

Chapter 11

Role of Cryptocurrency in Digital Marketing

Sonal Trivedi

Chitkara Business School, Chitkara University, India

Reena Malik

Chitkara Business School, Chitkara University, India

ABSTRACT

Today, the world has become a digital platform where technology has become an important part of day-to-day life. The world is growing at a rapid pace where there is a new innovation every other day. As days are passing, every aspect of life has become online. Companies have also identified the scope and opportunity of digital marketing. This chapter discusses how cryptocurrency is a challenge for digital marketing. This study is an exploratory study that involves secondary data collection. The objective of the research is to identify the influence of cryptocurrency on digital marketing. The findings of the study suggest that digital marketing is a data-driven marketing technique, and cryptocurrency is a payment mode that hides data; thus, the popularity of cryptocurrency as a mode of payment is a challenge for digital marketing.

INTRODUCTION

Cryptocurrency

Cryptocurrency has brought complete change in the way individuals make payments. It has totally replaced the other payment mechanism such as bank transfer, payment

DOI: 10.4018/978-1-7998-8081-3.ch011

via credit card and others. In these modes of payment, the information of customer was apparent. For instance, if a customer makes payment via debit card, the information of customer such as name of bank, name of card holder, type of card and frequency of payment is visible. On the other hand, if payment is made via cryptocurrency, all such information is hidden. In case of cryptocurrency, the amount is digitally transferred leaving behind no track.

Digital Marketing

Digital marketing is the method of promotion and sales of goods and services by using marketing techniques of online platforms which are in trend. Online marketing techniques includes SEO (Search Engine Optimization, SMM (Social Media Marketing), e-newsletters, etc.

Role of Cryptocurrency on Digital Marketing

From the above explanation of digital marketing, it is clear that companies require a lot of information of customer which are majorly extracted from their records of payment. For example, if a customer is regular buyer of bread and is making payment using debit cards, then a lot of companies providing related services such as jam, butter, brown bread, etc will pitch that customer by provides discounts and sales messages to him personally via SMS or e-mail. But if the customer is making payment via cryptocurrency, it will become harder for companies to extract the data of customer. The reason behind this is that cryptocurrency has no record of payment history. Thus, cryptocurrency payment is a challenge for digital marketing.

PROBLEM STATEMENT

The evolution of digital technology and availability of internet has changed the way marketing is practiced today. Digital technology has enabled marketers to collect a lot of data about customers and with the use of big data, marketers analyses the customer loyalty, retention and engagement to maximize their performance. Blockchain technology is based on the concept of distributed ledger and stores data securely. It uses a technology named cryptography which ensures that the information is accurate and secure. There are various studies on the significance of blockchain in supply chain management and financial sector. However, there is a lack of study in the field of impact of blockchain technology in the field of digital marketing. The present paper focuses on the role of cryptocurrency in digital marketing.

9 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/role-of-cryptocurrency-in-digital-marketing/282113

Related Content

Peace Promotion Through Volunteer Tourism

Tomáš Gajdošík, Jana Sokolová, Zuzana Gajdošíková and Kristína Pompurová (2019). *Marketing Peace for Social Transformation and Global Prosperity* (pp. 121-142).

www.irma-international.org/chapter/peace-promotion-through-volunteer-tourism/218723

Exploring the Potential of e-CRM in SME Marketing Practice

Fiona McMahon and Aodheen O'Donnell (2012). *E-Marketing: Concepts, Methodologies, Tools, and Applications* (pp. 1012-1029).

www.irma-international.org/chapter/exploring-potential-crm-sme-marketing/66645

Hotels Pricing at Travel Search Engines

Anastasios A. Economides and Antonia Kontaratou (2011). *International Journal of Online Marketing* (pp. 64-74).

www.irma-international.org/article/hotels-pricing-travel-search-engines/60395

The Role of Cultural Intelligence in the Relationship Between Platform Trust and Loyalty: The Perspective From OTA Platforms

Meng Tao, Faizan Alam, Muhammad Zahid Nawaz and Jashim Khan (2021). *International Journal of Online Marketing* (pp. 17-31).

www.irma-international.org/article/the-role-of-cultural-intelligence-in-the-relationship-between-platform-trust-and-loyalty/274875

Integration of TAM, TPB, and Self-image to Study Online Purchase Intentions in an Emerging Economy

Devinder Pal Singh (2015). *International Journal of Online Marketing* (pp. 20-37).

www.irma-international.org/article/integration-of-tam-tpb-and-self-image-to-study-online-purchase-intentions-in-an-emerging-economy/127069