand.”

As the main digital channels we consider the Internet, TV, radio, mobile. This sets Internet marketing a subset of Digital marketing. Difference between Internet and Online marketing is just in the name itself. It’s all about the trend which word works better with search engines. In the US, ,Internet Marketing holds a 2-1 ratio to ,Online Marketing in monthly search queries according to Google Adwords Keyword Generator from April 2013. But globally ,Online Marketing appears in searches 9 times more than ,Internet Marketing. Note: there is also a difference between marketing and advertising . One might argue that companies producing viral videos or pay per click ads are not doing marketing rather advertising. But from the ,online point of view all this Online Advertising tools and techniques are considered to be a synonym to Online Marketing. Online Marketing is ,the art and science of leveraging the Internet to get your message across so that you can move people to take action. The major channels of Online Marketing are:

- Web site
- Search marketing (SEM) - includes Search Engine Optimization (SEO) and Paid Search Advertising (PSA)
- Social media marketing
- Content marketing
- Email marketing
- Mobile marketing
- Display advertising

## SIGNIFICANCE OF THE STUDY:

- » Social media has a unique ability to amplify your content placed on other channels
- » We can use social media to provide an identity to who we are and the products or services that we offer.
- » We can create relationships using social media with people who might not otherwise know about our products or service or what our companies represent.
- » Social media makes us “real” to consumers. If you want people to follow you don’t just talk about the latest product news, but share your personality with them.
- » We can use social media to associate ourselves with our peers, that may be serving the same target market.
- » We can use social media to communicate and provide the interaction that consumers look for.
- » Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in.
- » Through the use of new Semantic Analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online.
- » Understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns.

## OBJECTIVES OF THE STUDY:

The practical study of Jagadamba pearls, Hyderabad and its marketing activities has been undertaken with the following objectives:

- \* To study the aspects of online marketing activities.
- \* To study the marketing strategies of the company.
- \* To understand whether promotional activities are necessary or not.



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- \* To know the sales network of the company
- \* To evaluate the company data to analyze whether their online advertisement helps the company to reach their goal or not.
- \* To offer suggestions if necessary.

## METHODOLOGY :

The data was collected from primary and secondary sources. Primary data was collected by using approaching to the customers with structured questionnaires and direct interviews. Secondary data was collected from Internet, companies' past records, magazines and other sources. The study was conducted to interpret how the online advertisement and social media boosts the E-commerce in association with a company named Jagadamba Pearls by using an online questionnaire, which was circulated among 150 customers of the company, out of which 125 feedbacks were received. Among them 100 numbers were selected randomly for the study data. Data gathered from this research instrument were then computed for interpretation. Along with primary data, the researcher also made use of secondary resources.

## Jagadamba Pearls:

Sri Jagadamba, a name synonymous since the era of the Nizams. A hallmark of trust and quality for over 80 years. A legendary name in the pearl capital of India. Hyderabad's premier pearl shopping destination. And what's more, the store is now taking this humbling legacy forward in world class style! After transforming the look, feel and design, the flagship store at MG Road is now a sprawling 6500 sq. feet jewellery destination that houses beautiful contemporary designs suited to the discerning taste of today's vibrant buyer. Sri Jagadamba introduces one-of-the-kind concept jewellery store in the country. A store with four levels dedicated to beautiful jewellery and the art of jewellery making. At level 1 customers get a wide range of affordable pearl jewellery to choose from. For those in a mood for a quick buy, there is also a live screen displaying offer of the day, and other jewellery offers for virtual shopping. A climb to the level 2 takes you into the world of exclusive and designer pearl section for high value pearl buying.

Here you can find the luxury of pearls unfold its magic for all the pearl lovers looking at a range of Rs 10,000 and above. If the shopping tires you, and you need a break, walk into India's first, and only dedicated 'Pearl Experience' zone. The Experience Zone beckons the customer with knowledge and facts on pearls to help them evaluate the right selection of pearls of their buying. A completely different world where a museum showcases the evolution and history of pearls and a live pearl processing counter presents you with an opportunity to watch 'behind the scenes' action of what really goes into making your pearl and pearl jewellery come to life. Carrying on with the tradition of pearls, there is an extensive range of designer gold, diamond, kundan jewellery showcased at the store. To choose this range, walk-up to the level 4 where the best of designer diamond and kundan jewellery is available for your selection. There's a VIP Zone for people who take their jewellery rather seriously, spending lavishly on it and a Corporate Zone meant for bulk orders as well. Thus, all-in-all, a jewellery store that answers all your jewellery needs and gives you no reason to go anywhere else but shop here along with an experience that will always be a special memory of a lifetime. Sounds too good to be true? Walk-in today into our store, and tell us more about your experience.

## Products of the Company:

- Jewellery
- Chains
- Coins
- Watches
- Silver Articles
- Different collections

## ONLINE MARKETING BASICS:

### The ACT Methodology:

From the definition above online marketing is about delivering a message via the Internet to real people and make them do something - in most cases it is to make them spend money. According to Shama Kabani, author of the book ,The Zen of Social Media Marketing, successful online marketing basically works on a simple framework called ACT Methodology that can be broken down into 3 three distinct components:

A - Attract  
C - Convert  
T - Transform



Figure 2 ACT Methodology

### Attract:

To attract means to get attention or stand out. The goal of this phase is to get traffic to the website by standing out from others. This happens mostly by using Social media and Search Engine Marketing. To be visible and remarkable there are 3 essential elements needed:

### Brand:

What is your brand? Use one word or phrase.

### Outcome:

What do you do? Sum it up in one line.

### Differentiator:

How are you different from your competitors? What is that makes you more special than others?

If you don't have the right elements, you can't stand out from the noise. If you don't stand out, you can't attract people to do business.

### Convert :

Converting strangers into consumers or customers. Primary focusing on attracted users who are ideal fit. These people are more likely to buy your product and spend money. There two types of conversion:

### Transform :

Transforming company's successes into attraction tools. It has two key parts:

1. Doing a good job and provide a perfect service and customer support.
2. Spread the word about success with clients. Share their stories of what they achieved through service or product.

### SOCIAL MEDIA MARKETING:

Social media marketing is the process of gaining web-site traffic or attention through social media sites.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.

### Social media platforms:

Social networking websites allow individuals to interact with one another and build relationships. When companies join the social channels, consumers can interact with them and they can communicate with consumers directly. That interaction feels more personal to users than traditional methods of strictly outbound marketing & advertising. Social networking sites and blogs allow followers to "retweet" or "repost" comments made by others about a product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.





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## Mobile phones:

Mobile phone usage has also become beneficial for social media marketing.

## Engagement:

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers

## Local businesses:

Small businesses also use social networking sites as a promotional technique.

## Twitter:

Twitter allows companies to promote their products in short messages limited to 140 characters which appear on followers' home pages. Messages can link to the product's website, Face book profile, photos, videos, etc.

## Face book:

Face book pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders.

## Google+:

Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google Adwords and Google Maps.

With the development of Google Personalized Search and other location-based search services, Google+ allows for targeted advertising methods, navigation services, and other forms of location-based marketing and promotion.

## LinkedIn:

LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others.

## Yelp:

Yelp consists of a comprehensive online index of business profiles. Businesses are searchable by location, similar to Yellow Pages.

## YouTube:

YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste.

## Delicious, Digg and Reddit:

Delicious, Digg and Reddit are popular social bookmarking sites used in social media promotion. They are heavily used by the social media marketers to promote their websites due to their ability to share links.

## Ad Formats

### Sponsored Mobile Post:

Advertisements (Advertisers' blog posts) will show up on user's Dashboard when the user is on a mobile device such as smartphones and tablets, allowing them to like, reblog, and share the sponsored post.

### Sponsored Web Post :

"Largest in-stream ad unit on the web" that catches the users' attention when looking at their Dashboard through their computer or laptop. It also allows the viewers to like, reblog, and share it.

### Sponsored Radar:

Radar picks up exceptional posts from the whole Tumblr community based on their originality and creativity.

It is placed on the right side next to the Dashboard, and it typically earns 120 million daily impressions. Sponsored radar allows advertisers to place their posts there to have an opportunity to earn new followers, Reblogs, and Likes.

### Sponsored Spotlight:

Spotlight is a directory of some of the popular blogs throughout the community and a place where users can find new blogs to follow. Advertisers can choose one category out of fifty categories that they can have their blog listed on there.

### SOCIAL MEDIA MARKETING TOOLS:

Besides research tools, various companies provide specialized platforms and tools for social media marketing:

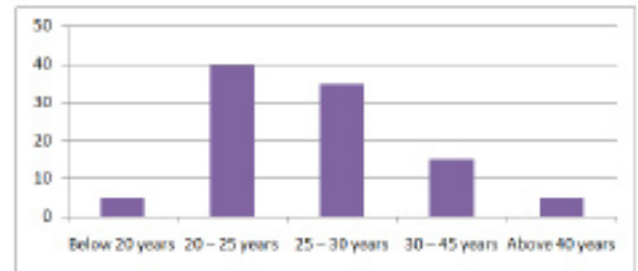
- Social media measurement
- Social network aggregation
- Social bookmarking
- Social analytics
- Automation
- Social media
- Blog marketing
- Validation
- Brand ambassador

### DATA ANALYSIS AND INTERPRETATION:

The basic objective of this chapter is to tabulate and analyze the information which was collected from on-line survey. The aim is to study content marketing and social media marketing is an effective online strategy or not.

**Table 1: Segmentation of Consumers by Age**

Below 20 years	20 – 25 years	25 – 30 years	30 – 45 years	Above 40 years
5	40	35	15	5



**Segmentation of consumers by age**

### Analysis:

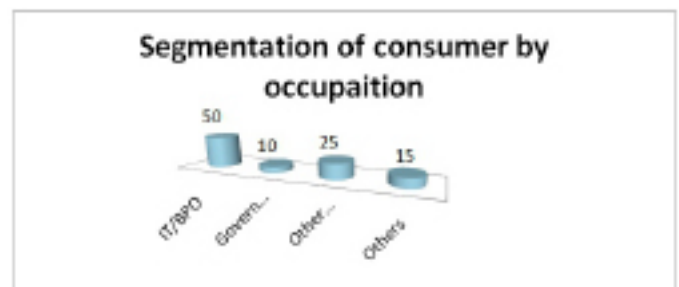
The above data depicts that the people of age group from 20 – 30 years buy more online products, they constitute about 40% of the online consumers. The people below 20 and above 30 do not show much interest in the online buying; they constitute about 20% and 15% respectively.

### Interpretation:

Young generation constitutes most of the online consumers than the older generation.

**Table 2: Segmentation of The Customers By Occupation**

IT/BPO Employees	Government Employees	Other Private Sector Employees	Other
50	10	25	15



### Segmentation of consumers by occupation Analysis:

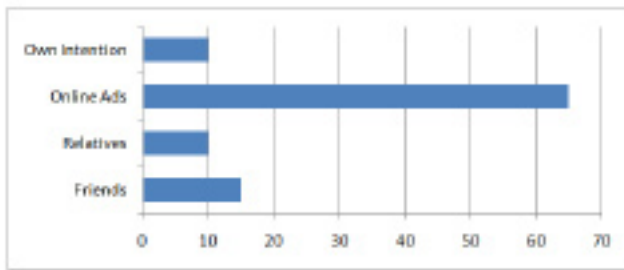
According to this data about 50% of the online consumers are IT professionals, about 10% of them are government employees, about 25% are private sector employees and the rest 15% are the other professionals.

### Interpretation:

the above analysis concludes that the most of the on-line products are purchased by IT sector who works always on the computers.

**Table 3: Who influences the consumers to buy online products?**

Friends	Relatives	Online Ads	Own Intention
15	10	65	10



### Who influences the consumers to buy online products

#### Analysis:

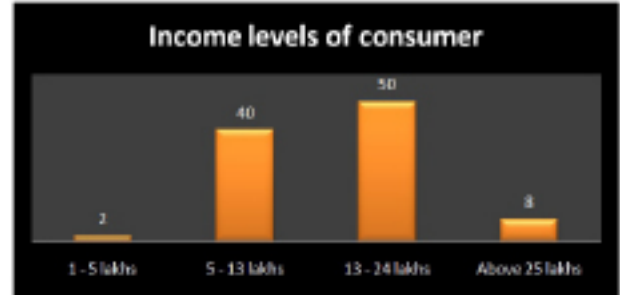
The analysis of this data shows that about 65% of the online consumers are influenced by the online ads , about 15% are influenced by the friends , about 10% of them are influenced by relatives and the rest 10% are influenced with their own intentions.

### Interpretation:

The analysis results that the content marketing and social media marketing plays a key role in attracting the consumers.

**Table 4: Segmentation of Consumer By Annual Income**

1 - 5 lakhs	5 - 13 lakhs	13 - 24 lakhs	Above 25 lakhs
2	40	50	8



### Analysis:

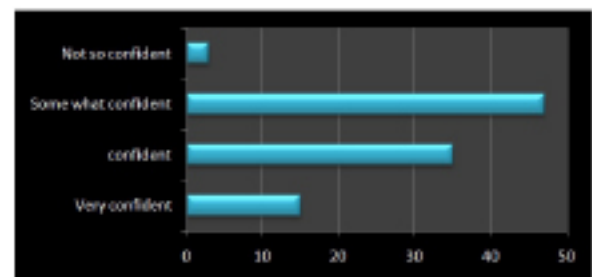
The data show that the people who have high income show more interest in buying online.2% of the consumers belong to the income group between 1 to 5 lakhs, 40% of the consumers belongs to the income group between 5 -13 lakhs, 50% of the consumers belong to the income group between 13 – 24 lakhs and the rest 2 % belongs to the income group of over 25lakhs.

### Interpretation:

people of high income group buy more online products.

**Table 5: Confidence level of consumer**

Very confident	Confident	Somewhat confident	Not so confident
15	35	47	3



### Analysis:

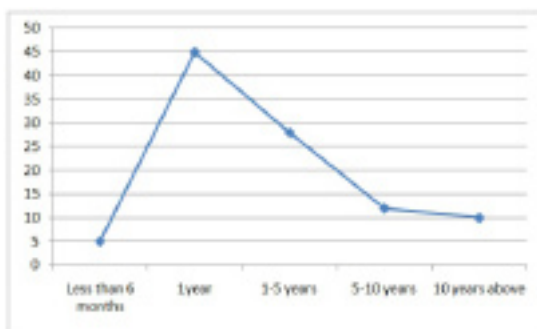
This data revealed that about 35% of the consumers were confident in buying the online products, about 15% of them were very confident , about 47% were somewhat confident and the rest 3% were not so tell that people not so confident in buying the online products.

### Interpretation:

the data interprets that only about 15% of the consumers were very sure about the products but still people get attracted towards the online ads and make online purchasing.

**Table 6: Time span for purchasing Product**

Less than 6 months	1 year	1-5 years	5-10 years	10 years above
5	45	28	12	10



**Time span for purchasing Product**

**Analysis:**

This data shows that about 5% of consumers buy gold or pearl items once in 6months of span, 45% of them buy in 1 year span , about 28% of them buy in 1-5years of span , about 12% of them buy in 5-10 years of span and the rest 10% buy in a span of over 10years .Interpretation: most of the consumers are buying frequently in online stores.

**Table 7: what is boosting the level of confidence to buy the products online**

Knowledge	Refund Policies	Brand Name	Customer reviews
30	5	40	25



**Analysis:**

according to the survey it reveals that about 40% of them were boosted with the brand names, about 25% of them were boosted with customer reviews, 30% of them were boosted by the knowledge on online products and the rest 5% of the consumers are boosted by refund policies.

**Interpretation:**

the above data interprets that brand names plays a very important role in boosting the confidence level of the consumers to buy online products.

**FINDINGS:**

- The survey data depicts that the people of age group from 20 – 30 years buy more online products; they constitute about 40% of the online consumers. The people below 20 and above 30 do not show much interest in the online buying; they constitute about 20% and 15% respectively.

- According to the survey data about 50% of the online consumers are IT professionals, about 10% of them are government employees, about 25% are private sector employees and the rest 15% are the other professionals.

- The study reveals that about 65% of the online consumers are influenced by the online ads , about 15% are influenced by the friends , about 10% of them are influenced by relatives and the rest 10% are influenced with their own intentions.

- The data show that the people who have high income show more interest in buying online.2% of the consumers belong to the income group between 1 to 5 lakhs, 40% of the consumers belongs to the income group between 5 -13 lakhs, 50% of the consumers belong to the income group between 13 – 24 lakhs and the rest 2 % belongs to the income group of over 25lakhs.

- This data revealed that about 35% of the consumers were confident in buying the online products, about 15% of them were very confident , about 47% were some what confident and the rest 3% were not so tell that people not so confident in buying the online products.





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- According to the survey it reveals that about 40% of them were boosted with the brand names, about 25% of them were boosted with customer reviews, 30% of them were boosted by the knowledge on online products and the rest 5% of the consumers are boosted by refund policies.

## SUGGESTIONS:

- The company is advertising in only few social media websites so the consumer are limited thus it was suggested that this company should open its accounts in all the social media websites and advertise their product

- To promote the company products effectively the company should introduce brand ambassador

- The company should conduct advertising campaigns for promoting their products

## CONCLUSION:

The present survey was conducted as the E-Commerce is today one of the hottest form of marketing and has a good potential in the country as 500 to 600 million people of the country are the consuming public and buoyed by the growing popularity of online shopping in India, the e-commerce market, which is expected to reach \$ 20 billion by 2020, will see companies investing close to \$ 2 billion in logistics, infrastructure and warehousing in the next six years, The growth of e-commerce industry has a huge potential in the country translating into huge gains for the manufacturing industry, infrastructure and jobs.

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