

EMBRACING DIGITAL MARKETING FOR ETHICAL LEADERSHIP IN CONTRAST TO TRADITIONAL APPROACHES

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Abstract:

Digital is everywhere, including marketing. We see the growth of digital marketing, social media, and search engine ads. Thanks to tech advances. Why? Digital marketing brings in more bucks. It is tied to the internet and right now, more people are going online. So, the buying habits people have are shifting. This paper examines the potential benefits and ethical implications of incorporating digital marketing strategies in contrast to traditional approaches for ethical leadership. Traditional approaches to ethical leadership have primarily focused on face-to-face interactions and conventional marketing methods. However, with the advent of digital technologies, the landscape of marketing has significantly evolved. This study explores how embracing digital marketing can enhance ethical leadership practices by promoting transparency, accountability, and stakeholder engagement.

Additionally, the paper highlights the importance of ethical considerations in utilizing digital marketing tools to ensure privacy, data protection, and responsible advertising practices. By embracing digital marketing, leaders can leverage its potential to effectively communicate and promote ethical values in a rapidly changing digital world. This research contributes to the growing discussion on the transformative role of digital marketing in ethical leadership, providing insights for organizations seeking to navigate this evolving landscape.

Keywords—digital marketing, Traditional Marketing, E-advertising

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Introduction:

Businesses are increasingly relying on technology and digital platforms to conduct their operations in today's digitalized world. However, this shift towards digital marketing has brought about a plethora of ethical challenges and concerns that need to be addressed. As digital technologies become more prevalent in society, individual and societal well-being is now closely linked to the state of our information environment and the digital technologies that facilitate our interaction with it. The rise of digital marketing has resulted in numerous ethical issues that require attention. The ethical implications of digital marketing and its impact on ethical leadership have become a critical topic. It is essential for businesses to fully understand and embrace digitalization and globalization to tackle the ethical challenges presented by the digital world. This requires gaining proficiency over various technological resources like social media platforms, internet communication tools, and mobile functions and understanding the ethical implications of their usage in business operations.

‘Digital marketing’ term changed into first coined in the Nineties. Digital marketing is likewise known as ‘online advertising’, ‘internet advertising and marketing’, or ‘net advertising’. It is called ‘internet advertising and marketing’ because with the upward thrust of the net, there is additionally excessive increase in virtual advertising. The major gain of digital advertising is that entrepreneurs can sell their services or products 24 hours

and three hundred and sixty-five days, decrease value, performance gain, to encourage the patron for greater purchase and improve purchaser offerings. Traditional Marketing is the conventional mode and one of the oldest forms of marketing that have been used since the beginning of marketing and advertisements, anything except digital ways to promote a company's products. When people find your business through reference or network and start buying your product is also known as traditional marketing. Everyone encounters some sort of traditional marketing in their everyday lives whether it's witnessing some outdoor advertising or reading daily newspapers etc.

From consumer attitudes towards online advertising to incorporating sustainability practices into firms' marketing strategies, the ethical dimensions of digital marketing are becoming increasingly significant. As businesses continue to navigate the digital landscape, it is crucial to address these pressing ethical questions and integrate societal and ethical design principles into the use of digital technologies to prioritize human well-being. It enables many-to-many communications due to its excessive diploma of connectivity and is typically finished to promote services or products in a well-timed, relevant, private, and fee-effective way.



In 2005, there were round 1.1 billion net users which include sixteen.6 percent of the populace at that point. In 2020, the quantity of internet customers is round four.8 billion and the percentage populace has expanded to sixty two percent. And there's a direct connection among digital advertising and the net. Countries like India and China have the very best number of net customers so that they have a brilliant possibility.

Objectives of the Study:

The principal goals of this evaluation paper are the subsequent:

- Understand the diverse channels of virtual advertising

- Comparison of traditional advertising and marketing and digital marketing
- Importance of virtual advertising and marketing
- Advantages and disadvantages of virtual marketing
- Challenges digital marketer face

METHODOLOGY APPLIED:

- **Primary Data:** The research is done through observation and collection of data through questionnaires.
- **Secondary Data:** Secondary data is collected from journals, books and magazines to develop the theory.
- **Sample Size:** The sample size is determined as 110 respondent's opinion from the users/beneficiaries, who presently purchasing products with a help of digital marketing.

Literature Review:

This paper will show the importance of automated media showcasing in display age focusing on the critical and optionally available records collected. Marketing strategies in which institutions can see how such campaign is appearing continuously, as an example, what's being visible, how often, and whatever degree; additionally bits of know-how associated with deals transformation and approaches related to it are called progressed displaying. A review taken glaringly exhibit that individual's lean toward digital marketing as more effective strategy for promotion and dissemination to fulfill the object. Advancements have a high impact on a making help in Indian customers. They are pulled in to go surfing for electronic things and garments. Current examples in Indian youngsters and young Indians are seeing the T.V applications through online sections. The essential motive may be stupid; they can watch packages that they had skipped due to more than one reason. Similar matters occur for the each day paper moreover, people support online news doorways as they do not need to sit down tight for continually each day paper.

- **Charles Gibson (2018)** has defined their article as the upward push in recognition of businesses integrating technology into their marketing strategy, directing attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to purchaser-targeted advertising and marketing strategies provides groups the possibility to interact in a new generation of progressive advertising practices that use digital advertising and marketing to meet their number one marketing requirements. A literature evaluation of the simplest virtual advertising strategies offers groups with precious tools to target a bigger audience, using an aggregate of rising technologies and some factors of traditional advertising. The gift study furnished people, corporations, businesses, organizations, and researchers, with digital advertising techniques to boost visibility to their target marketplace.
- **Sanjay Bhayani & Nishant V. Vachhan (2018)** The present-day paper recognizes the differences in customer reviews by using availing outstanding offerings of conventional as well as net advertising techniques. Internet is converting ways to attain clients rapidly and is a greater convenient way than customary manner of advertising. The Internet offers 24x7, one year a year net facility. That is extra handy for customers nowadays. Consumers are becoming more Information Technology (IT) savvy in their search in addition to buying possibilities. No doubt, e-commerce isn't but taken into consideration secure in India,

but cyber has a quite colorful and capacity market in the coming days to win the eyeballs of Indians.

Conceptual Framework:

Various channels of virtual advertising:

Digital advertising consists of various channels that are medium used by the marketer to sell their services or products. As an advertiser one, the main goal is to choose the channel that's best for communiqué and deliver most return on investment (ROI). The listing of important digital advertising channels is given beneath:

Social Media:

In the present day generation, social media advertising is one of the most crucial media in virtual advertising. It is the quickest-developing virtual channel. Social media advertising and marketing is the procedure of gaining site visitors or sites via social media web sites. According to Neil Patel, "Social media advertising is the method of making content material that you have tailored to the context of every social media platform to pressure user engagement and sharing". The quantity of net users through populace has improved from sixteen.6 to 62 percent in 15 years and social media advertising and marketing has benefited the maximum in that Fig. 1 shows over 2 hundred social media systems. Below is the listing of vital social media systems.



- Facebook: It is the number one social media platform. A business enterprise can sell their product and services on Facebook.
- LinkedIn: Professional writes their profiles on LinkedIn and might share with others. The agency also builds their profile and LinkedIn join those two dots corporations and professionals.
- Google+: It is Google’s social community; a person can effortlessly connect primarily based on their not unusual interest and friendship.
- Pinterest: It is a social media platform in which visible content is available and the user can share or shop with others.

Email Marketing:

When a message is dispatched through electronic mail approximately any products or services to any capacity consumer it is known as email advertising and marketing. It is a easy virtual marketing channel to apprehend. Email marketing is used to promote a product the usage of reductions and event ads, growth logo recognition, and direct humans to their commercial enterprise websites. In an e-mail advertising campaign, the sorts of e mail may be sent are weblog subscription publication, the welcome e mail collection, the seasonal marketing campaign, the post-purchase drip, the cart abandon marketing campaign, observe up email when internet site tourist download something, excursion promotional to loyal individuals, the re-engagement marketing campaign, and many others. The biggest advantage of e mail marketing is that its miles very cheap examine to other advertising and marketing mediums. It is generally used to construct loyalty amongst current clients rather than gaining new clients. The agency can get a client's interest with the aid of creating picture and visible commercials, and link product snap shots to the website.

Affiliate Marketing:

In associate advertising, the organization rewards subsidiaries for each customer or vacationer they bring to the agency's internet site by way of their advertising efforts or method on behalf of the employer. According to Pat Flynn's Smart Passive Income, "Affiliate marketing is the procedure of earning a commission through promoting other human being's (or agency's) products. You find a product you want, sell it to others, and earn a bit of the earnings for each sale that you make". There are four one of kind parties concerned in affiliate advertising:

- **The Merchant:** Sometimes it can be the vendor, the emblem, or retailer. This party produced a product to sell. It may be a character or startup or large fortune business enterprise.
- **The Affiliate:** This party is also known as a writer. . It additionally may be a man or woman or startup or large fortune employer. They take a commission from the merchant for each service or product they sell. The associate brings clients to the merchant.
- **The Customer:** The consumer or patron is an important a part of the entire machine. They go to associates and affiliate redirect them to merchants by way of taking his commission. Without a client, the associate can't earn a commission.
- **The Network:** Network works as an intermediate among affiliate and service provider. Affiliates require a network to promote services or products.

Search Engine Marketing:

A seek engine is a web based totally tool that enables the consumer to find the statistics they may be searching out. Examples of a search engine are Google, Yahoo, Bing, Baidu, and so on. Search engine advertising refers to any pastime that will increase a consumer's web sites rank in any search engine. There is two sorts of Search engine marketing SEO (search engine marketing) and paid search.

According to Neil Patel, Search engine optimization is the art of rating excessive on a seek engine within the unpaid phase. It is likewise referred to as organic advertising or natural list. In general, the better the rank of the website within the search engine more visitors will go to that website. When it involves search engine marketing

it consists of a search engine and searcher and 67 percentages of all searches show up on Google. So Google is the maximum critical search engine in the world.

In paid search one need to pay to get a better rank in seek engine. In paid search, one can have the same sort of keywords as on their natural advert marketing campaign. The majority of a paid seek engine is administered on a business search engine along with Google, Yahoo, Bing, and so on. Paid seek paintings on the pay-in line with-click version, wherein marketers will only pay whilst someone clicks on their advert. The search engine set of rules will decide the rank of the advertiser's ad based on their bid and pleasant rating. Many advertisers opt for paid search in place of search engine marketing in brief term due to its capability to present a faster result.

Online Display Advertising:

In traditional advertising, there's a poster or billboard of any corporation on both aspects of the road or an advert in a magazines/newspaper to sell their products or services. Online show advertising and marketing is a digital model of that. Today, a marketer can use on-line display advertising and marketing to attain the same issue. There are exclusive kinds of show marketing which include video advertisements, banner ads, interactive ads, and rich media, and many others.. Display advertising is remarkable for catching the eye because of graphic commercials.

An on line display advertising marketer can goal an target audience primarily based on website content material, geography, gender, age, tool kind, and many others. So the marketer can show a appropriate advert to the applicable consumer which facilitates in reducing the budget and increasing sales.



Figure 2 Digital Marketing

Comparison between Conventional and Digital Advertising:

Traditional marketing is the most recognizable form of advertising. Most human beings are used to traditional advertising because of its durability. Some examples of traditional advertising consist of tangible items like advertisements in a newspaper or magazine. It additionally consists of a billboard, brochure, business on TV or

radio, poster, and many others. It is a non-virtual manner of advertising, whereas virtual advertising uses diverse digital channels to attain clients. Some comparisons are given under:

TABLE 1- Traditional Marketing versus Digital Marketing

Traditional Marketing	Digital Marketing
Example of traditional advertising consists of a poster, brochure, magazines, newspaper, broadcast, and phone.	Example of virtual marketing includes a website, social media structures, associate advertising, email advertising and marketing, search engine optimization.
With a traditional marketing method, handiest restrained or neighborhood client can be centered.	With a virtual advertising and marketing approach client around the sector may be centered.
Advertising campaign takes a protracted period to devise	Advertising campaign take a quick duration to plan
It is costly and time-ingesting	Relatively cheap and quicker
A bodily courting is formed even as conveying merchandise	No physical dating is shaped due to the virtual nature of digital advertising and marketing
One campaign remains for a long time and alternate is highly-priced	A marketing campaign may be changed very effortlessly
For the promoting of product poster, paper, billboard many various styles of fabric is used	No bodily stuff is required because digital advertising and marketing is done on website, social media platforms, or through online films
Due to the physical nature of conventional marketing, its price is excessive	Digital advertising is less expensive examine to traditional advertising because it's miles executed on websites and social media
For market analysis traditional marketing depends on surveys or experimentation, it is complex to investigate the end result and does now not offer accurate information	Facts and facts available on various analytic gear make it very convenient to investigate the records and to interpret it
24/7 marketing isn't viable	24/7 advertising and marketing all over the globe is viable

Importance of Digital Advertising

Based on the above discussion summary of the significance of virtual marketing that each marketer has to comply with is written under:

- Internet marketing is ad infinitum extra mild than any offline advertising strategies. It can attain a much broader target audience without problems.
- In digital marketing effects can be followed and monitored easily with the assistance of number of tracking software. Rather than leading high priced patron research, groups can rapidly see consumer reaction quotes and degree the success in their selling effort constantly, empowering them to layout all of the extra thoroughly for the following one .
- Collecting comments from customers is simple to compare to traditional advertising mediums including TV, radio, or billboard. They can without difficulty supply remarks on any product the usage of a website in online advertising and marketing which helps a businessman to redecorate themselves of their precise domain.

- It allows in advancing a business through the net medium like net or portable eventually arriving at a massive range of customers in a second. Numerous little and large corporations are following the methodologies of web-based totally showcasing to underwrite themselves globally.
- Digit advertiser's display screen such things as what is being seen, how frequently and for a way lengthy, what substance works and does not work, and so forth. While the internet is perhaps, the channel most firmly linked with virtual advertising and marketing, others comprise faraway content material informing, portable packages, advanced TV, and radio channels.
- Digital advertising and marketing is mild, targetable, and quantifiable and consequently organizations do it and advertisers like it.

Advantages of Digital Advertising and Marketing

- Technology is converting unexpectedly and it also has affected customer's buying behavior. Below is given some benefits virtual advertising and marketing brings to the customer:
- In the year 2020 consumers can get admission to the net any time from any vicinity inside the global. And because of the digital nature of virtual marketing clients can live up to date about any service or product 24/7 instances.
- In traditional marketing, there may be a bit threat that consumers may be misinformed by using salespeople, however in virtual marketing, purchasers get clean and correct.

Disadvantages of Virtual Advertising and Marketing

- In today's technology virtual advertising has many benefits though it has some dangers which might be mentioned below:
- A competitor cans effortlessly reproduction the digital advertising marketing campaign of others. Brand names or emblems can be utilized to swindle customers.
- If the internet connection is sluggishish or there's a few hassle with websites, then web sites might also take too much time to open and the customer will not wait an awful lot and depart.
- In conventional marketing, customers can physically touch the products to verify however it is not viable in e-trade.
- Though India is digitalizing, many customers nevertheless do not accept as true with the net fee system or do not know.
- The absence of accept as true with of the clients because of the large range of fakes regarding virtual improvements. Fair businesses might be influenced considering the fact that their image and the notoriety of fee can bear harm.

Findings:

- Digital marketing have a greater future in the present market.
- Consumers are attracted and satisfied through purchasing digital marketing.
- Customers find it safe mode of online purchase.
- Percentages of male customers are very high in online shopping as compare to female that is 68%.

- Awareness about online shopping is 100% among the respondents.
- Income of respondents mainly falls in the range of Rs. 21,000 to Rs. 30,000 that is 31%.
- Employees of various departments are purchasing more than others through online shopping that is 50%.
- Many of the respondents that are 44% feels that online shopping have simple buying procedures.
- 65% of respondents feel that availability of online information about Product & Services is excellent.
- 48% of the respondents purchase the products 3 to 5 times annually.
- Consumer lean towards purchasing through online than Going to a Retail shop.
- Consumer inclines toward Ads as the best medium to find out about the recently presented items in the market over Newspaper, TY and Radio, SMS Marketing, Email Marketing.
- Through Ads an item will get greater Publicity and Reach and furthermore Ads will help in finding new things. This is the reason customer gives inclination more to Ads.
- Consumer inclines toward watching Ads on Social Media stages than Traditional Medias.
- Consumer like seeing Ads in foundation while they are utilizing their versatile.
- Consumer finds Digital Marketing as the most capable device as it has greater Reach ability is more persuasive and it is less occupying.
- Consumer discovers Social Media's most compelling apparatus for Digital period.

Table 2: Online Respondents Buyers

	Category	Number of Respondents
Gender	Male	68
	Female	42
	Total	110
Age	Below 18 Years	14
	19-30 Years	36
	31-40 Years	30
	41 to 50 Years	16
	Above 50 Years	14
	Total	110
Profession	House Wife	10
	Employee	65
	Business	07
	Students	18
	Any other	10
	Total	110
Monthly Family Income in Rs.	Below 10,000	20
	11,000 to 20,000	30
	21,000 to 30,000	35
	Above 30,000	25
	Total	110

Table 3: Digital Awareness of Shoppers

Particulars	Number of Respondents
Knowledge about online shopping	110
Not having knowledge about online shopping	00
Total	110

Table 4: Accessibility of Online Information about Product

Particulars	Number of Respondents
Excellent	72
Good	21
Average	10
Poor	07
Total	110

Table 5: Preference for Choosing Online Shopping

Particulars	Number of Respondents
Wide variety of Products	36
Easy buying Procedures	48
Lower Prices	18
Various Modes of Payments	08
Total	110

Table 6: Online Purchasing Frequency

Particulars	Number of Respondents
Annually purchases	24
3 to 5 times purchase per year	53
6 to 10 times purchase per year	13
Above 11 times purchase per year	20
Total	110

Source: Primary data

Suggestions:

- 1) Improve advanced techniques use in the promotion of digital marketing.
- 2) Feedbacks are collected from consumer and implement the feedback provided by the consumer in the right way.
- 3) Provide a transparent and better service to the consumer before and after purchase of goods.
- 4) Creating awareness among the people about digital marketing through advertisement.
- 5) Complete description about product is provided to shoppers.

Conclusion:

It cannot be rejected that the world is speedy shifting from simple to virtual global. Individuals are making an investment extra in online content fabric and groups that find it difficult to digest this fact in their marketing method need to regulate brief. The more time individuals spend on the net every 12 months, the greater the virtual platform they use plays an ever-growing function in their lives. The important intention of Virtual India is to sell digital media. Because human beings can use digital platform any time everywhere from the world groups desires to change their advertising and marketing approach from conventional to virtual.

The dynamic landscape of the digital era demands a reevaluation of leadership strategies and digital marketing emerges as a powerful tool for fostering transparency, accountability, and stakeholder engagement. On the off chance that the groups do not make use of the digital platform to market their product and services then they can't compete with competitors and could in the end close down. When clients want to shop for any product online, they might without problems get product records and might have a look at exclusive products without traveling to any retail save or shopping malls. It shows that purchasers are greater willing towards online buying in a location of traveling a retail store. As consumer's searching for behavior is converting agencies additionally need to exchange their marketing technique and embrace digital structures for advertising.

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