

Customer's Awareness Towards Digital Marketing Techniques In Construction Industry

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ABSTRACT

The study is to analyse the digital marketing techniques used by the customers with respect to construction industry. The study is done in order to gain knowledge about the utility of digital marketing in construction industry and to identify how effectively it can be used. The researcher circulated the questionnaire among the general public. The most preferred digital marketing technique in construction industry is found to be social media marketing. In future marketing agents of construction industry need to develop advertisements to be posted in social media websites.

Keywords: Digital marketing, Construction industry, Social media marketing, flash advertisements and print media advertisement.

1. INTRODUCTION

Digital marketing means promoting the products, services or brands through one or more forms of electronic media. It differs from the traditional marketing in using the channels and techniques to analyse the company's marketing campaigns and helps to know whether it working or not. The different forms of digital marketing used in construction industry are Search Engine Optimization (SEO), social media marketing, mobile marketing, email marketing, video advertisement and flash Advertisement. Search Engine Optimization (SEO) uses different form of tactics, strategies and techniques to obtain a high- ranking position in the search result page. This is to increase more number of visitors to the website. Social media marketing is the process of gaining attention or traffic with the help of social media sites like twitter and facebook. Mobile marketing means advertising on the tablets, smart phones and other mobile devices to attract the targeted audience through apps, SMS and MMS. Email marketing is used by marketers to promote their brand, build customer loyalty, acquire customer and communicate their offers to the customers by sending mails. Video advertising includes online display advertisements. The advertisements are made before, during and after playing the videos to promote the products or services to the targeted customer. Flash advertisement is a kind of advertisement opens at the top of the browser window, when the user opens his visited website.

2. REVIEW OF LITERATURE

Foroudi, Gupta, Nazarian and Duda (2017) has assessed the association between tangible/intangible assets, marketing capabilities and digital technology to understand more about the factors related to the growth of Small and Medium sized Enterprise in United Kingdom. The authors collected data from employees by conducting six focus group discussion and from managers of different multinational organizations by conducting 21 in-depth interviews. The author's found digital technology has two key components like service convenience and information quality.

Hartemo (2016) have identified when, how and why email marketing is used by marketers to empower consumers. The author did systematic literature review of academic journal articles published from 1998 to 2014 of which 54 was regarding consumer empowerment and 41 was regarding email marketing [1-12]. The author found email marketing strategies which are currently followed by the marketers should be updated in order to get maximum result using this channel.

Shaltoni (2017) identified the level of adoption of internet marketing in developing industrial markets using different internet-based technologies like social media platforms, transactional and static websites. For this study the author used exploratory research design and online presence was investigated in terms of social media involvement of 570 industries. The author found from study that half of the organizations used static website as one-way communication model for internet marketing. In the developing industrial markets decision-makers are interested in social media especially facebook.

Karjaluoto, Mustonen and Ulkuniemi (2015) has identified the tools for industrial marketing communications and digital channel roles. The authors empirically conducted multiple case study to find the current status of Digital Marketing Communication (DMC) in six industrial firms. The author's found three research insight in this study, First, DMC is not used in full potential even though it is most important for industry as marketing communication tools. Second, DMC is also used to improve customer relationship like creating awareness, communication and support sales. Third, comparing to traditional digital tools social media tools are not widely used as a part of DMC. Smith (2012) has examined the strategies of digital marketing which are most preferred by millennials and how effectively it influences the millennials behaviour. In this study data was collected from millennials by conducting survey for three year period in southwest United State universities. The author found that certain types of online advertising is preferred by the millennials. There are some digital marketing strategies which are considered more effective because it attracts the attention of millennials to write their reviews on online and motivate them to visit the website repeatedly.

Tiago and Verissimo (2014) studied firm's view on social media and digital marketing usage, its inhibitors and its benefits for easy understanding. In this study data were collected by conducting survey on marketing managers. The authors found that in the social media platforms for adopting the digital presence the firms faces external and internal pressures.

Wang and Tang (2003) has discussed the measurement of customer perception about service quality of websites in the digital marketing environments [13-27]. For this study the data were collected from 260 adult respondents as quota samples. The authors designed the instrument to measure the perception of customer about the website service quality that do digital marketing services and products.

Teo and Yeong (2003) has studied the decision making process of consumer while online shopping. The data was collected by conducting internet survey for 1133 respondents of Singapore. The authors found that consumer's perceived risk has negative relationship with overall deal evaluation and overall deal evaluation has positive relationship with willingness of consumer for purchasing through online.

Jarvinen and Karjaluo (2015) has analysed the metrics system used by organization to measure digital marketing performance. In this study the authors conducted in depth interview regarding performance measurement. The authors found that the organizations put more effort to use metrics systems in marketing. But the results cannot be understood without knowing the reasons behind the chosen metrics, the use of it in organizations surrounding and the process of it.

Stone and Woodcock (2014) has studied Customer Insight (CI) and Business Intelligence (BI) which should be brought together to have interactive marketing in companies. The authors have assessed the performance and capabilities of customer relationship management of various companies. From this article the authors suggest that the companies need to pay attention to governance of Business Intelligence.

Leeflang, Verhoef, Dahlstrom and Freundtc (2014) has focused on opportunities and challenges faced by companies in digital marketing. In this study the survey was conducted on 777 marketing executives all over the world. The authors found that adapting the "organizational design", executing "actionable metrics" and filling "talent gaps" are the major opportunities in digital marketing.

Chaffey and Patron (2012) indentified the opportunities of better using the web analytics by companies to improve the performance of digital marketing. For this study the authors analysed the secondary data collected by Econsultancy - RedEye. The authors found that strategies can be created to improve the value of web analytics contribution and for setting up the digital marketing optimization programme.

Baltes (2015) explained the content marketing concept within the policies of marketing and correct way for developing the content marketing strategy. For this study the authors used secondary data which is review of existing literatures. The author found that before promoting the content marketing at a high quality, the digital marketers should do an analysis on the targeted customers to customize the content and think on how to promote it. Yadav, Joshi and Rahman (2015) aims to project mobile social media evolution, introduction of mobile social media and mobile marketing, and classification and various concepts of mobile marketing. For this study the authors made an extensive literature review. The authors developed their valuable perception on mobile social media, this helps in future for social media marketing and mobile marketing managers.

Stephen (2016) aims to study the consumer behaviour by understanding the roles of social media and digital marketing. The authors found that consumer behaviour is based on these five themes like online word of mouth,

consumer digital culture, mobile environments, consumer behaviour with effect of digital environment and responses to digital advertising.

3. METHODOLOGY OF THE STUDY

The data was collected by distributing questionnaire among 55 public respondents. The data collected has been analysed and interpreted in the systematic manner using Mean analysis and One way ANOVA. 49% of the respondents were Male and 51% were Female. 67% of the respondents were under the age limit of 30. 90% of the respondents were degree holders. The data analysis software used is SPSS.

4. DATA ANALYSIS

4.1 Mean Analysis

The mean analysis helps us to find the customer's awareness about digital marketing techniques available and also to verify how many of them are ready to use it, the researcher have collected data from fifty five general public regarding the various digital marketing techniques available and the results are given below.

S. No.	ITEMS	MEAN	RANK
1	advertisements during online surfing	2.7636	6
2	Search Engine Optimization (Google)	2.7818	5
3	Social Media websites (Facebook, Twitter)	2.8364	4
4	Emails	2.7091	7
5	Mobile marketing (SMS)	2.8727	3
6	Flash advertisements	2.9636	2
7	Video advertisements	2.4909	8
8	Print advertisements	3.0727	1

From the above table, it is found that print media ranked first, flash advertisement ranked second, mobile marketing ranked third, social media marketing ranked fourth, search engine optimization ranked fifth, viewing construction advertisement during online surfing ranks sixth, marketing through email ranked seventh and video advertisement ranked eighth position in accessing the advertisement about construction industry by the customers.

This mean analysis have been done in order to find which digital marketing techniques is helping the customers to acquire more information. The data was collected regarding the awareness of the customers towards the digital marketing techniques used to acquire and gather information in construction industry [28-32].

S. NO.	ITEMS	MEAN	RANK
1	Search Engine Optimization (Google)	3.3455	5
2	Social media (Facebook, Twitter)	3.4545	2
3	E mails	3.4364	3
4	Mobile Marketing (SMS)	3.2727	7
5	Flash advertisements	3.3273	6
6	Video advertisements	3.3818	4
7	Print media advertisements	3.9273	1

From the above table found that Print media advertisement ranked first, social media marketing ranked second, email marketing ranked third, video advertisement ranked fourth, search engine optimization ranked fifth, flash advertisement ranked sixth and mobile marketing ranked seventh position in acquiring information about construction industry for the customers.

S. No.	Factors	F	Sig.
1	Flash Advertisement	2.558	.050
2	Video Advertisement	2.809	.035
3	Print Media Advertisement	2.959	.029

4.2 One Way Anova

Occupation Vs Digital Marketing Techniques

One way Anova was conducted to find the variation in their preference of digital marketing techniques based on the type of occupation they do.

The significant value is equal to 0.05 hence there is significant difference between occupation and flash advertisement. The significant value is less than 0.05 hence there is significant difference between occupation and video advertisement. The significant value is less than 0.05 hence there is significant difference between occupation and print media advertisement. The variations in other techniques are not significant. Hence we can conclude that people of different occupation prefer different techniques of digital marketing.

Annual Income Vs Digital Marketing Techniques

One way Anova was conducted to find the variation in their preference of digital marketing techniques based on the level of annual income they receive.

S. No.	Factors	F	Sig.
1	Email	2.745	.038
2	Digital Marketing	3.037	.026
3	Search Engine Optimization	7.136	.000
4	Print Media Advertisement	2.608	.047

The significant value is less than 0.05 hence there is significant difference between annual income and email. The significant value is less than 0.05 hence there is significant difference between annual income and digital marketing. The significant value is less than 0.05 hence there is significant difference between annual income and search engine optimization. The significant value is less than 0.05 hence there is significant difference between annual income and print media advertisement. The variation in other techniques is not significant. Hence we conclude that annual income of the respondents influences their preference for different techniques of digital marketing.

5. DISCUSSION

Print media advertisement is the most preferred advertisement for the customer in construction industry. Customers prefer this form of advertisement to acquire information because of its physical existence and getting more detailed information. Next customers open the flash advertisement because it is eye catching and interesting image. But the information about construction industry advertisement are less in content. Next while considering mobile marketing all the people were having mobile phones of their own so the customers read the promotional advertisement messages send by the company by seeing the attractive offers. But the information is simple, precise and short.

The social media marketing, is the next important technique. In today's world all the people are engaged in social media. If a company has good reputation through their reviews in social media, the customers can read the advertisement. They also get accurate information through reviews and shared information about the company. Next while considering Search Engine Optimization advertisement it appears at the top of the searched website page so it helps the customers to get their preferred information in short time.

Next while considering email marketing the customers were not reading the message because the same messages were repeatedly send by the company, for downloading the message along with images and videos it takes long time. But the information are customized according to the customer preference. Finally while considering video advertisement the customers were not spending more time to view the advertisements when the video is lengthy and problem in downloading.

6. LIMITATIONS AND CONCLUSION

The limitation of the study is that it is based on the perception of customers in Chennai. The other limitation is only limited sample was approached to gather data which doesn't represent the population. The study reveals that print media is the most preferred form of advertisement in construction industry. Because it has been existing for long time and it contains more detailed information at reasonable cost. Even though the existing customers are tech savvy and use gadgets of latest technologies they do not prefer digital marketing advertisements in the case of construction industry. But among the different digital marketing techniques, social media marketing is more helpful in acquiring information for customers.

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