

Chapter 7

Digital Marketing in the Context of Consumer Privacy: An Insight

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ABSTRACT

The development of technology adds advantages to corporations, allowing them to revamp their marketing strategies digitally. Digital marketing is formed by various techniques and tools and uses electronic media to promote the products and services in the market. This chapter attempts to explore whether the digital marketing has significant effects on customer privacy as it assesses the customer profile voluntarily or involuntarily, saving them from cybercrime. The primary data were collected from 100 samples, which consist of both males and females of different age groups. The considered hypotheses were tested, and it was observed that there is a significant impact of digital marketing on customers' privacy in terms of personal information and consumption of energy and money. Thus, corporations have to limit the number of advertisements, seek permission prior to sending advertisements, while respecting and protecting customers' privacy. Corporations could follow government guidelines and regulations strictly in the line of digital marketing, which in turn enable them to earn loyal customers.

INTRODUCTION

Digital Marketing has gained as a new tool of marketing due to reduction in expenditure on marketing activities on one hand and it carries the message about the product and services swiftly to the customers on other. It is able to counter the marketing strategies of corporate at any elevated level of competition. The main objective of digital marketing is to reach customers as quickly as possible, than its competitors. On the process, it assesses the personal profile in absence of customers' knowledge. Hence, digital marketing needs to verify and identify the potential customers, to be trusted worthy before advertisement messages are send to them. Furthermore, the issues of improper information collection, improper monitoring and confidentiality need to be checked to ensure customers' privacy (Wang et al, 1998). This

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paper attempts to explore the present scenario of digital marketing whether it misuses the customers' information and protect the customers from cyber crime.

MEANING OF CONSUMER PRIVACY

The term privacy is usually described as “the right to be let alone” and is related to solitude, secrecy and autonomy of customers. However, when associated with consumer activities that take place in the arena of digital marketing, privacy usually refers to personal information interpreted as the unauthorized collection, disclosure, or other use of personal information as a direct result of electronic commerce transactions (Wang et al, 1998). The most crucial issues of digital marketing is fear and distrust regarding loss of personal information associated with the control of dissemination and use of customers information, but not limited to demographic, search history, and personal profile. The recent survey undertaken by Equifax and Harris(1995) found that over two-third of potential customers considered privacy as their main concern while purchasing products on online (Kakalik et al,1996, Wang et al, 1993). Since cyber crimes are increasing day by day, protection of customers' privacy need to be addressed by concern players while executing digital marketing practices.

MEANING OF DIGITAL MARKETING

Digital Marketing is the utilization of electronic media by the marketers to promote products and services into the market economically. Digital marketing in a broad sense refers to various different promotional techniques deployed by corporate to reach customers via digital technologies. It consists of Internet Marketing, Social Media Marketing, Search Engine optimization etc. Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009).

COMPONENTS OF DIGITAL MARKETING

Digital Marketing is formed by various techniques and tools adopted in the execution of marketing practices with the help of internet and electronic devices. Digital marketing includes *online advertising*, *email marketing*, *social media*, *text messaging*, *affiliate marketing*, *search engine optimization*, *pay per click* (Yasmin et al, 2015). The most important elements of digital marketing are given below:

Online Advertising

Online advertising is a very important part of digital marketing. Publishers put about their products or services on their websites so that consumers get free information. Advertisers place more effective and relevant ads online (Yasmin et al, 2015).

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