



## Interactive Media- The Ladder of Digital Customer

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### Abstract

*Digital marketing is the steps towards making the nation innovative & technologically advanced. Recently, digital technologies introduce the creative and innovative face of marketing & selling. Changes in the comfort zone, preference, need & wants of customer push firms to obtain changing way of marketing in the digital world. The digital atmosphere includes the Internet. The vital concepts to clutch on to are 'interactive' and 'media' across a range of 'delivery channels' or 'platforms'. Tradition way of marketing have been taken over by the social media and its impact is positive on sale. Interactive media makes the consumer more social. Interactive media plays important role in creating social awareness. Interactive media is emerging media industry and cannot be ignore by any sector i.e., education, art, medical, hotel & so on. The expansion of WWW empowers the consumer to make their buying decision in customer friendly cost. Interactive media permits the society to interact through digital media . Interactive media is the highly emerging marketing tool, which provides opportunity to marketers for capturing and retaining the customers. This research paper discloses the journey from print marketing to e- marketing. Momentous portion of this conceptual research focused more on the customer than firm. Hence, an effort has been made in this paper to understand the vision for a life long customer through interactive media.*

**Keywords:** *Interactive, social awareness, empower, digital, channel.*

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### Introduction

Main features of interactivity is the mutual relationship between user and interactive machine. Interactive media is the utilization of electronic media including images, text, sound, blogs, to promote the product and services among the customers. Interactive media is a computer based media allow people to exchange ideas, opinion, information, pictures about the product and services. Through interactive media, the customers not only buy the product but also give their feedback, share experience and help in making the buying decision of other's. Interactive media is one vital technique of digital marketing. Digital marketing means online marketing via mobiles, websites, online ad, e mails etc. Digital customer means customer who use digital channels for their shopping. These consumers buying books, electronics, home appliances, booking of travel ticket, clothing etc. online. Main aim of interactive media is to achieving profit achievement and customer retention by improving customer knowledge of their behavior, value, attitude, loyalty drives. Interactive media tries to transform the living standard of people and empower the society in better manner. In a recent era nation wants to become fully digitalized. So interactive media use as the one of the digital marketing tool, which provide a path to make the people digital. Through interactive media people are more connected with friends, relatives and more open to creating new relationship. Now people spend more time with social sites through interactive media includes face book, Instagram, Google +, linkedin, twitter. These social sites provide new business opportunities to people.

### Review Of Literature

Jayme, Waddington (2011); It concluded that Social networking among adolescents is not just a fad; it is part of their culture. While social networking can expose youth to risk, they are exposed to the same dangers in real life as well. A parent or teacher cannot expect a teen to abandon the internet and be able to thrive in modern society as computers, technology, the internet, and social networking is utilized in all aspects of modern life, even in the workplace.



P. Brady Kevin, B. Holcomb Lori, and V. Smith Bethany (2010); The higher educational community has been noticeably slow in adopting social networking technologies into the prospectus.

Hundey, Elizabeth (2012) students learnt to use the innovative way of using social media like twitter, tumblr, Wikipedia, Poll Everywhere, Discussion boards, Facebook and Youtube.

Füller et al. (2009). With the advances in the internet and the emergence of Web 2.0, the interconnectivity between individuals has expanded on the internet. This development enables customers and businesses to collaborate on the internet.

Chris et al. (2008). Other platforms with the ability to generate reviews and ratings, such as Amazon, com, enable customers to review and rate products. In addition, members of these platforms are cooperatively interdependent.

## Objective

1. To study about the interactive media.
2. To find out the preference of interactive media.
3. To find out the barriers in adoption of interactive media.

## Research Methodology

Methodology comes from systematic analysis. A research method is a systematic plan for conducting research. For this research, primary data and secondary data have been collected. For primary data 50 samples collected from general masses through questionnaire and various magazines & journals have been used to collect secondary data.

## Interactive media

interactive media is a two way communication in which one's output depends on user's input & vice versa. Common examples of interactive media are video games and websites. Websites, especially social networking websites offer the interactive use of text and graphics to its users, who interact with each other in various ways like chatting, playing online games, sharing posts that includes their thought, pictures and so on. In recent era following weapons are using-

- **Viral marketing-** The literal meaning of Viral is any thing which spread fast. It is an advertising technique to popular the products and services like virus. As the use of social sites such as face book, youtube, instagram, whatsapp expanded, effectiveness of viral marketing continuous increasing. Viral marketing is the cost friendly marketing than traditional marketing method. The viral message can a simple video or text regarding the latest news/incident/accident/achievement. Perfect example of viral marketing is VODAPHONE'S ZOO ZOO ADS.
- **E-relationship marketing-** Electronic customer relationship management (eCRM) is the latest technique using to increase and enhance marketing skills and capabilities. 24/7 call centre is the key tool of e-relationship marketing. Now companies not only focus on selling but also provide after sale services and try to satisfy the customer till the life of product. Company use this marketing to increase the frequency of online purchase. Customer can contact with the company through call, text, e mail. Company integrate the database of customer and solve their problem.
- **Go & search together-** I want to know-->I want to go->I want to do->I want to buy. Through brand query, brand create its image in the mind of potential customer. especially by interactive media brand connect and maintain the relationship with its audience.

## Advantage of interactive media

- Now a day consumer can access internet anytime anywhere, so companies stay connected with its customer through interactive media.
- Through interactive media customer can do shopping from home 24/7.
- Through interactive media customer compare the product of one producer to another producer in reference of cost, quality, appearance.

- Now customer don't need to visit retail outlet as they buy product online at most favourable price.
- Using interactive media, one can obtain the information about the characteristic of product/services and share it with others too.
- Using interactive media company engaged their customer in various activities of company. customer first visit the website , collect the information and make their buying decision.
- With traditional marketing, customer first watch the advertisement and then buy the product from relevant physical store but with the online shopping customer quickly make their buying decision.
- With the use of interactive media customers can get various offers ( discount, free shipping, coupons, cash back, movie tickets etc.)
- Price are more transparent in online buying.
- Return facility is also provided by the company.
- No limitations of choice. Customer can sort their shopping by colour, price, brand, size etc.

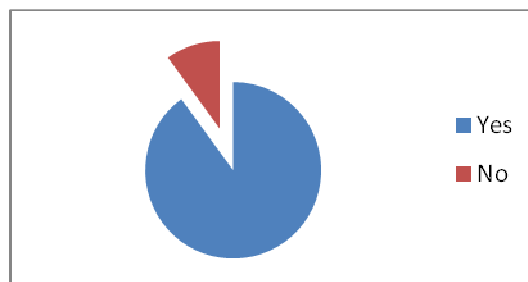
### Barriers in adoption of interactive media

- Company does not have strict control over the brand , image, colour of product. For example sometime product differ from image which shown on website.
- Personal privacy is limited.
- Greater limitation of interactive media is that, reviews and likes decide the quality of product/services. Sometimes fan does not leave comment and share post.
- Fake information can also viral through interactive media. It is the biggest limitation of interactive media.
- Every customer does not have the same choice, preference & wants.
- Sometime customer can receive wrong product, information.
- Fraud activity is also be there.

### Data Analysis And Interpretation

#### 1 Use Of Internet.

S.No.	Use Of Internet	No. Of Respondent	Percentage
1	Yes	45	90%
2	No	05	10%

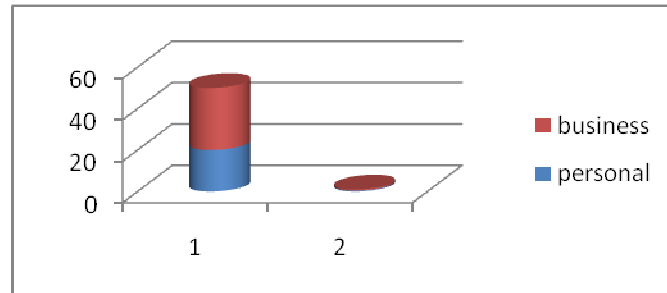


#### Interpretation

Internet is the network of networks that are worldwide connected. It carries a vast range of information. As per the survey 90% of people use internet and becomes digitalized.

#### 2 Main purpose to use the internet.

S.NO.	Use of Internet	No. of Respondent	Percentage
1	Personal	20	40%
2	business	30	60%

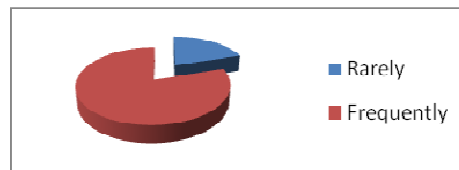


### Interpretation

Internet is the kind of encyclopedia. People use internet to book the tickets, plan the trip, to keep in touch with others. People also use internet for business purpose to promote and sell their products. It will make the business fast and productive. As per the survey 60% respondents use internet for business purpose while 40% use for personal purpose.

3 Use smart phone to access online social networks.

S.NO.	Use of Internet	No. of Respondent	Percentage
1	Rarely	10	20%
2	Frequently	40	80%

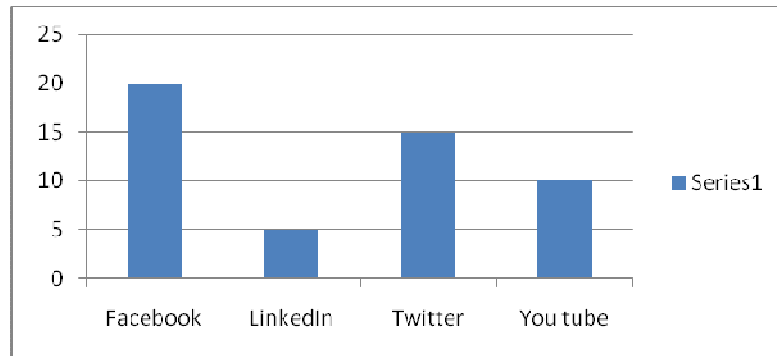


### Interpretation

Web based social networks in present time mostly access with smartphones. Smartphone apps facilitate to link mobile & web. As per the survey most of people access internet through smartphones because they access social networking sites from anywhere anytime.

4 Preferred social media website.

S.No.	Preferred website	No. of Respondents	Percentage
1	Facebook	20	40%
2	LinkedIn	05	10%
3	Twitter	15	30%
4	Youtube	10	20%



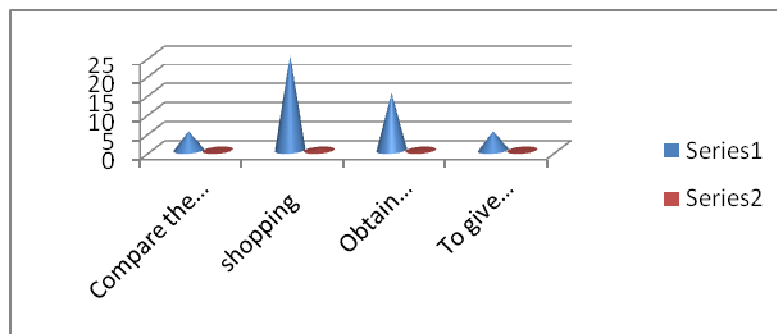
### Interpretation

Facebook is a social networking website to share photos, videos, audio and keep in touch with friends & relatives. Facebook messenger provide chatting facility too. LinkedIn is a professional networking website to connect job giver and job seekers. Twitter is social networking website where users interact with tweets. It also provides the facility to follow the other user. You Tube enable to see online videos.

As per the survey 40% respondents preferred face book, 30% preferred twitter, 20% preferred You tube and 10% LinkedIn.

### 5 Purpose to use interactive media.

S.No.	Purpose	No. of Respondents	Percentage
1	Compare the brand	5	10%
2	Shopping	25	50%
3	Obtain promotional item	15	30%
4	To give feedback	5	10%

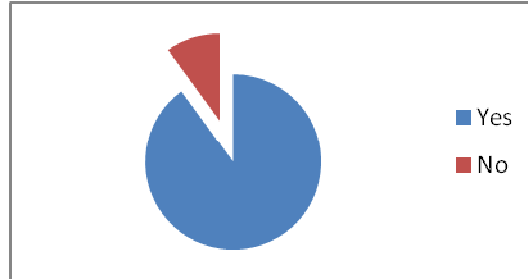


### Interpretation

In this digital world, interactive media becomes the part of life. People use online app and website to stay in touch with world. 50% respondents used for shopping, 30% respondents used to obtain promotion item like coupons, discount etc. 10% respondents used to compare or analyze the brand, 10% used to give their reviews regarding the product and services.

### 6 Effectiveness in selling & buying product/ services.

S.NO.	Use of Internet	No. of Respondent	Percentage
1	Yes	45	90%
2	No	05	10%



### Interpretation

Interactive media provide the facility to interact with each other for business and personal purpose. Through interactive websites and apps seller can sell the products through online shopping website and buyer can purchase the product from these websites at a customer friendly cost. As per the survey 90% respondents agree that these websites are effective for selling as well as for buying.

### 7 Usefulness of interactive media.

S.No.	Usefulness	No. of Respondents	Percentage
1	Very useful	30	60%
2	Not very useful	10	20%
3	Don't know	5	10%
4	useless	5	10%



### Interpretation

Interactive media in present time very useful to start any business, to keep in touch with world. Most of people agree that it is very useful while 20% agree that it is useful but we can't spend lots of time for this, 10% respondents don't have any idea regarding this, 10% agree that it is useless as it is total waste of time because they rely on traditional way of buying and selling.

### Recommendations

To enhance awareness offline marketing should be mixed with the online marketing like "visit us on facebook", "follow on twitter & earn gift coupons" etc.

Interactive marketing strategy should more flexible to adopt new innovations & creativity and determine do & don't.

Interactive media should adopt strategy according to need of customer.

If customer raise any comment or complaint, company should give early reply or response.

The promotional offers should be properly communicate to customer at regular basis. (by message, advertisement on tv/news paper, e mail ).



Negative reviews also should be shared to improve service offered.

Proper steps should be taken by the company to control the fake information and try to reduce the fraud.

## Conclusion

In the marketing , presence of interactive media is necessary.

**In the reference of company-** From this survey we can conclude that companies creating more awareness and job opportunities through interactive media. Company can enhance its target market because it is a easy way to bring the customer close. These interactive websites like facebook, instagram, you tube etc are better marketing tool as compared to offline marketing as these websites became the part of customer's routine life. Company can make life long customer by interactive media. Now companies provide extra facilities like gift wrap, try & buy, company points and so on. These facilities earn the customer's loyalty. Last but not the least interactive media make the customer more digitalized and make their life more easy & comfortable.

**In the reference of customer –** There is no doubt that indians are ready for digitalization. As per this survey we may conclude that customers are more brand specific, price sensitive and qualitative through interactive media. Customer now don't want to waste their time on offline shopping, they more comfortable with online shopping because they get all the offline shopping facility plus extra other services. It is time saving buying and customer can buy the product from anywhere & deliever the product anywhere. Customer also get the after sale services and solve any problem through call centre /customer care. Other than shopping customers can book travel tickets, stay connected with friends & relatives, purchase books, deliever gifts, cake, cards, orgnize surprise, banking, plan the trip etc through internet as we can say That Interactive Media is Ladder to make Customer Digital.

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