

The Mediating Role of Digital Marketing Practices in Relationship between the Standard Marketing Strategies and the Market Growth of Fisheries and Aqua Products in India

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Abstract

Aim/Purpose:- The aim of the research was to know the mediating effect of digital marketing practices in relationship between standard marketing practices and the market growth of aquatic products in India. A model is developed with three different categories of variables like: independent, mediating and dependent variables. **Findings:-** The outcome of the research witnessed the role of mediating variables like: search engine optimization, search engine marketing, influence marketing, content marketing, social media marketing, social media optimization, E-mail marketing, pay-per click, online advertisements are the major digital marketing strategies which shows significant difference between standard marketing strategies and its impact on Aquatic products sales in India. Research **Methodology/Approach/Design:-** A model has been developed which include list of independent, mediating and dependent variables. The model developed based on in-depth study of review of literature by considering the mediating variables. **Statistical Techniques:-** The model can be better understood by collecting primary data sources, by applying SEM analysis. The model accuracy can be understood with the help of GFI, TLI, CFI, NFI >.90 and RMSEA should be <.08. The chi-square (sig.value<.000).

Research Implications:- The outcome of the research will be facilitated to enhance the sales of the company by taking the advantage of digital marketing strategies in the contemporary context.

Originality/value:- The model has been developed after thorough understanding of the literature review after identifying the model GAP.

Keywords:- Digital Marketing, aquatic Products, Aquaculture, E-Commerce, E-Marketing, etc.

Introduction

The aim of the present research is to study the impact of digital marketing for fisheries and Aqua culture in India after all assessing the literature review. There are various digital marketing strategies which facilitate to enhance the sales of fisheries and aquaculture products in India. The list of digital marketing practices like: search engine optimization, search engine marketing, influence marketing, content marketing, social media marketing, e-mail marketing, mobile marketing, mobile automation, pay-per-click, online press release are the various digital marketing strategies which facilitates to enhance the sales of the company in the contemporary scenario. In fact, the digital marketing content facilitates to bring information to the maximum number of people through videos, audios, e-content, e-information, social media, YouTube and other platforms. In the contemporary world creating product awareness which is very much essential will happen through digital marketing.

Search Engine Optimization:-

The search engine optimization facilitates to increase the visibility of company website, so that the ratio of click on website page will be increased. Therefore, the products you sell, the services that you will provide and its frequency of visibility will be increased, which may enhance the probability of purchase of the product.

Search Engine Marketing:-

Search engine marketing it is paid form of advertisement where, companies' products and visibility ratio in the online will be increased. Therefore, the SEO and SEM are the major aspects of digital marketing strategies.

Influence Marketing:-

The influence marketing is a kind of social media marketing. The majority of the people in the world are using all sorts of social media platforms. The availability of product/service in social media platforms which facilitates to enhance the sales of the company.

Content Marketing:-

Content marketing is one of the digital marketing strategies, where the content or information of the product will be displayed in online platform in various ways like: audios, videos, messages, pictures, logos and other forms will try to display in the online to attract the customers to enhance the sales of the company.

Social Media Marketing:-

Social media marketing facilitates to market the product through various social media platforms like: Facebook, Instagram, Twitter, Whatsapp are the various social

media platforms will facilitates to create the awareness on products. As many people around the world engaging in social media. The social media based marketing its is trending in now a days, majority of the organizations are searching approaching or searching for social media platforms for marketing their products. Therefore, the social media marketing plays a significant role to product fisheries and aqua products in the contemporary world.

Review of Literature:-

As the trend of the business moving towards digitalization process, ought to implement digital marketing strategies. The alignment of traditional marketing strategies with digital technology plays a crucial role. Should able to take the advantage of digital technology and its implementation in the functional traditional technology ^[1]. The digital marketing practices which are very much essential in order to gain new business opportunities to grow continuous business ^[2]. Those business organizations adopting e-commerce business practices are taking greater advantage in the competitive world ^[3]. The digital marketing includes stimulating customer communication through the company website. In general digital marketing include: search engine optimization, company websites, online ads, e-mails are the major digital marketing platforms ^[4]. Many countries in the world have taken the advantage of e-commerce to promote their products globally ^[5]. From past two decades marketing practices shifted towards digital transformations. There are various digital marketing practices like: digital advertisements, mobile services and other technologies lead to a revolution ^[6]. The digital customers feel more happiness, excitement and entertainment related to

social media marketing in the contemporary context ^[7]. The online marketing facilitates to extract the customer information and to maintain the customer data. The next generation may take the advantage of digital marketing in the contemporary context ^[8]. The online marketing will be benefit for the researchers and academicians to extract information and the coming next three to five years in India will have 30 to 70 million internet users which may be equal to many developing nations ^[9]. The consumers are searching more on internet to find the best products and services. They may apply the different techniques like: search engine optimization, search engine marketing, content marketing, influence marketing and e-commerce marketing ^[10].

Research GAP:-

The research on fisheries and aquaculture is limited, there is no much research on digital marketing, e-commerce and online marketing it is very limited. Therefore, there is a scope to conduct research especially on digital marketing strategies for aquatic products in India. Therefore, the research will facilitates to know the digital marketing strategies for aquatic products in India.

Statement of the Problem:-

The Title entitled to “The Mediating Role of Digital Marketing Practices in Relationship between the Standard Marketing Strategies and the Market Growth of Fisheries and Aqua Products in India”.

Objectives:-

1. To study the literature on standard marketing strategies and the digital

marketing strategies in the contemporary world.

2. To study the digital marketing strategies for fisheries and aquatic products and its sales in India
3. To suggest the best digital marketing strategies for fisheries and aqua products in India

Need and Importance:-

As the Aqua field business and exports ever increasing in India, there is a need to study the concept of digital marketing practices and its impact on the sales of Aquatic products in India. The traditional marketing practices are given away; in the place of traditional marketing practices the digital marketing practices are taken place. Therefore, there is a need to study the concept of digital marketing practices for aquatic products and its sales.

Scope of the Study:-

The present research restricted to aqua products and its sales by taking the contemporary advantage of digital marketing practices which include e-mail marketing, content marketing, Search engine optimization techniques, search engine marketing are the various digital marketing strategies which facilitates to enhance the sales of the company.

Hypothesis:-

H_a(1): *There is a significant positive relationship between digital marketing strategies and the sales of Aquatic products.*

H_a(2): *The Digital Marketing Practices may mediate the relationship between the standard marketing practices and the sales of the Aquatic products in India.*

Research Methodology:-

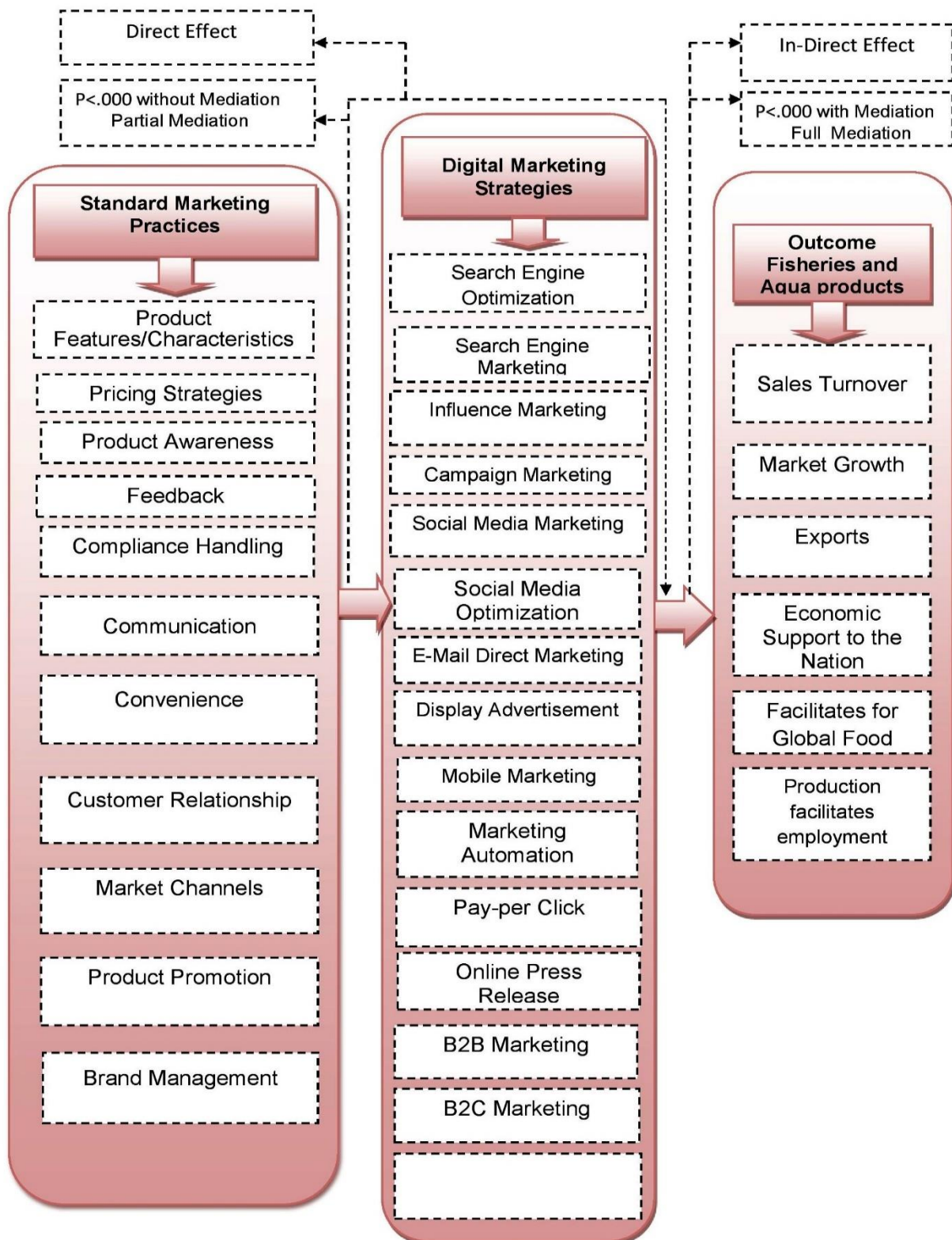
Data Sources:- The researcher mainly depends up on the secondary data sources. The literature collected from various national and international journals and from other sources. **Sampling Techniques:-** The model assessment has to be done based on primary data sources. Therefore, there is a need to collect the primary data sources further can apply various descriptive and inferential statistics to assess the model in all aspects. Further, the model fitness can be assessed with the help of goodness of fit index measurement which include GFI, AGFI, TLI, NFI and other measurements makes the model more accurate. In fact, the model can be better under stood with the help of primary data sources after all collecting data from various sources, tabulation and applying the descriptive and inferential statistics the model may give accurate results. Therefore, the present model has been developed with the help of primary data sources in the contemporary scenario.

Model:-

The present model has been developed based on secondary data source. The model comprises of three different category of variables like: independent, mediating and dependent variables. The independent variables include: The facilitating factors of marketing aspects followed by the mediating variables include the digital marketing strategies sand the dependent variable include the outcome variables which include the sales of aqua products sales and development.

Figure1:- The Mediating Role of Digital Marketing Practices in Relationship between Standard Marketing Strategies and the sales of Fisheries and Aqua sales

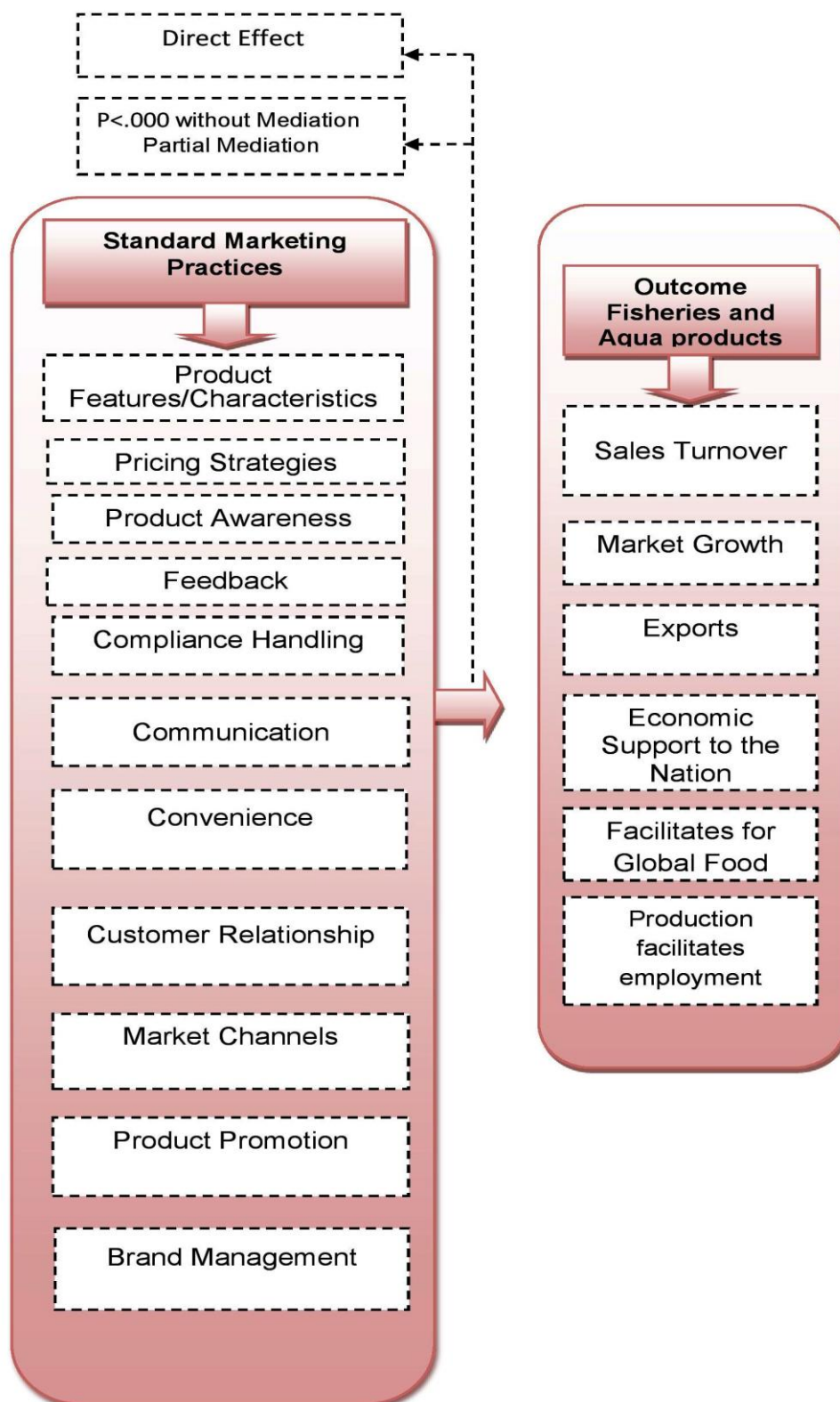
[07] MODEL DEVELOPMENT



There are basically three different categories of variables namely Independent mediating and dependent variables. The list of independent variables include for features or characteristics, pricing strategies, product awareness, feedback, compliance handling, communication, convenience, customer relationship, marketing channels and mediating variables include Search Engine Optimisation, search engine marketing, influence marketing, social media marketing, social media Optimisation, marketing automation, pay-per click, online press release, B2B marketing, B2C marketing and the dependent variables include sales turnover, market growth, exports, facilitates for global food, and the employment opportunities. There are two different types of effects like direct effect and indirect effect. The direct effect shows relationship between Independent and dependent variable and indirect effect shows relationship among three different categories of variables Independent, mediating and dependent variables. If the relationship among the independent and dependent variable shows a significant relationship then it will fall under the

partial mediation. If the mediating variable shows the significant relationship between Independent and dependent variable then it will fall under full mediation. If the mediating variable shows a significant relationship between Independent and dependent variable then it's says that there is a significant relationship. In this regard the digital marketing practices like e-commerce, content marketing, Search Engine Optimization, search engine marketing and other digital marketing practices shows significant relationship among them. Therefore, the digital marketing shows a significant relationship between standard marketing practices and sales turnover of fisheries and aqua products in India. The model can be better understood with the help of structural equation model algorithm and with the help of goodness of fit index. The GFI, AGFI, TLI, NFI, CFI should be $>.90$. The RMSEA value should be $<.08$ and the Chi-Square value should be $(p<.000)$ are the parameters of the best fit. As the current model restricted to model development and the model can be best understood with the help of primary data sources in the contemporary scenario.

Figure2:- The Mediating Role of Digital Marketing Practices in Relationship between Standard Marketing Strategies and the sales of Fisheries and Aqua sales



From the above diagram explains about the direct relationship between the independent and dependent variable. In fact, without the influence of mediating variable the relationship between the independent and dependent variable may not be effective. The list of independent variables include product features or characteristics, pricing strategies, Product awareness, feedback, compliance handling, communication, convenience, customer relationship, market channels and the list of outcome variables include sales turnover, market growth, exports economic support to the nation, facilitates for global food, production facilitates for employment opportunities are the dependent variables. The above relationship explains about the direct relationship among the variables. The model can be better explained with the help of primary data sources. The model accuracy may depend up on certain aspects like the indicators of SEM analysis.

Scope of future Research:-

The scope of the future research can be extended by taking the advantage of primary data sources. A comparative assessment can also be done in between online sales and off line sales and its related impact on business followed by the social media marketing and its impact on sales of fisheries and aqua products sales.

Conclusion:-

Therefore, it is evident from the model that, the digital marketing practices shows a significant relationship between the independent and dependent variables. The mediating variable shows a significant relationship between the independent and dependent variables. Therefore, the role of

digital marketing plays a significant role which facilitates and enhances the sales of fisheries and aqua products sales in India.

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