
A REVISION ON DIGITAL MARKETING EMERGING TRENDS IN INDIA

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ABSTRACT

The Digital marketing is the opportunity of electronic communications it used by market endorse the goal and service towards the market place. The digital marketing with the method by corporation endorse goods, service and brands, Customers heavily really of digital means to reach products. For the examples, Google marketing in stings found that 48% of customers starts for inquiries on Google search engines. While 33% look to brand web sides and 26% search which in mobile applications. Internet access is ministering among professionals and the use of mobile is intensifying. The place of changing continuous to be rapid with digital channels constantly growth and volumes strength. More people send more time online in India every year, and the digital tools and sites they use play on ever growing role in their lives. These give a sense of scale of change seen far and implies the scale of what coming.

KEYWORDS: Digital marketing, Respondents, Tables, Awareness.

I. INTRODUCTION

The Digital Marketing is a one part of a Digital Economy. India is a fast moving nation towards digital economy and this movement has been accelerated with the demonetization of the Indian Exchange in the last quarter of year 2019. Digital market requires digital promotion and marketing strategies increasing high levels. The telecom sector an important role in the digitalization movement and digital marketing. Recent launch of reliance telecom Jio in 2017 the Jio founder of Makes Ambani with the free & unlimited internet facilities has played a revolutionary roll. The other prominent companies like Vodaphone, BSNL, Airtel, & Idea are also offering attractive internet plans. The providing more customer in Indian Banking Services of secure & friendly money services and transitions and any helps. Thus the visibility of any product is more through digital medium than traditional marketing techniques in digital marketing Digital marketing techniques includes Content Marketing, Marketing Automation, SEO, Social Media, Email Marketing and Website Design. The key player's role players and infrastructure providers in Digitization of an Economy are government, banking system, Shopping Portal in India, Internet Service Software and Providers Service Providers.

II. REVIEW LITERATURE

Jubayer suhan (2015) The aim of this paper is to show the present scenario of online shopping in Bangladesh. The psychological impact of the consumer is shown here the most challenging issue would be building the trust among the consumers about the online shop people of Bangladesh do know the positive side of the digital marketing. He stated digital marketing is well known phenomenon around the world.

Binbin He and Christian Boch (2014) Many customers are worried about. This paper wants to research influence of Digital marketing. Online stores do well in same factors; they have advantages in these factors. So many security problems are in digital marketing.

Shahrzad Shahriari, Mohammadreza, Mohammadreza shahriari and Saeid gheiji (2015) It makes large changes in the economic, social and cultural aspects one aspects of this transformation is changes in electronic relations between individuals, corporations and governments. Commercial exchange between people document to transactions of by us the systems based on electronic information. In this journal it will be discussed the benefits of E-Commerce and its impact on the market. The present study revealed that impact on global trend and market, many economists and experts believe that in recent years, a revolution l the product as a reason for not shopping online exploring motivations for consumer web use and their implications for ecommerce and found that the internet shopping.

Binbin He and Christian Boch (2014) This paper wants to research influence of digital marketing. Online stores do well in same factors; they have advantages in these factors. So many security problems are in digital marketing. Many customers are worried about it digital marketing.

III. STATEMENT OF THE PROBLEM

The Technology is changing the way of digital marketing the goods and services and has rapidly involved into a global phenomenon and day to day new updating in the technological world. At the same time, the customers have felt uncomfortable to give account number, credit card number, personal information, transits security problems, delay in delivery, lack of significant discount, lack of interactivity, lack of close examination today market Online plays a pivotal role in the economic development of a country for India.

With the increasing usage of different age group, Millions of people buy the products through digital marketing because of time savings, convenience, easy accessibility, different price range, availability of products and so on.

OBJECTIVES:

- 1) The purpose of this preconize the use fullness of the digital marketing in the competitive market
- 2) The study impression of digital marketing on customers purchase.
- 3) The instruction the overview of Digital marketing.
- 4) Suggest satiable measure to improve customers to Digital marketing.
- 5) To teaching the overview of Digital marketing.
- 6) To suggest satiable measure to improve customer satisfaction to Digital marketing.

IV. EFFECTIVE WAYS OF DIGITAL MARKETING

- Optimist - Learn the best practices and success factors to help compete to get better results.
- Manage - Review of your marketing activities, so that you know where to focus to get the Quick difference of success make the biggest
- Plan - Plan and roadmap making rules by righting your weaknesses in current.
- The opportunities to boost online leads and sales of digital marketing.

RESEARCH DESIGN

The objectives of this design are to portray accurately the characteristics of the consumer routine in of online shopping in Dindigul district. Attempts are made to ascertain the attitude and buying Routine of online shopping by the result of the study. This study title "A recession on digital marketing emerging trends in index "and the methodology discussed the data collection, period of the study, sampling design, reliability analysis, pilot study and statistical tools and techniques..

V. SOURCES OF THE DATA

Primary Data:

This study the primary source of data is obtained by interview schedule to various respondents the selection of samples would help the researcher to carry out a reliable analysis.

Secondary Data:

This Secondary sources are the facts that are available already. In this study the secondary data were collected from the internet and previous journal and books of digital marketing.

Sample size

The sample size is determinates total 200 respondents opinion from the customers with help digital marketing.

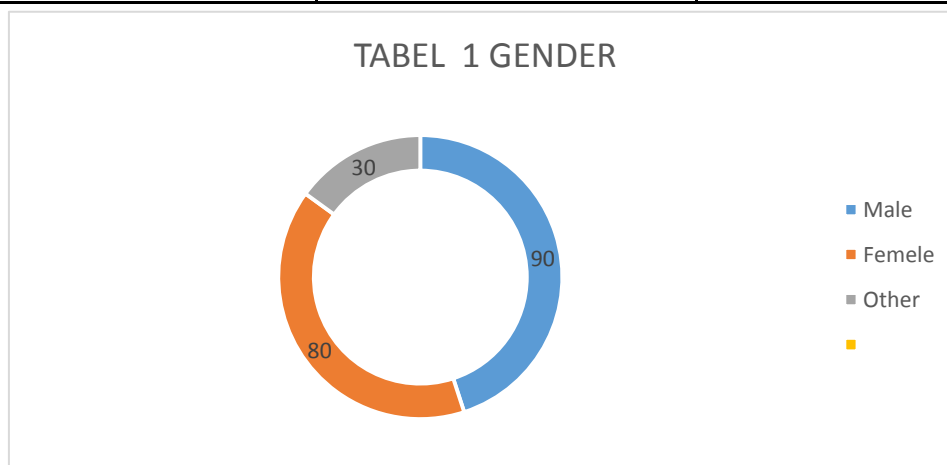
VI. ANALYSIS

In order to achieve the objectives of the study an analysis is made to understand the consumer a revision of digital effects provided by in digital marketing. The following tables on

Table 1 Gender

The 1 table entitled the gender wise cataloguing of the respondent’s male, female and other gender selected for the study it is Percentage analysis of digital marketing.

Category	Number of Respondents	Percentage of Respondents
Male	90	90%
Female	80	80%
Other	30	30%
Total	200	200%



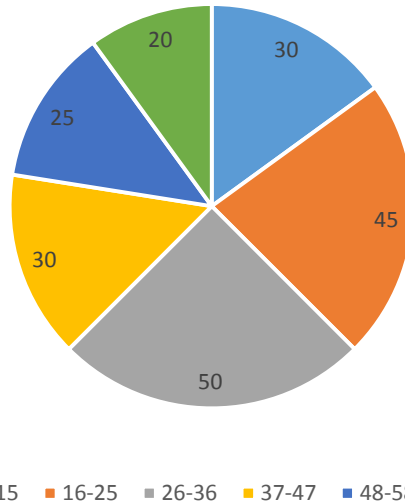
The he respondents of male 90 , female 80 and other 30 gender total 200 persons respondents the highest value of male 90% of digital marketing.

Table 2 is age (15-59) of the persons

Table 2 The age is classified as less than 25 years, 16 to 25 years, 26 to 36 years, 37 to 47 years, 48 to 58 and above 59 years of the digital marketing .

S. No	Age of the respondents	No. of Respondents	Percentage (%)
1	Less Than 15	30	30%
2	16 to 25 Years	45	45%
3	26 to 36 Years	50	50%
4	37 to 47 Years	30	30%
5	48 to 58 Years	25	25%
6	Above 59 Years	20	20%
	Total	200	200%

TABEL 2 AGE

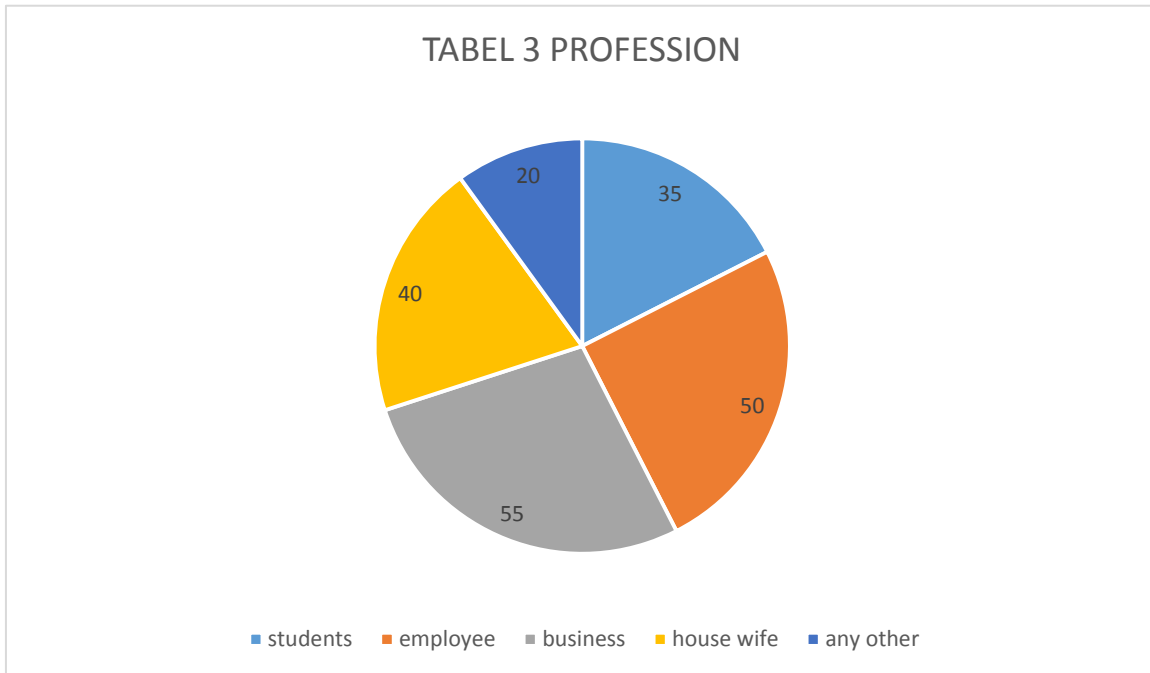


The age is classified as less than 25 years 30%, 16 to 25 years 45%, 26 to 36 years 50%, 37 to 47 years 30%, 48 to 58 25% and above 59 years 20% of respondents. Then highest age of 26-36 50% of digital marketing.

Table 3 Profession

The professions classified students, business, employees, house wife and others calculate data with present age.

S. No	Age of the respondents	No. of Respondents	Percentage (%)
1	Students	35	35%
2	Employee	50	50%
3	Business	55	55%
4	House wife	40	40%
5	Any other	20	20%
	Total	200	200%



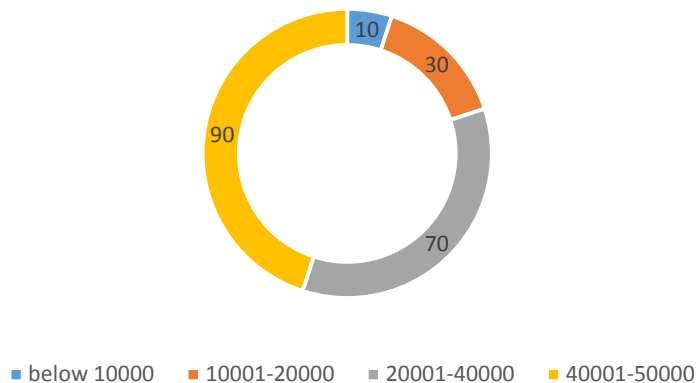
The professions classified values of students 35%, business 55%, employees 55%, house wife 40% and others 20% calculate data the highest value of busies 55% in digital marketing.

Table 4 Monthly income and family people’s salary in (Rs) Rupees

The family person’s income is the Rupees then 10000 to 50000 calculate with present age

Category	Number of Respondents	Percentage of Respondents%
Below 10000	10	10%
10001-20000	30	30%
20001- 40000	70	70%
40001-50000	90	90%
Total	200	200%

TABEL 4 MONTHLY INCOME



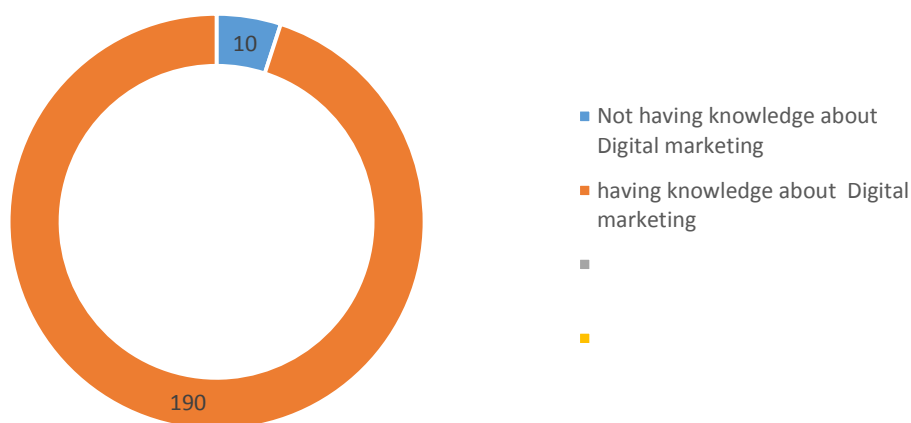
The family persons income is the Rupees of below 10000 10%, 10001- 20000 30%, 20001-40000 70% and 40001- 50000 90% it is high level income 40001- 50000 90% calculate in digital marketing.

Table 5 Awareness of digital marketing

The Digital marketing awareness it two categories knowledge about in marketing and non-knowledge about in marketing

Particulars	Number of Respondents	Percentage of Respondents%
Having knowledge about Digital marketing	190	190%
Not having knowledge about Digital marketing	10	10%
Total	200	200%

TABEL 5 AWARENESS OF DIGITAL MARKETING

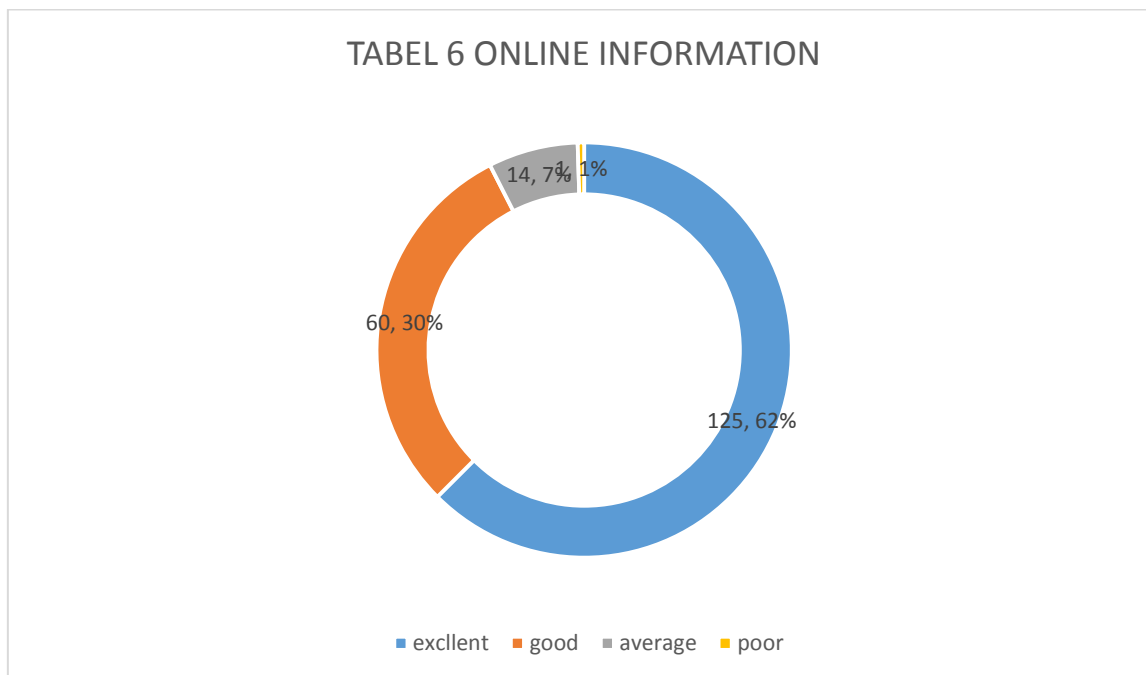


The Digital marketing awareness of it is total respondents 200 knowledge about in marketing 190% and non-knowledge 10% select the digital marketing having knowledge about Digital marketing high present age of 190%.

Table 6 Online information of Digital marketing

The information's of collect of online it excellent, good, average, and poor

Particulars	No. of Respondents	Percentage (%)
Excellent	125	125 (%)
Good	60	60 (%)
Average	14	14 (%)
Poor	1	1 (%)
Total	200	200 (%)



The information's of collect of data the four category total respondents 200 excellent 125%, good 60%, average 14%, and poor 1% the mostly excellent is 125% of digital marketing.

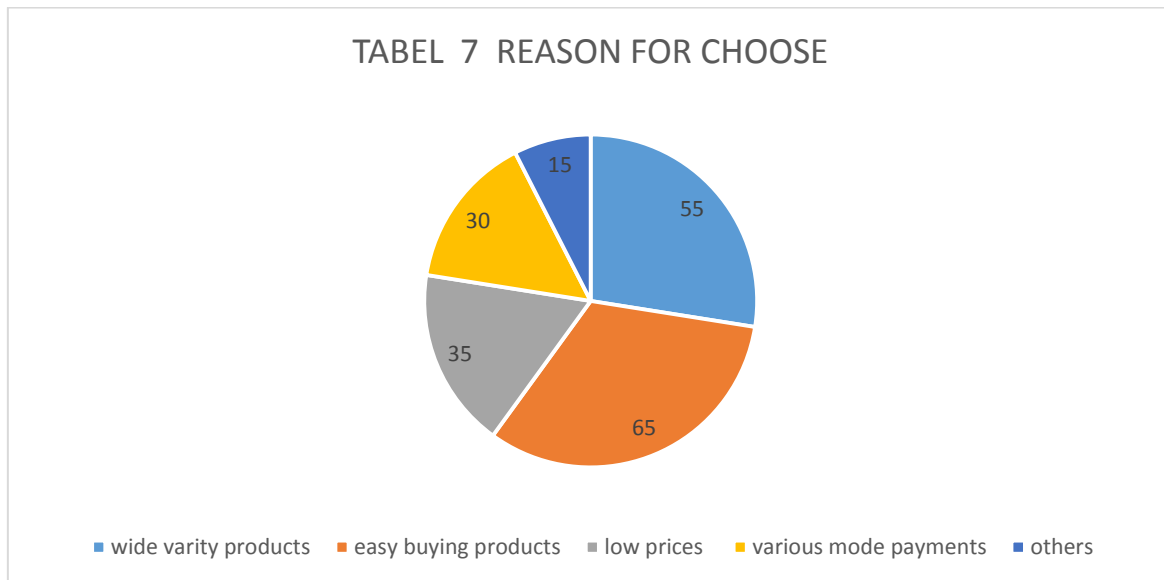
Table 7 Digital marketing reason for choose

The choose reasons verity, easy buying, lee prices, m various payments modes and other options

Particulars	No. of Respondents	Percentage (%)
Wide variety of Products	65	65 (%)
Easy buying Procedures	55	55 (%)
Lower Prices	35	35 (%)

Various Modes of Payments	30	30 (%)
others	15	15 (%)
Total	200	200 (%)

TABEL 7 REASON FOR CHOOSE



The choose reasons of online responded is total 200 variety 65%, easy buying 55%, low prices 35%, various payments modes 30% and other options 15%. The mostly Variety of products 65% selected it is high level of digital marketing.

VII. FINDINGS

- ✓ Then digital marketing the best of great future of this market in new updates.
- ✓ The male customers very high level of digital marketing that is 90%
- ✓ The Consumers useful for satisfied through purchasing of the digital marketing.
- ✓ Digital marketing Awareness about online shopping is 190% among the respondents
- ✓ The 125% of respondents of online information about Product & Services is outstanding excellent
- ✓ Then mainly falls Income of respondents in the range of Rs. 10,001 to Rs. 20,000 that is 30%.
- ✓ Employees of various companies of digital marketing are purchasing of online shopping that is 40%.

VIII. SUGGESTIONS

- 1) Digital marketing Improve technical new update advancement in promotions.
- 2) All Collect and implement in the feedback customer in the right way collected.
- 3) Transparent and good service to the consumer after purchase and before in digital marketing.
- 4) The digital marketing Creating awareness among the people about digital marketing.
- 5) Digital marketing complete description need to online shopping.

IX. CONCLUSION

The research indicates that A revision digital marketing impacts of positive manner, like cash on delivery, discounts, home delivery, offers, time savings, security & quality of products offered etc., This current Youth generation in age group of group of 15-59 years were mostly attracted towards online shopping of digital marketing through smart phones. Flipchart as leading online shopping site has revolutionized top

position on consumers mind followed by Amazon. The total of then complete data and results prove that the respondents have perceived online shopping in a positive manner. Overall, most of online shoppers reported to have satisfied experience with the quality and services offered to them by e-retailers. Digital marketing it is a part of approach of many high invest companies. At the present and any time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, social media, and email and lot social media other to support company and its products and services.

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