



TO CREATE MORE ACCOMPLISHMENT IN MANAGING EMOTIONAL INTELLIGENCE AND ITS RELATIONSHIP WITH LEADERSHIP SKILL PRACTICES

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ABSTRACT

When digitally marketing a product in online, an institution or company must realize the target market which it is trying to reach. However, the demographics of the online product sales are extremely diverse, making marketing efforts difficult. With such a demographically diverse online products population to attract, it is important to understand which attributes make the current online products satisfied or dissatisfied with the online shopping experience. Once these characteristics are understood, organization can efficiently prepare a digital marketing plan to catch the attention of future customers. Although the efforts to develop a research strategy for digital marketing for online marketing were many, these studies were mainly focused on secular organization. thus, to add to the literature, this study identifies characteristics that make online shopping satisfy the customer or not. The results of the research can help organizations and customers with a faith-based mission in their digital marketing efforts to attract and sign up online customers.

Key words: marketing, digital marketing, marketing research, online shopping, marketing strategy, demographics.

INTRODUCTION:

Digital marketing strategy is significant for all types of institutions / organizations.

Whether the entity is big, small, not-for-profit or profitable, primarily in the field or online, the digital marketing strategy implemented must be effective to attain the proposed promotional objectives. Though, as the retail landscape continue to change with the development and growth of online shopping in many types of institutions, marketing programs and courses are becoming more and more difficult.

Moreover, attracting the online customer with a varied and growing market for online customers and major competition is a bigger challenge than ever. An effective digital marketing strategy is therefore very vital for institutions / organizations that shop online.

One way to develop a digital marketing strategy in retail is to assess the current state of customers and their pleasure or dissatisfaction with the institutions or companies in which they buy.. This assessment can help future digital marketing efforts. Although satisfaction and dissatisfaction with online shopping have been extensively studied, there is little distinction between the satisfaction / dissatisfaction factor and the type of organization in question. One research area, which has only occasionally received attention in a kind of good,



is for example online faith-based observation.

The idea of this study is to analyze satisfaction/dissatisfaction attributes within the faith-based online shopping environment to help companies and organizations more effectively market to the diverse online customer population seeking his kind of online shopping.

.SEARCH MARKETING STRATEGY IN THIS CURRICULUM

Digital Marketing Industry in India

The power of digital marketing is removing geophysical barriers, making all consumers and businesses around the world customers and potential suppliers. He is known for his ability to enable businesses to communicate and form a transaction, always and everywhere.

The digital marketing industry in India is a flourishing career today. In a country with a growing economy, strong growth in digital marketing career is expected. The enlargement of trends in digital marketing has a very important impact on marketing and advertising. The big portrait of the digital marketing industry in India cannot be complete if a brief overview of recent digital marketing statistics is not done.

As per the International Foundation for Advanced Research, the following will be revealed in 2016. Between 1971 and 1972, "The ARPANET was used to organize a sale at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the oldest example of electronics or digital commerce.

1979: Michael Aldrich introduces the first online shopping system".

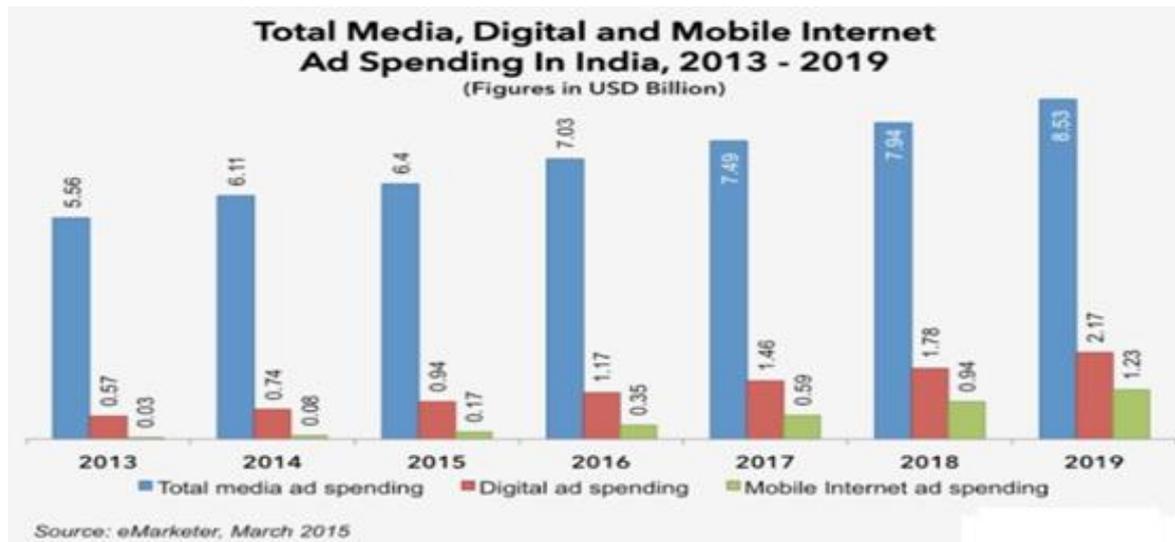
1981: Thomson Holidays UK is the first business-to-business online purchasing system to be installed.

1996: India MART B2B marketplace recognized in India

2007: Flipkart was created in India. Each electronic or commercial marketing company uses major digital means for marketing purposes.

In 2011, digital marketing statistics discovered that mobile and tablet advertising was 200% lower than in subsequent years. During this time period, the net worth was \$ 2 billion. Growth was in a geometric progression as it reached \$ 6 billion in 2012. The demands for competitive growth for more improvements in career and professional work are being added to the field.

From 2013 to March 2015, the total investment \$ 1.5 billion increase over previous years. There has been impressive growth to date.



Today, the digital marketing industry in India is growing and is still in progress. Many factors are responsible for this growth. The use of communication tools has changed a lot in the last year. Nobody ever thought of having a credible agreement online. The figure below shows the digital marketing statistics. The belief was that the online information is virtual information full of lies. No one could listen to an online advertisement to say nothing about groceries, furniture or clothes. The story has really changed. Everything from marketing to sales can be done online. This is because the confidence that has been restored to online communication in India. This really help the marketing initiatives. The revolution comes from the communication industries. The low cost of the phone is now available, allowing India to have about 600 million Internet users, creating a charming business opportunity to sell to a growing population.

In addition, the growth in the digital marketing industry in India evident in marketing goes from anonymity to identity. Interaction on the Internet now seems more physical than anonymity of identity in the past.increase In addition, marketing information is moving in the same direction as entertainment. The people of India still needed an exciting spirit. This targets their interest in marketing information.

Several factors have contributed to the growth of digital marketing in India. Before, Internet use was only for the rich. There is now a big change in the lifestyle of the middle class. The majority now has internet access in India. Internet and 3G penetration have revolutionize the marketing scenario for consumers and sellers. It has been discovered that changes in lifestyle and standard of living have increased the level of consumption, the quality and also the way of consumption. The quality of use in urban centers of India is high. This is because the majority does not have the time to go shopping. Besides the struggles to make money, people want other things to be put at ease.

The following survey among people indicates the size of the digital marketing industry in India:

- 34% of companies already had an incorporated digital marketing strategy in 2016
- 72% marketers believe the traditional marketing model is not enough anymore and this will increase the company's revenue 30% at the end of 2017.

In 2017, 80% of companies will boost their budget for digital marketing, which can exceed the IT budget. Only illiterate people could not access the potential of digital marketing because of the accessibility of computer devices and computer education. Many people in this category still do not trust the method of online payment and they lack training in English and other foreign languages? to market online in global markets .

IMPLEMENTATION OF THE ONLINE MARKETING CHALLENGE



The following are the channels that are playing an active role in the development of digital marketing industry in India.

Mobile Marketing

An overview of digital marketing shows that social media has played a supporting role in marketing. Over the years it has been noticed that 92% of social media users come from mobile devices. This allows the size of the digital marketing industries.

According to research by the Internet and Mobile Association of India (IAMAI, 2008), communication has become a true mass communication tool with around 286 million accounts in 2008. The Indian telecommunications market offers tremendous growth opportunities. more than 500 million in 2010. According to TRAI, the number of mobile subscribers in India increased to 980.81 million users in the second quarter of 2015.

The acceptance of the mobile device increases by the day. SMS marketing is one of the real mass market media channels in many demographic categories before the convergence of mobile internet and mobile devices.

Video Marketing

The growing need for visual content has made video marketing in 2017 one of the most attractive digital marketing trends.

Email Marketing

Email Marketing some of the most successful marketing agencies claim a return of \$ 40 for every dollar invested . From the digital marketing survey, it has been discovered that well-targeted email marketing will be one of the most effective ways to achieve conversions in 2017. As shown in the figure below, email is the one of the most effective methods for digital marketing. an ability to deliver messages to millions of people at a time.

METHODOLOGY AND OBJECTIVE

Based on the literature, the research question was posited: Which attributes of belief-based online marketing most prominently evoke satisfaction or dissatisfaction from customers? In order to gather data relevant Data consisted of end of-purchase surveys completed and submitted online by customers after receiving the physical product. Most common products were analyzed for the study. Using content analysis (after a 90% inter-rater reliability test), researchers analyzed the "Comment / Test" sections of each survey. This was the only consistent section that was included in each survey, as individual sellers used a variety of questions for their end-of-sale surveys. Demographic questions were not included in the surveys. A total of 150 responses were analyzed.

To be steady with the literature, the researchers grouped the responses into three main types: the participant comments defined in this study as important things for them as individuals, the sellers' articles and the materials questions. / products. In addition, it was noted if the comment was positive, negative or neutral / could not determine.

Summary of Tone of comments						
Tone of comments	Material\Products		Sellers		customers	
	People	Percent	People	Percent	People	Percent
Positive	90	60%	100	75%	121	82%
negative	53	35%	39	24%	15	16%
Neutral/No Negative	7	5%	10	1%	14	2%

FINDINGS

Data were collected from different sellers with a total of 150 end-of-survey comments. Three attributes of course satisfaction were materials/products, sellers and customers. Using content analysis, two main findings were determined.

Finding #1 of the three designated categories, the materials/course attribute was the most important in regard to factors which produce course satisfaction among customers (82%), followed by the sellers (75%) and the products (60%).

Finding #2 within each of the three satisfactions attributes, it was found that all three had overwhelmingly positive perspectives toward the belief-based course that was analyzed.

DISCUSSION/CONCLUSION

Some inferences may be measured based on the literature and findings. By gathering, reviewing and utilizing customer feedback, the digital marketer can formulate more effective strategy. Further, since materials/ Product are very meaningful in the belief-based sales; digital marketers may want to prominently emphasize the nature of the program content in their digital marketing strategy and should formulate materials which appeal to this construct. The fact that materials/Product (Packing and quantity of materials, discounts, brand, text, discussions, and ingredients,) was the most important attribute for determining satisfaction in this study, could be very useful information and utilized by digital marketing professionals in the belief-based sales and become essential promotional aspects of the digital marketing campaign. Next, digital marketers in the belief-based environment should consider a slightly non-traditional perspective of data. Traditionally, consumers have been defined mainly by demographics such as age, gender or income, taste and preference. However, it has been noted that online consumers do not define themselves by their demographics but by their interests, behaviors and beliefs (Kuhn, 2011). This includes the belief-based community who may be deeply connected with others by their beliefs. While the researchers were initially concerned with the lack of demographic data, the absence of this data actually caused the researchers to look more closely at the affective nature of the data. This type of products is respected by the customers for the intrinsic and spiritual values it may present. Specifically, the materials/products became vitally important to the customers and were even more important than individual concern or the sellers who was presenting it. Therefore, digital marketing professionals should develop strategy based on affective traits more so than the demographics of the online consumers themselves.

As competition increases in the online environment for digital seller's organizations, the digital marketing of these entities becomes increasingly important to attract and maintain the more customer population. While the popularity of online marketing becomes even more prevalent among all types of organizations, including belief-based, determining what makes online customers satisfied or dissatisfied with their experience becomes imperative to future digital marketing strategy. However, the belief-based organizations may benefit to not only look at what their customers find important in daily life related products, but they may also want to look beyond traditional metrics, like demographics, to understand more about the person behind them also.

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