

## **HOW DID THE RAPID TECHNOLOGICAL DEVELOPMENTS REVOLUTIONIZE MARKETING?**

Ananya Jain

Mayoor School, Noida

DOI: 10.46609/IJSSER.2022.v07i11.010 URL: <https://doi.org/10.46609/IJSSER.2022.v07i11.010>

Received: 14 November 2022 / Accepted: 24 November 2022 / Published: 30 November 2022

### **ABSTRACT**

The paper aims to highlight the impact of technological advancements in revolutionizing the market. The study is structured so that it highlights the transformation of markets from the 20th century to the 21st century and further the expectations in the coming era. From WHOIS used in 1982 to SEOs available today in 2022, markets have taken a flight towards E-commerce. Technology has impacted the infrastructure and the mechanism of the markets as a whole. The study aims to discuss the merits and demerits of technological advancements.

**Keywords:** E-commerce, Technological advancement, Advertising, Digital Marketing

### **1. Introduction**

Marketing is defined as activities or techniques undertaken by a company to promote the buying or selling of its products or services. It started due to the industrial revolution in the 19th century and is still largely prominent in the 21st century. There have been several changes to marketing thanks to technological developments. Marketing consists of using updated technological tools to benefit business objectives and boost the sale of products or services.

Digital marketing adds a new dimension to traditional marketing. Marketing combines art and practical science, as well as information technology. According to experts, the finest result of introducing technology facilities has been innovation. When selling a product or service, a fundamental pillar of marketing success has been the correct combination of technology and innovation. Marketers think that "technology is beneficial for marketing" is a misconception. While technology has many benefits, it also has many drawbacks. The journey from door-to-door marketing to internet marketing has been long.

### **2. Pre-technology era:**

While today the consumer drives the market, back in the old days the companies had all the control and power. Advertisements and direct mail were two primary sources of mass appeal.

Direct marketing, referring to communicating directly to the customer based on household and demographic information, was the most prominent pillar of markets.

Spreading the word about the product was the only source companies relied upon. In his book *The Robert Collier Letter Book*, Robert Collier states, "Always enter the conversation already taking place in the customer's mind."

This was the importance given to direct marketing in the early 1900s.

Another example is that of E. St. Elmo Lewis who showed that the most successful salespeople tended to walk their sales prospects through four distinct emotional stages when selling life insurance. Those four stages were:

- Attention
- Interest
- Desire
- Action

Marketers like Collier, Hopkins, and Lewis could never have dreamed of how the markets would move toward digital marketing.

### **3. Introduction of technology:**

#### **3.1. The era of television:**

The first acknowledged television commercial ran on July 1, 1941, for Bulova Watch Manufacturing. It was a 10-second commercial that featured a Bulova clock overlaid on a map of the United States. The commercial highlighted a tendency that would become a hallmark of television advertising in the years to come. In 1955, 'Gibbs Toothpaste' funded the first advertising campaign of this sort in Europe, with a 60-second slot on television. By the 1960s, television networks could charge higher rates for their prized real estate—eyeballs—and the amount of time each show could be broadcast.

Advertising companies were able to avoid both audience displeasure and new technology in the early days of television. With the advent of the Internet and cable, an increasing number of viewers are exercising their right to opt-out of those studios. The rising quality of content from independent producers affiliated with cable and video-on-demand firms, as well as their subscription model, suggests that established studios may need to find new revenue streams.

### **3.2. Telephonic advertisements**

An article published in the Economist in 2004 addressed the shifting nature of the advertising and marketing sector. Traditional modes of advertising were no longer effective when new technologies, most notably the internet, emerged. People may now connect to the internet at any time and from any location, and the smartphone is chiefly responsible for this pervasive connection.

The early-2000s trend toward increased smartphone usage required advertisers and marketers to revise their methods. Smartphones have grown into massive databanks of personal inclinations and preferences. In 2020, mobile advertising accounts for almost 70% of all online advertising income.

Google's move to phase out third-party cookies is likely to significantly alter online advertising. When a marketer loses the capacity to trace a consumer's web travels, the ability to produce targeted adverts suffers. Digital advertising may once again be forced to adjust with the times.

### **3.3. Radio technology**

Audio marketing has developed with the history of radio advertising over the years. Today, there are several methods of marketing available all around the world.

Nonetheless, radio advertising remains one of the most dependable methods, with a 770% average return on investment. Radio advertising is still a wonderful option today, providing reach, flexibility, and the potential to engage with clients on a deeper, more emotional level.

According to one poll, 91% of Americans aged 12 and up listen to the radio at least once a week. According to a 2015 study, online radio listening by the same age group jumped from 27% to 53% in the preceding five years.

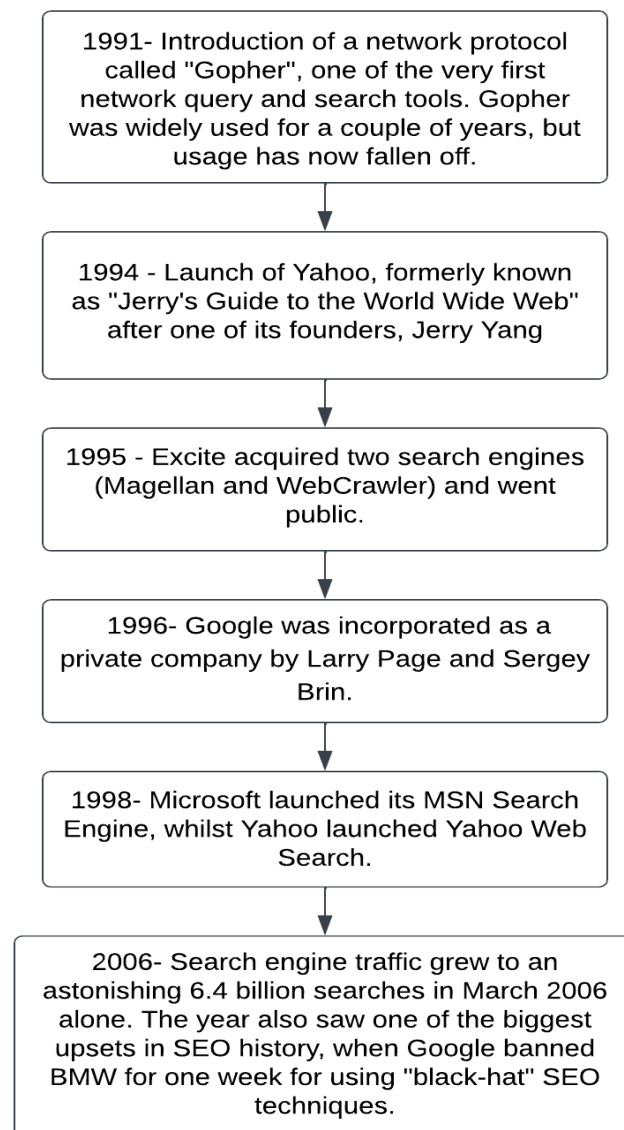
#### **3.3.1 Several reasons to use radio advertising as a way to market are**

- Fantastic reach- Radio today has an incredible reach that draws people whether to listen to the news or music. According to one poll, 91% of Americans aged 12 and up listen to the radio at least once a week.
- Accessible by everyone everywhere- Radio broadcasts are widely available to the masses everywhere.

- Radio advertising is cost-effective- Radio advertising has shown to be a cost-effective means for businesses to communicate their products and services with the public, both today and in the past.

#### **4. Advancement of technology**

##### **4.1. Introduction of digital marketing – SEO (Timeline of marketing)**



SEO refers to Search Engine Optimization which is the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

SEO has transformed marketing immensely in recent years with the rise of new ways of marketing such as Search Engine Marketing. Search Engine Marketing (SEM) includes paid marketing activities such as native advertisements, Google AdWords, social media ads, pay-per-click (PPC), Google shopping ads, display ads, and more.

#### **4.1.1 How can SEO help marketing?**

- Visibility and Ranking-Prospects are more likely to click on a site if it ranks higher on a search engine result page (SERP). The more efficient the SEO efforts, the higher their ranking and visibility. Because one-quarter of web users never click past the first SERP, raising one organic page position is critical. Increasing the rating and visibility of one's website can aid in selling one's items to a bigger audience and bringing in more customers.
- Increase traffic- Over 32% of Google search results clicks are for the top slot, and going up one spot may raise CTR by an astounding 30.8%. Many marketers strive for the "Featured Snippet," sometimes known as position #0. This data is extracted from a blog's landing page addressing a popular topic.
- Better customer experience- SEO not only helps to develop great content, but it also makes one's website easier to use. As a consequence, consumers get a more smooth and more delightful experience. By speeding up page loading and lowering bounce rates, one can make their website more engaging and mobile-friendly.

#### **4.2. Mobile marketing**

Any advertising activity that promotes products and services using mobile devices such as tablets and smartphones is referred to as mobile marketing. It uses contemporary mobile technology characteristics, such as location services, to customize marketing campaigns depending on an individual's location.

Mobile marketing is the present and the future of digital marketing. There are various advantages to advertising on mobiles:

- Mostly cheap: Mobile advertising can many times be done at a minimal cost or even for free through text messaging, branded posts, etc.

- Attracts a large audience- In recent years Users have been spending 89% of their time on mobile apps, making mobile devices dominate communication. Mobile marketing allows us to gather a large customer base as compared to advertising through radio, television, or print media.
- Widely accessible- Almost every other person has a smartphone which makes mobile ads accessible and even for small companies it is easy to avail of the benefits of mobile marketing.
- Availability of several marketing channels- Mobile marketing can be done in many ways such as with mobile apps, SMS, and mobile websites.
- Easy to track progress- There are marketing dashboards available that show accurate data about the number of clicks or amount of interaction.

### **4.3. Virtual Reality and Augmented Reality**

Companies may use VR(virtual reality) marketing to fill the void between experience and action and to provide a digital experience in place of a physical one, which can be used to market products and services. It may be used to display development as well as promote current items. This will assist to get clients interested in what the company is generating, as well as provide them with feedback. Most significantly, VR alters the relationship between brands and customers. People seek out VR brand encounters rather than utilizing ad blockers or clicking out of commercials as fast as feasible. Instead of having to entice potential customers, they come to the company.

AR (augmented reality) is a new trend in marketing and sales methods. It enables marketers to provide customers with one-of-a-kind experiences while tapping into their mobile devices. It provides another option for generating sales and increasing brand value via mobile devices. AR may be used by brands to let customers sample things before purchasing them, and augmented shopping experiences are becoming increasingly popular.

#### **4.3.1 How AR and VR can help marketers be more successful?**

- Draw the customer's attention- Using AR and VR solutions will enable companies to connect with a big audience, collect data about them, and tailor their marketing plan to customers' preferences. The novelty of AR and VR in marketing can also help increase product interest.

- Enhance product visibility- AR and VR can help potential clients visualize products in 3D before purchasing them. Customers will have more faith in the product they are purchasing as a result of this. Marketers do not have to physically reach their customers in this manner to provide them with a product experience.
- Before you buy, try it out Marketers can also allow users to digitally try on things before purchasing them. Warby Parker has previously pioneered this technology by allowing customers to use AR to see how different glasses frames look on their faces.

Many sectors throughout the world are excited about the potential of augmented and virtual reality technologies. They take people into a world where they can virtually interact with a product without having to pay for it. In other words, augmented reality and virtual reality are game changers. These two developments provide a nearly unmatched level of client service.

#### **4.4. E-commerce**

E-commerce marketers may use social media, digital content, search engines, and email marketing to attract visitors and facilitate online sales.

Brands, publishers, contractors, and developing enterprises all create pages on today's most prominent social networks to engage with their audience and share relevant material. Instagram, Twitter, and Snapchat are three popular social media platforms for advertising.

##### **4.4.1 Types of e-commerce-**

1. Business-to-Business (B2B)- One of the most frequent types of e-commerce is business-to-business (B2B). When two businesses exchange goods or services, this is referred to as a transaction. B2B e-commerce is simply e-commerce between businesses. This is a form of e-Commerce that deals with business-to-business relationships.
2. Consumer to business (C2B)- Here, the corporation will sell its goods and/or services to the consumer directly. Customers can visit their websites to view products, photos, and reviews. Then customers place their orders, and the company ships the products to them directly. The consumer-to-business model isn't exactly conventional. The notion here is that firms are buying from single consumers, who, more often than not, are running their enterprises.
3. Business-to-Consumer (B2C)- The Business-to-Customer business model is concerned with the retail aspects of e-commerce, i.e. the sale of goods and/or services to the end consumer via digital means. It allows the consumer to have a close look at their suggested purchases before placing an order.

4. Customer-to-Customer (C2C)- Consumer-to-consumer e-commerce, sometimes known as C2C, is essentially business between private persons or consumers. Consumer to consumer, in which customers come into direct contact with one another. There is no company engaged. It enables people to sell their items and assets directly to a buyer.
5. M-Commerce- M-commerce (Mobile Commerce) refers to the purchase and sale of products and services via wireless mobile devices such as smartphones and tablets. Mobile commerce, according to experts, is the next phase of eCommerce since it allows users to buy goods or services online — but from anywhere and at any time. However, mobile commerce is much more than that. Indeed, M-Commerce has prompted the formation of entirely new sectors and services, as well as aided existing ones in expanding in new directions.

#### **4.4.2 Impact on consumers**

Positives:

- Accessibility- E-commerce or digital marketing has made shopping easier and more accessible. People can shop from the comfort of their homes or any place in the world at any time.
- More awareness- One benefit of online purchasing is the ability to look for product descriptions and compare as many goods as one likes. They can also compare the pricing of various goods. As a consequence, a product can be chosen based on the information gathered.
- Direct seller-buyer contact- A seller of goods or services can connect directly with consumers via the internet. This allows the business to collect consumer feedback and, as a result, change it to fit consumers' preferences. Any flaws in the product may be identified and remedied immediately.
- Lesser prices- Middlemen are eliminated with e-commerce. The customer can purchase things directly from the manufacturers. Furthermore, e-commerce is not geographically confined. Firms can compete worldwide without establishing physical offices in each place. This boosts competition and drives down the cost of products and services.
- Decreased dependence on fuel- Because everything is done online, there is minimal fuel consumption, which is good for the environment.



- Time-saving- Online purchasing has a quick selection and payment process. There is no need to travel to the physical store.
- Bringing the world together- Because of the internet, e-commerce can operate on a global scale. This means that a trader in one country can advertise and sell his items to clients in another country despite the geographical distance. As a result, it is capable of connecting people all over the world.

Negatives:

- More Fraud- Fraud is common in e-commerce. It is impossible to tell what is legitimate and what is not. Money is frequently stolen, and deceptive products are peddled.
- More competition- Because selling online is relatively simple, businesses face greater competition. They must continue to innovate and come up with new concepts or risk falling behind.
- More confusion- People become perplexed while deciding what to buy or where to acquire it due to the abundance of options.
- Low-quality products openly sold- Because one cannot inspect the quality of the things being sold, it is common for low-grade goods to be sold openly, and consumers fall for such fraud.
- False information-Misleading and inaccurate information regarding the services or products offered. Fake images and videos are also utilized. Customers who are unaware of their credibility succumb to these cheap practices.
- Not feasible for all Online shopping is frequently abused by children who order items without parental authorization, while elders find it difficult to utilize technology and hence are unable to access it.
- Increased dependence on technology- Because everything is readily available at any time, people have become overly reliant on technology. They have become sluggish and are incapable of performing even the most basic duties without the assistance of technology.

## **5. Conclusion**

Understanding the evolution of new era marketing allows us to see that new era marketers have worked hard to bring marketing closer to our daily lives, and the distance is closing by the second. Technology is an important component and tool for marketers to use in order to reach

the masses and the target audience. Industries have received lovely fruits as a result of the marriage of technology and marketing that could not have been accomplished otherwise. In previous decades, no one imagined that there could be any other type of marketing outside print media. Marketing and its principles are evolving and will continue to change, without a doubt. The biggest component that cannot be rejected or ignored is the rise of technology as a new field of marketing known as "Digital Marketing." Finally, technology has had a tremendous impact on marketing during the last 10 years.

### **References**

- [1]. "What Is Digital Marketing?", Retrieved 19 Oct. 2022 from <https://ecommercetrainingacademy.com/what-is-digital-marketing-ecommerce/>
- [2]. "How E-commerce has Changed Consumer Behaviour", Retrieved 11 Oct. 2022 from <https://esw.com/blog/how-ecommerce-has-changed-consumer-behaviour/>
- [3]. "Why Mobile Marketing Is Here To Stay", Retrieved 16 Oct. 2022 from <https://www.bloomreach.com/en/blog/2021/why-mobile-marketing-is-here-to-stay>
- [4]. "What Is Mobile Marketing & Why Does it Matter So Much?", Retrieved 13 Oct. 2022 from <https://www.wordstream.com/blog/ws/2013/08/19/what-is-mobile-marketing>
- [5]. "What is Seo and Why is it important?", Retrieved 14 Oct. 2022 from <https://digitalmarketinginstitute.com/blog/what-is-seo-and-why-is-it-important>
- [6]. "How SEO has changed The World of Marketing", Retrieved 19 Oct. 2022 from <https://seodigitalgroup.com/how-seo-has-changed-the-world-of-marketing/>
- [7]. "The Evolution of Digital Marketing", Retrieved 19 Mar. 2015 from <https://digitalmarketinginstitute.com/blog/the-evolution-of-digital-marketing-30-years-in-the-past-and-future>
- [8]. "How The Digital Age Has Changed Marketing Channels Forever", Retrieved 12 Oct. 2022 from <https://www.forbes.com/sites/ajagrawal/2016/02/15/how-the-digital-age-has-changed-marketing-channels-forever/>
- [9]. "A brief look at the history of radio advertising", Retrieved 10 Oct. 2022 from <https://advertisingdestiny.com/brief-history-of-radio-advertising/>
- [10]. "Has SEO Changed Dramatically Over the Years?", Retrieved on 15 Oct. 2022 from <https://digitalagencynetwork.com/has-seo-changed-dramatically-over-the-years/>