

Digital Marketing in the Flat World – An Ethical Way

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Abstract – Digital concept is a contextual issue of our times in the advanced, civilized and updating world, which prefers new age goods and services. The scientific modification of business marketing methods have attracted a large amount of buyers across the flat world. The India has been a land of ethical values and morality both for living and business. Sustainable business development with consistent growth was the emphasis for business firms in great manner. The study has focused upon the twin objectives; the ethical boundaries of business marketing system and to study the impact as well as mechanism of factors for digital marketing system. Hence this paper emphasizes upon both primary and secondary data. Thus, the study revises about basic concept, risks and challenges along with impact as well as influential factors for business marketing system in the core of present digital scenario with the concern of ethical issues.

Keywords: Business, Sustainable, Buyer, Civilization, Mechanism, Goods and Service

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INTRODUCTION

Digital marketing is blue ocean strategy. The competitive Business firms across the world inevitably uses digital premise system for the maximum reach. The world digital premise represents the advanced and updated features of technology and the product. Profit has been the age old leading objective for all times and all types of businesses in the world. Basically ethics access roots in the entire process of business cycle and all the stake holders essentially and necessarily abideself-imposing ethical rules for eternal brand building. But somewhere business marketing companies and industrial groups till today respects the tradition values under the ethical boundaries as well as both at national and international for business sustenance and expansion.

The upgrade and promotion of the BMS requires skills, creativity, wide communication and broad ideology. Together with these things, business oriented civilization based ethical values also direct a supportive role in multi stage purposes by balancing the variation of business behaviors. Especially for judgment of product's price value, decision of salary management, differentiate the workload pressure, balance of several branch units, these ethical values directly or indirectly involves under confined boundaries. The transparency within the boundary of

the firm will no doubt cross the boundaries and reach the flat world leading to the realization of global fruits for the business firm.

FUNDAMENTAL CONCEPT:

The ethical values, business marketing and digital world concepts are more or less differ from each other as accordingly their views and characteristics. But for the purpose of business sustainability these three factors work together under the broad productive framework. Here, ethical value stands for the humanity based leadership qualities, business marketing represents an economic stability based profits and digital world symbolizes the universal competition and advances. The balance and coordination of these features directs for the wellbeing of contemporary business existence in universal marketing system.

REVIEW OF LITERATURE:

A large number of research studies focused upon the direction of business marketing system at the height of present digital scenario with the concern of ethical issues in business.

Kuldeep Brahmhatt (2015) in his Research Paper on "Ethical Marketing Communication in the Era of Digitization" has revised about the ethics in

marketing communication and evaluated many business factors in the inclination of features influencing ethical marketing communication along with interaction on the image management trends in a core of digital world.

Roy Sharples and **J.D. Meier** (2016) in their Advanced Project on “*How to in the Digital Age*” have presented advanced logical issues with the direction of Microsoft company about Eight Keys which make the most of present digital strategy. Then they discussed about the tools and techniques in the practice of present digital world for the purpose of creative experience.

Fawad Khan and **Dr. Kamran Siddiqui** in their Article on “*The Importance of Digital Marketing: An exploratory Study To Find the Perception and Effectiveness of Digital Marketing amongst the Marketing Professionals in Pakistan*” have explained about the digital marketing usages in an advanced manner also suggested about the perceptions of digital marketing tools along with their effectiveness. The Authors discussed about the digital marketing parameters to measure the effectiveness and awareness of digital marketing system among business professionals.

ETHICAL BOUNDARY OF BUSINESS MARKETING SYSTEM:

The ethical boundaries of business marketing system in a digital scenario are as follows.

- Leadership commitments.
- Oath of non-corruptive management system.
- Socialistic as well as social welfare environment.
- Firmness in updated trends along with applied valuable customs.
- Balance of business relationship between every part and parcel of the society.
- Follow the human respect, self-respect and humanity based management statutes.
- Command over the marketing rules, regulations, schemes, trends, acts and policies.
- Dare to involve in risk management and sharp smart supervision.
- Application of all for one and one for all time work practice.

- Aware about the management's rights and duties.
- Pursue of micro to macro worth-full strategies.
- Application of universal competitive spirit.
- Intelligence about current contemporary world.
- Future plans with reference to digital business projects.

CHALLENGES OF BUSINESS MARKETING SYSTEM IN DIGITAL SCENARIO:

The universal level customary challenges of business marketing system in present digital scenario are as follows:

Regional and Religion Disparities: The regional mismatches and religion miscommunication in the name of disparity is the primary risk issue which negatively impacts the management of business marketing system in universal manner.

Amendments (Regular Changes) of Vision, Mission and Targets: The amendments of vision, mission and targets at business activity is one of the fundamental risks which directs the divergence and mislead at each and every aspect and progress of marketing system in the core of digital world.

Improper Communications and Skills: The improper communications and skills are hampering the coordination of business marketing system as well as breakups the networking units, which has highly important at digital scenario.

Unhealthy Business Competition: The internal and external unhealthy competition along with national and international marketing controversies among several business companies is one of the general challenge which is emerging at present marketing mechanism.

Imbalance of Broad Units / Divisions: In the name of an upgrade, update and promote; the business marketing system focuses for active running condition. In the process of introducing of additional broad units / divisions will lead to huge burden for business marketing system for balance the management.

Dilemma between Traditional Trends and Digital Technologies: Both producers and costumers are in dilemma in acceptance of digital technology in the place of traditional trend. Both producers and consumers have confusion for

adoption and follow-up of marketing goods and services. Hence it is one of the challenges of business marketing system in present digital scenario.

OBJECTIVES:

The main objectives of the present study are:

- To find the ethical boundaries of BMS in present digital scenario.
- To identify the impact as well as mechanism factors for digital marketing system.

METHODOLOGY:

The Methodology is very essential to prepare an article. Here, quantitative methods were used in the present paper. This paper has carried secondary data those has been gathered from the published sources such as various books, periodicals, journals, projects and reports on the subject based on author's views, thoughts and present ideal issues respectively. For the purpose of gathering the latest information on the topic E-sources also consulted.

FACTORS INFLUENCING DIGITAL MARKETING SYSTEM:

The Digital marketing mechanism is influenced by a large number of factors play in the sub system. In the following table no. 1 factors influencing digital marketing are presented.

Table No: 1.

Factors Influencing Digital Marketing

Sl. No.	INFLUENCING FACTORS
1.	Brands
2.	Social Media
3.	Content Marketing
4.	Email Marketing
5.	Video Production
6.	Web Design
7.	Application Development
8.	Sharp Communication
Source:	<i>Boston Hospitality Review; Category: Marketing "Hotel E-Commerce: Navigating the Complex Hospitality Digital Marketing Landscape"</i>

ISSUES AND FINDINGS:

The optimal issues of digital marketing systems are as follows:

- Digital marketing system also emphasizes upon commercialization and concentrates upon profit target.
- During the function and promotion of business markets in digital world, advertisements play a leading role for multiple goods and services.
- New advanced attractive trends are dependent upon the upgrade in product and higher recommendation pressure leading to assured a profit.
- Competition of business marketing mechanism between the business companies are influenced by factors like name, fame, brand, color, lifespan, price ratio and accessibility matters much.

SUGGESTIONS:

On the scrutiny of above study, the following suggestions are recommended.

- Even in the core of competitive world it is necessary to consider, respect and follow-up the ethical principles which directs the humanity.
- During the practice of digital advanced business activities, it is necessary to uphold the morality for the better use of limited resources.
- Jobs must become glocal so that 'Vasudevakutumbakam' which means world is one family becomes a reality.
- Under the social welfare concept offer the job opportunities for all categories in society for business marketing system. In other words don't restrict the job / profession in one particular community under the congested mind.
- To sustain and successes in business marketing at digital world, incorporate all eco-friendly strategies in equity manner.

CONCLUSION:

The fruits of new age business are more dependent upon the old age ethical roots. Service and manufacturing sectors are leading all nations across the world. The Digital marketing mechanism has connected the contacts with the ethical threads of honesty, trust, quality and brand. The humanitarian path adopted by business firms along with committed and energetic teams marching with ethical values can built better societies. Sustainable development is more dependent upon

ethical roots which are immersed beneath and deep.

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