

THE NEW TRENDS OF DIGITAL MARKETING AND ITS ROLE IN CHANGING CONSUMER BEHAVIOUR AND MARKET EXPANSION

UNDER THE GUIDANCE OF

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Chapter-1 | Introduction

1.1 Rationale of the Study

Marketing trends are shifting regularly, especially with the rising number of competitors, buying capacity, regular innovation, increasing platforms and growing needs of the consumers. The online platform has built a strong foundation in India since the accessibility to internet graphed up till date. India is the second largest country after China to have the largest number of internet users till date and the access has expanded ever after the introduction of 4G network concept in India. Such a wide customer base provides robust place for an online market to set up the entire business operations and professionally provide services of handling the online market for several companies who seek to market their offerings online.

The research on the topic was necessary to outline the recent trends that are affecting the market behavior on part of consumers and is also leading to the market expansion. The research will also help to identify the base reasons of the traffic of the internet and its conversion from a visitor to a consumer. Digital marketing has changed the face of traditional marketing involving bigger scale of competition in offering the marketing services to the business companies by giving tough competition in terms of design, promotion, providing reliable cardinals of change in market, building strong PR and rapport and creating hard hitting promotional strategies.

The early access to internet was meant for military and government specific activities, but in the modern world the general activities only occupy a majority area of a pie chart which depict the usability index of daily internet usage of any random person.

1.2 Introduction to the Industry

Marketing as rightly said by Philip Kotler “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.” (Zumbroich, 2020)

However with changing platforms of market have created newer opportunities since 2000 when the visual media began to expand its user base. The world scaled up to digital platforms since 2008 at an astonishing rates with a growing market with digits counting more over 100 percentages.

Since 2000, the word digital marketing bloomed like anything. With the rise of digital medium of media like radio, televisions and telephones the initial scale of digital marketing circled the offline mediums only.

But soon as the user and interaction base of internet spiked the graphs and internet began to occupy people’s leisure time by involving the role of social media and other platforms, the online mode of digital marketing created a new industry with bigger opportunities.

Digital marketing is a wide concept aims to digitally satisfy the 4 P’s of marketing. It aims to promote the right thing at right place over the right platform.

Digital marketing has no specific definition, instead it the digital application of the marketing definition given by the Father of Marketing Philip Kotler.

The Digital marketing buzzed during the early 2000 and rose in the offline and online method. The modern understanding of digital marketing on surface levels is limited with the face of social media and websites only. But on the brighter side the term digital marketing is unimaginably wide with its scope expanding in both the methods.

The offline method includes promotions on offline tools like television, radio, telephone. It includes anything which is digitally alive and includes no internet facility. There are various subheads to offline digital marketing but the research is restricted to the concept of online digital marketing.

Digital Marketing- Digital marketing or popularly online marketing is using the online sources like web spaces, social media, emails etc. where business can connect with people on individual space or general platform and fulfill the marketing functions. Essentially whenever a marketing campaign is run on digital platforms using digital sources, it is called digital marketing. (Mail Chimp, 2020)

Tools of Digital Marketing

1. **SEO** – Search Engine Optimization
2. **SEM-** Search Engine Management
3. **SMM-**Social Media Marketing
4. **Content Marketing**
5. **PPC Marketing-** Pay Per Click Marketing
6. **Email Marketing**
7. **Google Display Ads**
8. **Marketing Analytics**

Consumer Behavior people who are looking for products and services in the market and their purchasing pattern and decision process of these consumers is known as consumer behavior. Information of consumer behavior is essential to the marketers since they gather information to provide relevant content to the consumer to increase the conversion rate. (THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR, 2020)

Market Expansion is expanding the consumer base by selling the current stream of product and services to new consumers.

1.3 Justification of the Topic

The new era of digital marketing has changed the outlook of online digital marketing with trends changing every year and sometimes months. The new content prevailing on the internet has not only influenced customers to rely and get habited to the online market but also has increased the market revenue not only by increasing the spending ability of a consumer but by also bringing new customers to the market.

Fetching existing customers on new platforms or converting casual surfers to visitors and then to customers is a function of a marketer. Digitally handling and sustaining consumers on tough market competition and in an uncertain environment where forgery is common and easy, involves significant efforts and adjacent to this converting casual web surfers and other users who do not use the world wide web frequently for general purposes into visitors and customers involves high level or understanding of the online and offline market. For e.g. the mega sales of Amazon, Flipkart, and Myntra etc. are not just advertised over online sources but also on offline digital and non-digital sources like television ads, radio ads, mobile applications, newspapers, billboards and SMS thus having a keen understanding to create offline demand is a significant factor these days.

Not only this, online digital marketing includes various hidden operations that help the optimization of search engines to understand what is in trend and what to show first!

But to understand that under these tough circumstances of market competition, what are the key trends of digital marketing which are playing key role to change the consumer behavior and increase the online market exponentially

With this study we will analyze what new behavioral changes occurred in last few technological years by obtaining data through primary sources and secondary sources. We will also cover the newest trends in digital marketing which are responsible for the change in consumer behavior, helps to understand and provide content and solutions accordingly and leads to expansion in market. However we will be covering the online growth statistics only in this study and no offline trends will be engaged.

Chapter-2 | Review of Literature

Author: Smith, J., & Johnson, A. Year: 2020 Paper Name: "The Impact of Social Media Influencers on Consumer Behavior: A Review of Current Research" Abstract: This review paper synthesizes current research on the influence of social media influencers on consumer behavior. It explores how influencers shape purchasing decisions and brand perceptions through their content and engagement with followers. The paper highlights the growing importance of influencer marketing in the digital landscape and its impact on market expansion

Author: Chen, L., & Wang, Y. Year: 2019 Paper Name: "The Power of Personalization: How Customization Strategies Influence Consumer Behavior in Digital Marketing" Abstract: This paper investigates the significance of personalization in digital marketing and its effect on consumer behavior. It examines various customization strategies employed by brands, such as targeted advertising and personalized recommendations, and discusses their role in enhancing customer engagement and driving sales

Author: Gupta, R., & Sharma, S. Year: 2021 Paper Name: "Emerging Technologies in Digital Marketing: Opportunities and Challenges" Abstract: This paper explores the impact of emerging technologies, such as artificial intelligence and augmented reality, on digital marketing practices. It analyzes how these technologies are reshaping consumer interactions with brands and creating new avenues for market expansion. The paper also addresses the challenges associated with adopting these technologies and staying ahead in the competitive digital landscape

Author: Lee, H., & Kim, S. Year: 2018 Paper Name: "The Rise of User-Generated Content: Implications for Digital Marketing Strategies" Abstract: This paper examines the rise of user-generated content (UGC) and its implications for digital marketing strategies. It explores how brands can leverage UGC to build authenticity and trust among consumers, ultimately influencing their purchasing behavior. The paper also discusses the role of social media platforms in facilitating the creation and dissemination of UGC

Author: Wang, X., & Li, Q. Year: 2022 Paper Name: "Mobile Marketing: A Key Driver of Market Expansion in the Digital Era" Abstract: This paper focuses on the significance of mobile marketing in driving market expansion in the digital era. It analyzes the growing prevalence of mobile devices and the shift towards mobile-centric consumer behavior. The paper discusses the unique opportunities and challenges associated with mobile marketing strategies, such as location-based targeting and mobile app advertising, in reaching and engaging with consumers effectively

Author: Martinez, M., & Rodriguez, P. Year: 2017 Paper Name: "Content Marketing: Building Brand Awareness and Loyalty in the Digital Age" Abstract: This paper explores the role of content marketing in building brand awareness and loyalty in the digital age. It discusses how brands can create valuable and relevant content to engage with consumers across various digital channels. The paper also examines the impact of content marketing on consumer perceptions and purchasing decisions

Author: Liu, Y., & Zhang, H. Year: 2019 Paper Name: "Data Analytics in Digital Marketing: Leveraging Big Data for Customer Insights" Abstract: This paper investigates the use of data analytics in digital marketing and its role in leveraging big data for customer insights. It explores how brands can collect,

analyze, and interpret large volumes of data to understand consumer behavior and preferences. The paper discusses the implications of data-driven marketing strategies for market segmentation, targeting, and personalization

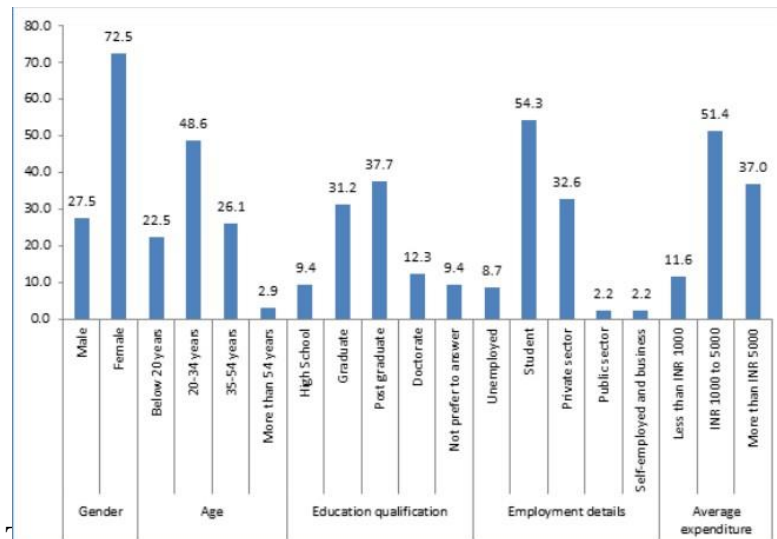
Author: Brown, K., & Wilson, R. Year: 2020 Paper Name: "E-commerce Trends: Innovations Driving Digital Marketing Strategies" Abstract: This paper examines the latest e-commerce trends and innovations driving digital marketing strategies. It discusses the rise of online shopping platforms, mobile commerce, and omnichannel retailing, and their implications for brand promotion and customer engagement. The paper also analyzes the role of technology in enhancing the e-commerce experience and expanding market reach

The literature review encompasses eight studies investigating various facets of digital marketing's impact on consumer behavior and market expansion. From the influence of social media influencers to the power of personalization strategies and the role of emerging technologies like AI and AR, each study sheds light on different trends shaping the digital landscape. Additionally, the rise of user-generated content, the significance of mobile marketing, and the importance of data analytics and e-commerce trends are explored. Collectively, these studies provide insights into how marketers can navigate the evolving digital environment, leverage new technologies, and engage with consumers effectively to drive market expansion and build brand loyalty in the digital age

INDIAN REVIEW Indians on an average scale spends 4-5 hours scrolling through social media, emails and search engines. The audience is growing with the widening market of gadgets. The pace of internet usage has increased and has penetrated the market digitally. Display of ideas via. Images, texts, videos and other form influences the lives of the people. Digital marketing is very much about influencing the mind of the people with medium of content to increase brand awareness. The time spent to the internet by the people empowers the digital marketers to formulate impactful and lasting strategies which influence consumer behaviour, since the right strategy is the key to convert audience into sale. (Kamble, 2019)

Digital Marketing is playing key role in changing the perception of information. It is allocating more public on the web to locate the best arrangement frame for the merchants around India. Digital marketing, for an instance, (SEO), Content marketing, social media marketing, search engine marketing, Social media optimization, email marketing, etc. are ending up increasingly normal in our propelling technology. But the main objective is to focus, invite and retain the right customers and through Digital Marketing, the goal can be reached easily. (C.Vethirajan, 2020)

Although vast researches are carried out on digital marketing only a tiny amount of academical researches have been identified. Out of the sample of 225 customers it was evident that a deliberate plan should be laid out to understand what a customer likes and what he dislikes. Based on the results, a careful strategy should be formulated and planted on various platforms. The companies should formulate various test to understand what influences a customer and what pushes him away. The test carried out on 225 consumers said that they admire YouTube announcements whereas they hate pop-ups or non-closable window ads, enjoys colourful website themes and sidepanel website ads. Understanding and formulating strategies from data availed by customer could be a win-win situation which can retain current customers and can attract casual visitors. (Madhani & Rajyaguru, 2020)



In a research the demographic profile of 138 respondents said that majority of the customers who purchased online were students pursuing graduate and postgraduate qualification or adults working in private sector between the ages of 20-34 years. These placed a maximum order 1000 to 5000 INR in one shot.

Fig2.2

decisions of the buyers. It said that the respondents were mainly into the funnel via. Google searches, blogging and content marketing. It also said that instant messaging applications and mobile application were main source of digital media traffic. It said that to drive even heavier traffic SEO and social media marketing should not be overlooked since the upcoming generation spends a lot of time on social media when operating internet. (Verma & N, 2019)¹

In digital marketing a brand, product or service is endorsed on digital media like search engines, social media, emails and other electronic media. Digital marketing is cost-effective as compared to other formal and traditional ways of marketing. The growth index is well track able and helps to provide consumer oriented content, helps to understand targeted audience and is interactive on both the sides the provider and the user. Digital marketing is strategically a better way to increase the ROI since the digital media and internet penetration is increasing in India. (SV, 2018)

Digital marketing is responsible to enhance the visibility of a business using SEM, SEO primarily which also accounts for enhanced online visitors and revenue. It is not only cost effective but also helps to increase the return on investment. Due to its multi-channel characteristics it can help to acquire more customers and aid in developing customer centric content. It not only builds a brand image but also helps in gaining public confidence. Business

¹ Fig 2.2 (Verma & N, 2019)

are reaching worldwide marketplace and both the customers and the competitors are on the same platform. (Chugh, 2020)

Social Commerce is a growing buzz in the economy of India and its emergence is predominantly acquired by apps like Meesho, shop 101, Bulbul and SimSim. Social commerce is marketing and selling products, services or others on social media platforms. They provide digital inventory, logistical support, customer services, smooth working and coordination with social media apps like Instagram, Facebook etc. They all provide a familiar environment to the shoppers in their own personalized space. It offers bargaining power and provides convenience of communication. (Pahwa, 2021)

All the content should have a definite meaning to get a solid conversion ratio amongst casual visitors and customers. Engaging a consumer is the most significant point for a digital marketer to cover. Because only when a visitor interacts with your content, it subscribes your email list. Visibility of the brand is only possible when there is a combination of inbound and outbound marketing. Both the inbound and outbound marketing will enable the marketer to encompass the targeted audience from each and every side. (Admin, 2020)

In this world of digital knowledge, consumers have become researchers. They are flooded with content every day and every minute. The information has transformed the nature of the customers quite comparative and they do not hesitate to switch brands or experiment with items. With a shift in marketing trends from traditional to digital, there is a big swing noticed in the buying behaviour of the customers. Business and marketing models have become way more concise and compact and aim to hit directly to what consumer wants. The consumer behaviour has now been noticed to be more streamlined and the online trust building is now strengthening every day. (Subramaniam, 2020)

Social media has emerged as a social avenue of promoting during pandemic times as a majority of consumers have opened themselves to digital purchasing. The growth of usage graph of social media, its interactive and easy to use content and already existing competitors are compelling companies to come up to utilize and exploit the online platform. By the end of 2020 theme, the promotional spending on e-commerce and social commerce platforms were Rs. 4,700 crore which is expected to grow at a compound annual growth rate (CAGR) of 40%. (Tewari, 2021)

Chapter 3 | Research Methodology

Research is a process of logical and systematic search of new and useful information on a particular topic. It is the search of knowledge where knowledge means information of matters. It is finding solution to social and scientific problems through objective and systematic analysis. The information can be collected from different sources like human beings, experience, nature, books, journals, newspapers and other archives. Research makes progress in any field possible and can lead to new contributions of knowledge. Research determines the social, economic and political growth of a nation. The results of scientific research is often a force that changes the philosophical view of a problem which extends its reach beyond the restricted domain of science.

Research methodology is a process that aims to depict the path via. Which the researchers formulate their problems and objective and present their results obtained from the data during the study duration. The research methodology includes research design shows how the outcome of research at the end will be obtained along with meeting with objectives of the study.

Comparative research design has been used to establish the effect of the independent variable on the dependent variable using statistical data. The variables will be established and will be measured via. The results and conclusions drawn from the primary and secondary data. The primary data has been collected via. Online questionnaire forwarded to people via. Various connective media like social media platforms and messaging apps. A data of 100 people has been gathered with 23 no. of questions. The questions were very interrogative in nature to understand the factor(s) that affect the buying behaviour of the consumer and also converts a viewer to a consumer. The data was then put to various statistical appreciation and was presented in graphical and tabular manner. Secondary data has also been collected from various articles, scholar archives, reports, newspaper, journals, old research papers etc.

3.1 Objectives of the Study

- To Investigate Emerging Trends: Explore the latest developments in digital marketing, including content personalization, omni-channel marketing, influencer collaborations, voice search optimization, and AR/VR technologies, to understand their adoption and implications for businesses
- To Examine Consumer Behavior Changes: Analyze the impact of digital marketing trends on consumer behavior, examining shifts in purchasing patterns, information seeking behaviors, brand engagement levels, and loyalty dynamics influenced by personalized marketing approaches and technological advancements
- To Evaluate Market Expansion Strategies: Assess the effectiveness of digital marketing strategies in expanding market reach and penetration, examining how businesses utilize digital channels to target global audiences, reach niche markets, and adapt marketing efforts to changing consumer preferences

3.2 Research Hypothesis

Marketing techniques, strategies and its tools change over time with both the physical and digital world. The research will identify the new digital marketing trends and its effect on consumer behavior which is the reason of the constant expansion of digital market. This research will analyze the relationship between the two variables where the first independent variable remains the new trends of digital marketing and the other two dependent variables which are the consumer behavior and market expansion.

3.2.1 Null Hypothesis

A null hypothesis arises with the statistical hypothesis testing and is denoted by a conventional sign 'Ho'. It is a formal way to describe the asset of the data and to explain that the data is valid unless the actual behavior of the data contradicts the assumption of the study. In reference with the study the independent variable is the the new marketing platforms and dependent variables the consumer preference for different marketing platform. One may either reject or may not reject the Ho and if one rejects the Ho then it states that there is no concrete point to change any decisions or procedures predicated on its truth, but it also provides for further possibility of obtaining data re-examining the same hypothesis. With reference to the research, the null hypothesis states that there is no significant

relationship between the two mentioned variables.

There is no significant difference in the various level of preference of various digital marketing platforms selected for the study.

3.2.2 Alternative Hypothesis

The alternative hypothesis states that there are two hypothesis, the first one is null denoted by 'H₀' which states that there is no significance between two given variables. Whereas the other side of the coin, the alternative variable denoted by 'H₁' is the one where the researcher anticipates an effect or a significance of relation between the two variables and is not just due to a chance of mere occurrence. The concept of alternative hypothesis is a central part of hypothesis testing. (Paul.J.Lavrakas, 2008) In context with the study the alternative variable will state that there is a significant relation between the two variables i.e. the independent variable "the new marketing platforms" and the dependent variables "the consumer preference for different marketing platform."

There is significant difference in the various level of preference of various digital marketing platforms selected for the study.

3.3 Scope of the Study

The research will establish a robust understanding between the new marketing trends and its impact on the consumer's behavior and the function of market expansion. The outcome will be based on financial results, the current customer loyalty i.e. power of customer retention and the reasons of widening customer base. The study widens to the walls which surrounds identifying the newest trends in the digital marketing industry which are currently affecting the consumer behavior of purchase and is responsible for the growth of market with the new tools of online digital marketing. Using the questionnaire and the available knowledge availed through secondary sources, to clearly identify new sources the questions have interrogated about activity of the individual answering. The activities about how they behave when an information pops-up, [14] [15] [16] [17] these question answer that a consumer behaves towards a strategy designed and deliberately planted by a marketer to funnel down from a viewer (in case a spectator) to a regular customer or a customer to make a deal based transaction after seeing an offer. It answers how the existing factors play a key role to expand the customer base and sustain the current list of incomings.

3.4 Primary Data

Population- The research will be limited within the Indian boundaries and the highest number of primary data samples will be from Bhopal City and other sample can be traced Pan India in heterogeneous pattern.

Sampling Size- The sample sizes will be 95 units.

Sampling Technique- Convenience Sampling Method will be used in the research design since the random number of people will be forwarded with the questionnaire and the outputs will be obtained only from volunteers.

Sampling Selection- Only samples from people over 17+ years of age and under 60 years will be considered.

3.5 Limitations of the Study

Only online parameters are considered- Digital marketing encompasses both the online and offline parameters both in terms of traffic sources and in terms of transactions which affects the results.

Age set- Respondents of primary data are concentrated to a particular age set which in this study is 15-20 which saturates the results for this age sets.

Demographical barriers- Primary and Secondary data may contradict due to geographical barriers since secondary data encapsulates results from bigger geographical spaces whereas primary data only to Central India.

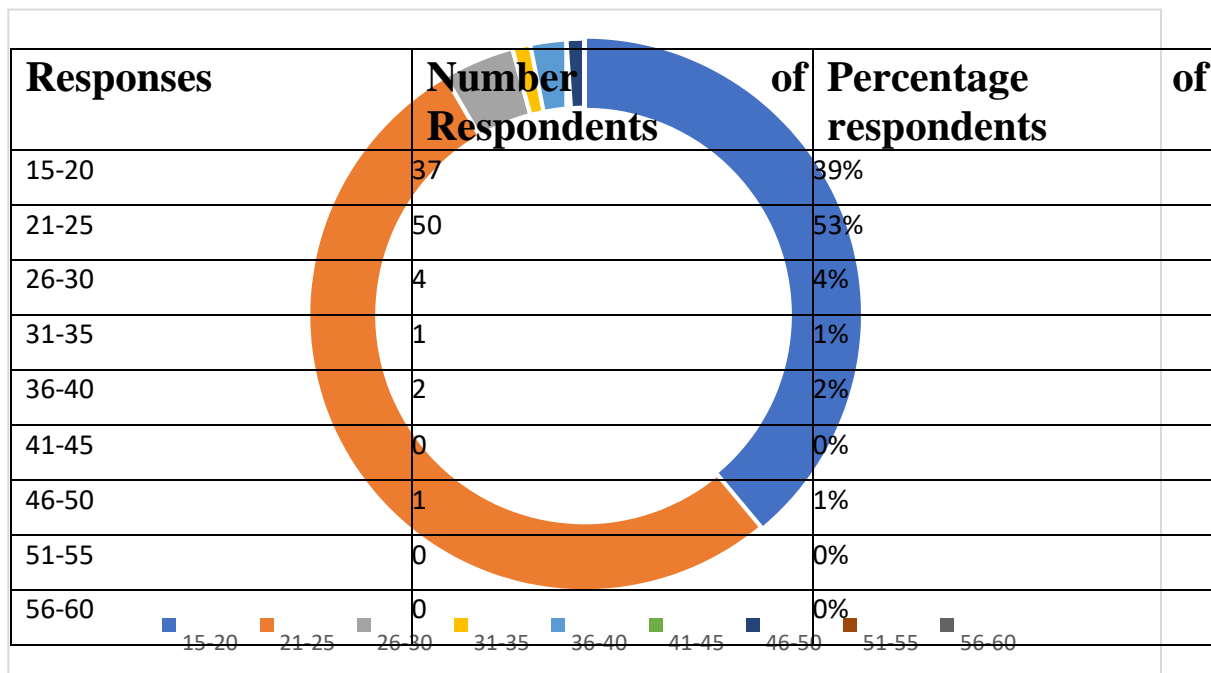
Primary Data represents only consumer side- the data collected via. Online questionnaire collects only the data which can represent the behavior of the consumer to the various channels of Digital marketing.

Chapter 4 | Data Representation and Analysis

4.1 Data Representation and Interpretation

Pie- Chart/Chart and Tabular Representation of Data with Interpretation

1. Age

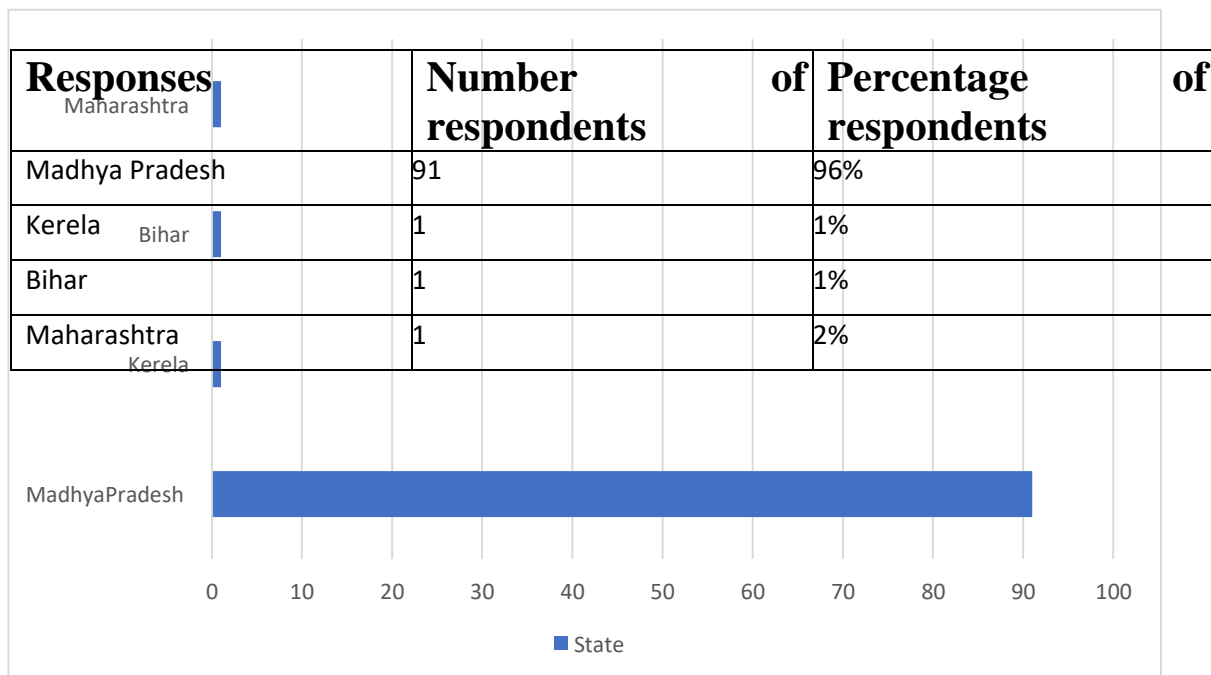


Interpretation:

Out of 95 respondents the majority of them belonged to the age between 15-25 years comprising 15-20 and 20-25 age categories. Most of the respondents are dependent on someone for making the decisions of buying and do not possess their own spending capabilities.

However, we also have responses from the age groups of 26-30, 31-35, 36-40, and 46-50.

2. State



Interpretation:

Most of the data have been collected from central India so on an aggregate scale the results will be inclined towards the consumer behavior of central India. Also, we retrieved a few responses from southern states like Maharashtra and Kerela and also from Bihar, situated in northern India. We must remember that the results obtain will represent the behavior of central India only.

3. Gender

Responses	Number of respondents	Percentage of respondents
Male	37	39%
Female	58	61%

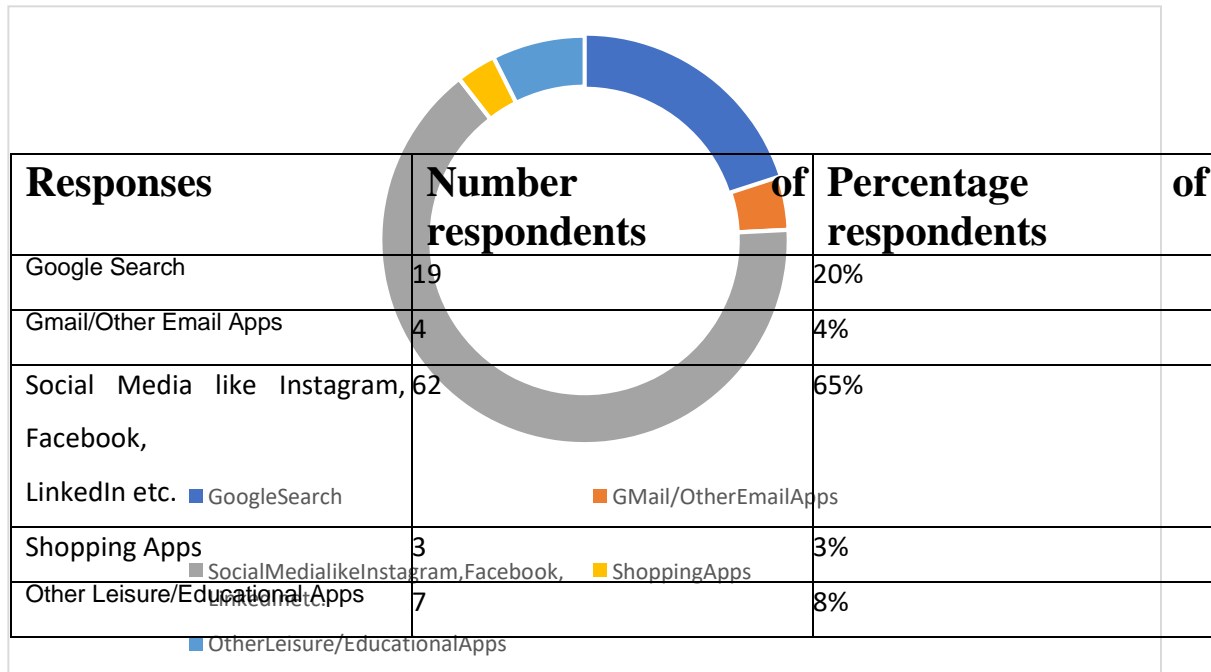
Interpretation:

The majority of respondents were female with a response rate of 61%. However absolute majority has not been achieved on either sides, therefore the results will remain balanced between both the genders and will not be inclined to any of the side.

Male Female



4. Which of the following occupies your time on the Internet?

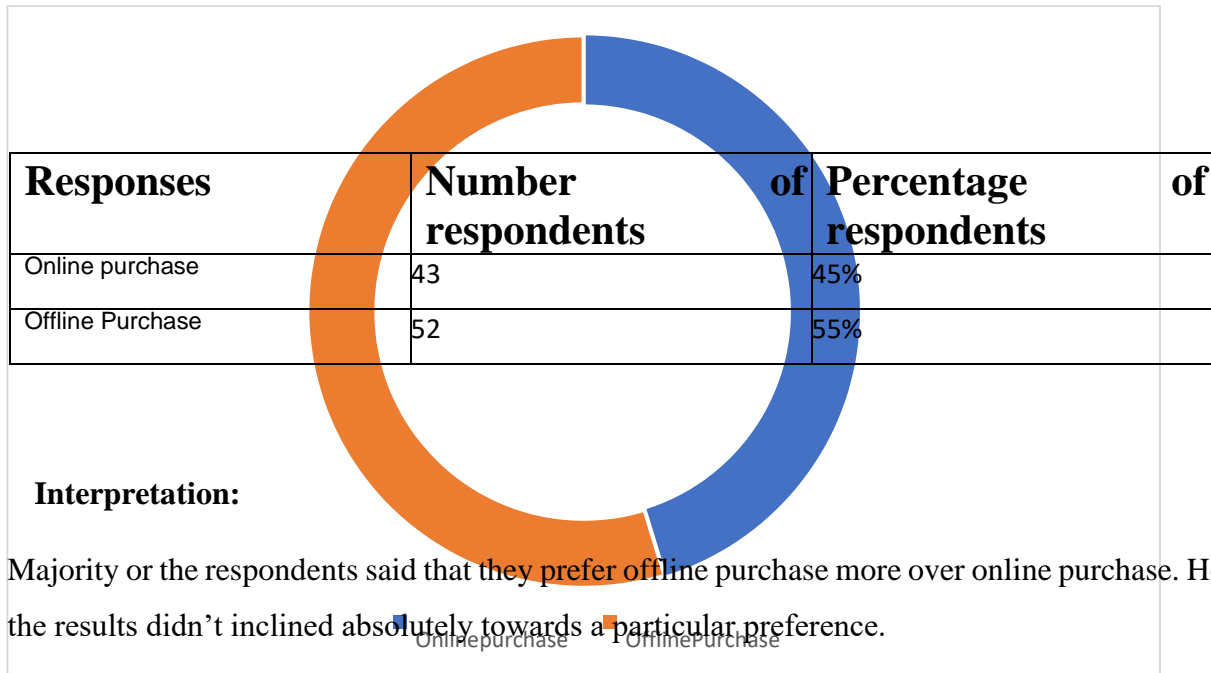


Interpretation:

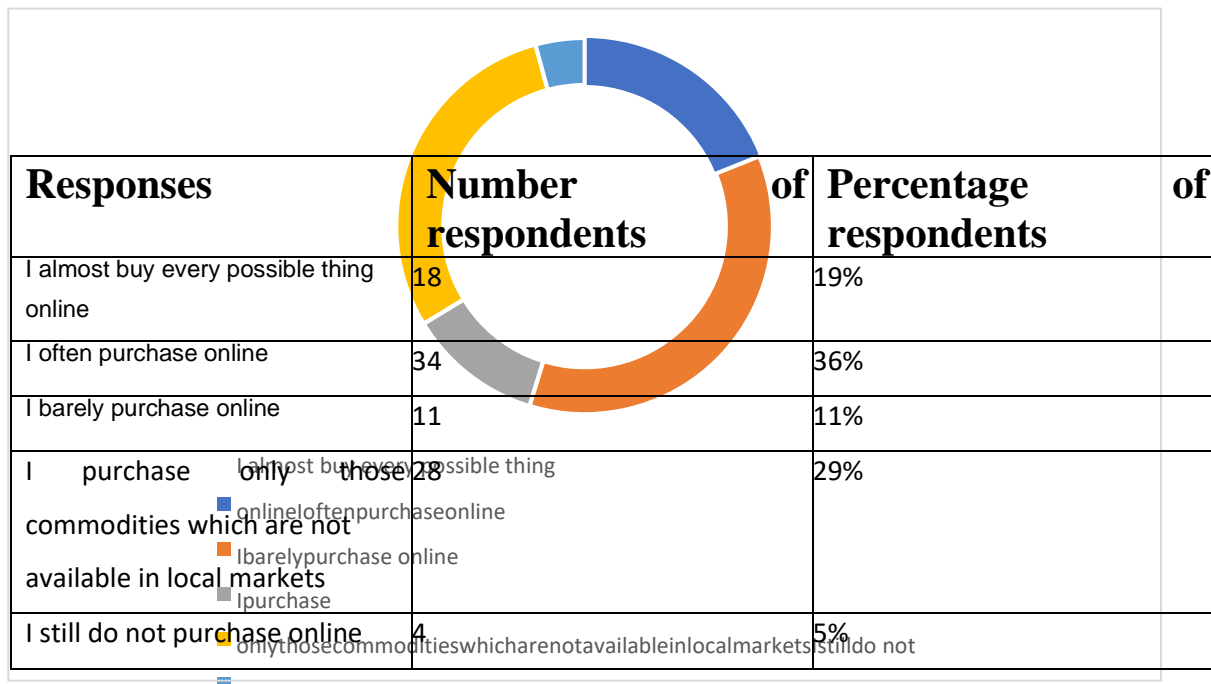
Majority of the respondents spend their time on social media whenever they use their gadgets to access internet. Then the second slot which occupies the time is using search engines for obtaining results to various queries like searching for a meaning of a word or phrase, searching a solution to a problem, searching for information, products etc.

Mentioning that very few respondents spend their majority of time in emailing, using other leisure and educational apps and surf on shopping apps.

5. Which of the following you prefer more?



6. How much you have inclined towards online shopping from 5 years before till date?



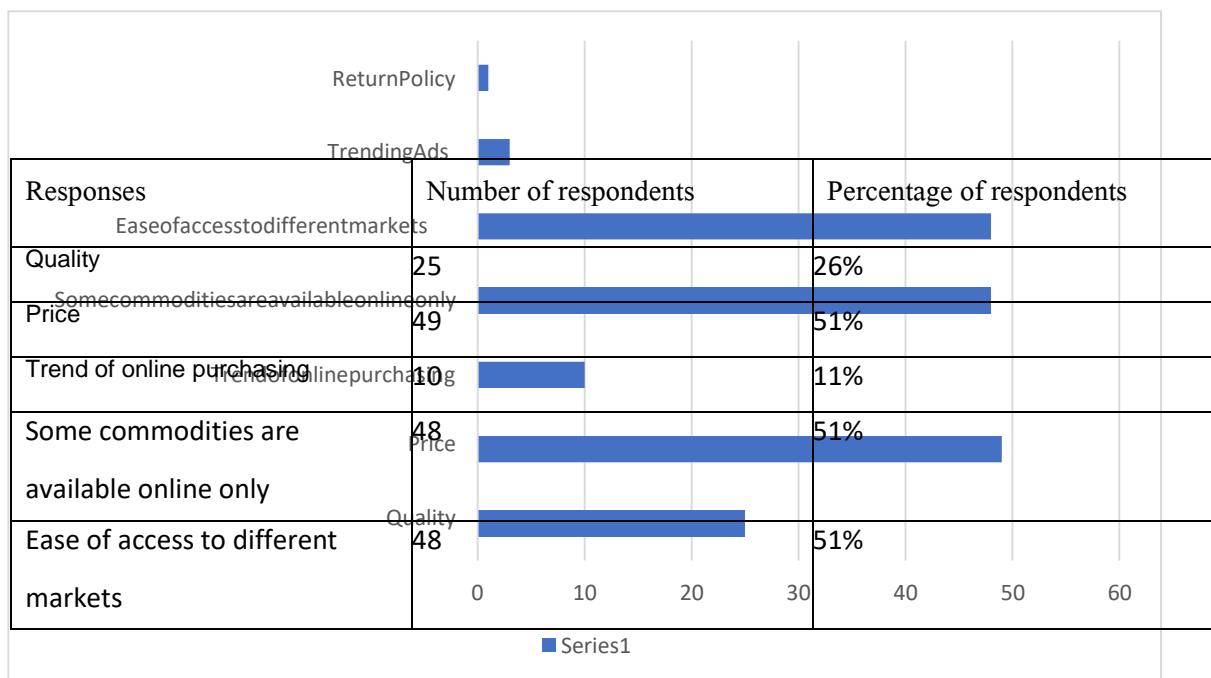
Interpretations:

It is very interesting to notice on the first hand that only 4 respondents said that they do not purchase anything online and from the rest of the 91 respondents 18 said they almost

purchase everything online. 28 of them said they only purchase those items which aren't available in local market.

34 being the extreme value of the response said that they 'often' or generally purchase items online and 11 on the other hand mentioned that they generally purchase offline.

7. What motivates you to shop your commodities online?

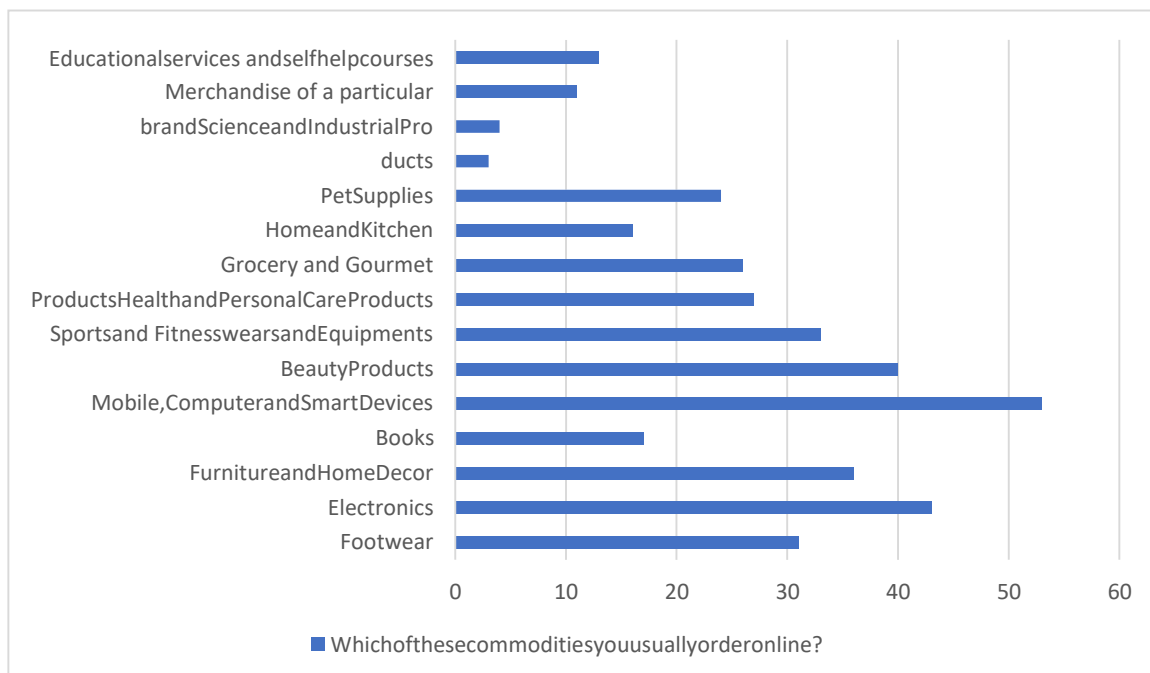


Trending Ads	3	3%
Return Policy	1	3%

Interpretation:

This question can have multiple collective answers and therefore respondents can provide a combined choice of multiple factors affecting their behaviour as per the question. Maximum respondents said that price is one of the key factor of purchasing online and also stated that other than price, some commodities are only available online and online provides ease to access different market over one platform. Factors like trending Ads and return policy which are considered as key ingredients of marketing mix had been given very low consideration by the respondents. Quality is also one of the most unentertained factor which affects the buying behaviour of respondents over online platforms.

8. Which of these commodities you usually order online?

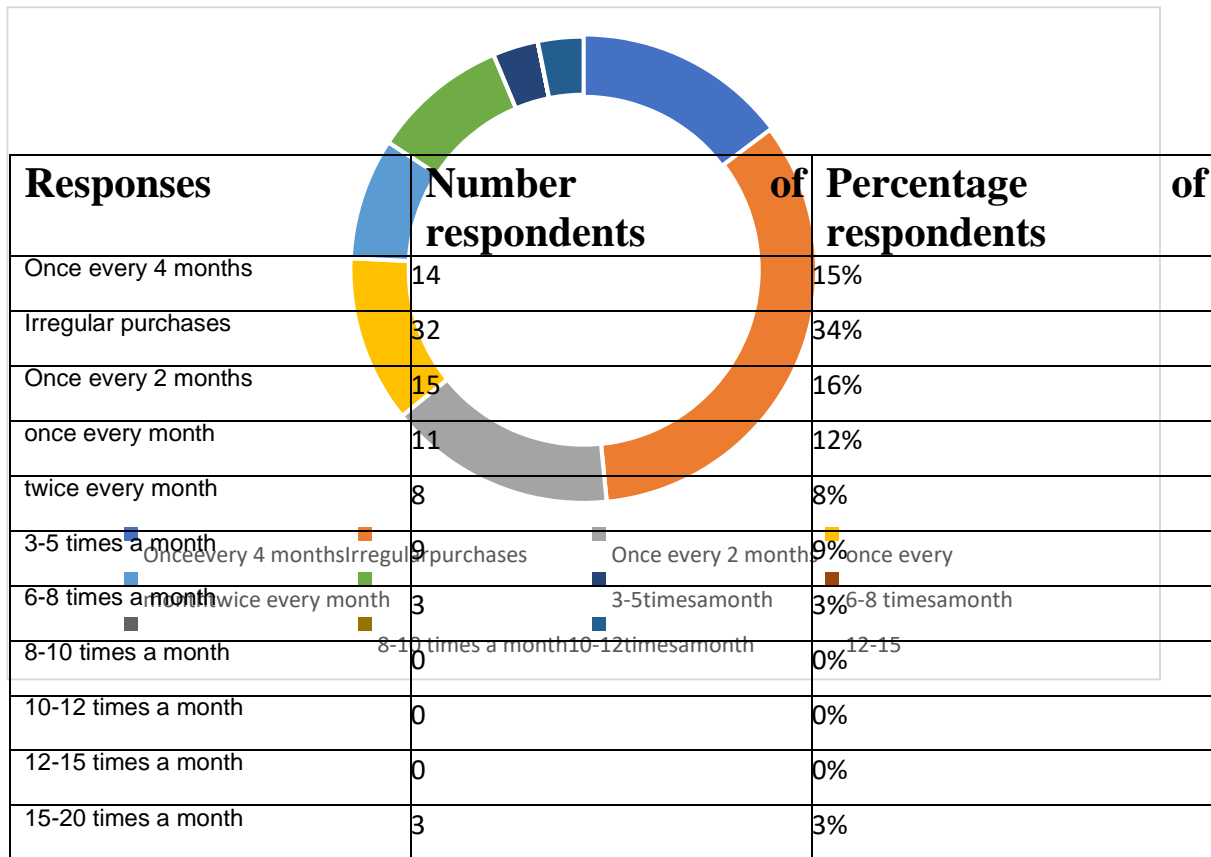


Responses	Number of respondents	Percentage of respondents
Apparels	31	33%
Footwear	43	45%
Electronics	36	39%
Furniture and Home Decor	17	18%
Books	53	56%
Mobile, Computer and Smart Devices	40	42%
Beauty Products	33	35%
Sports and Fitness wears and Equipment's	27	28%
Health and Personal Care Products	26	27%
Grocery and Gourmet Products	16	17%
Home and Kitchen	24	25%
Pet Supplies	3	3%
Science and Industrial Products	4	4%
Merchandise of a particular brand	11	12%
Educational services and self-help courses	13	14%

Interpretation:

The commodities most preferred by the respondents to order online is books. However it only occupied 53 units of cover out of 95. Footwear, Gadgets and electronics are other items that are purchased online. On a medium selection respondents order apparels, sports and fitness equipments, personal care products and home and kitchen related products. Grocery and gourmet, educational services, furniture and home décor and merchandise fall under low purchase scale and the least purchased includes pet supplies and science and industrial use equipment.

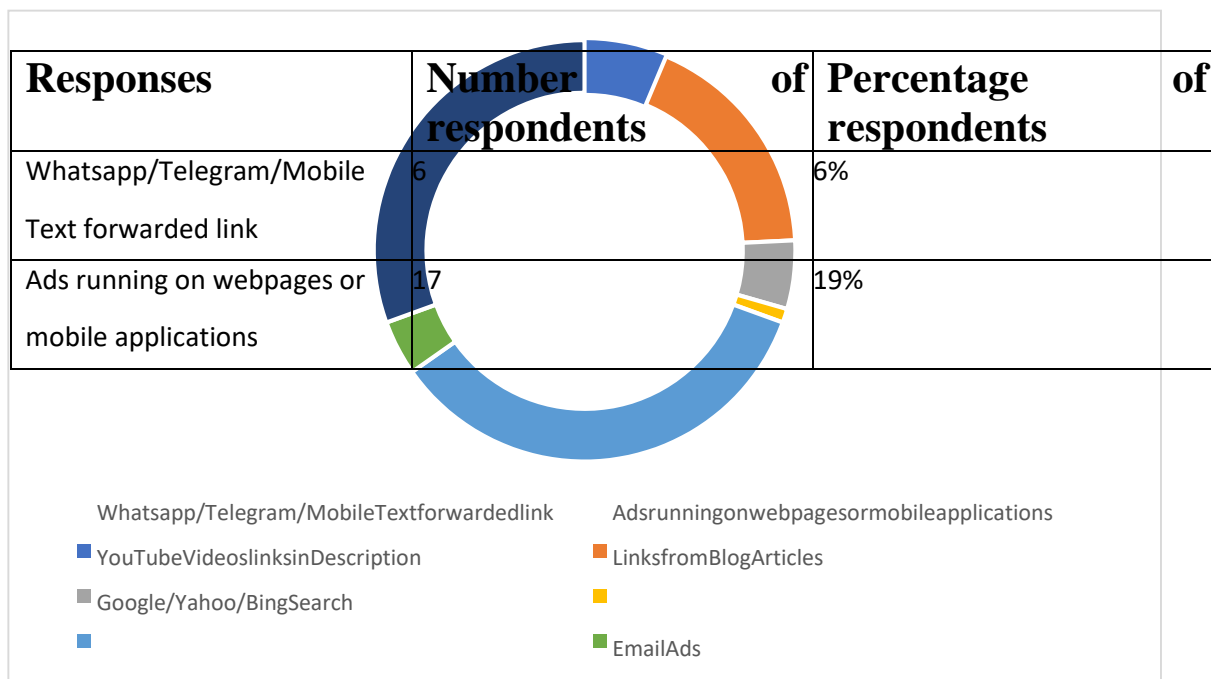
9. How often do you place an Online Order?



Interpretation:

The majority of the respondents said that their online purchases are very irregular however few of the respondents were able to map their buying period interval. 15 out of 95 said that they placed an online order only once every two months. 14 of them responded that they placed the order once every 4 months. The frequency of placing orders in a single month decreases as we increase with rising number of orders placed within a month. The interpretation says that more orders are placed in a bigger time span. Frequent purchases are not present in the buying behavior of the respondents. Also not to be missed out that the respondents buying behavior on online mode is irregular.

10. What is the source of searching the commodity?

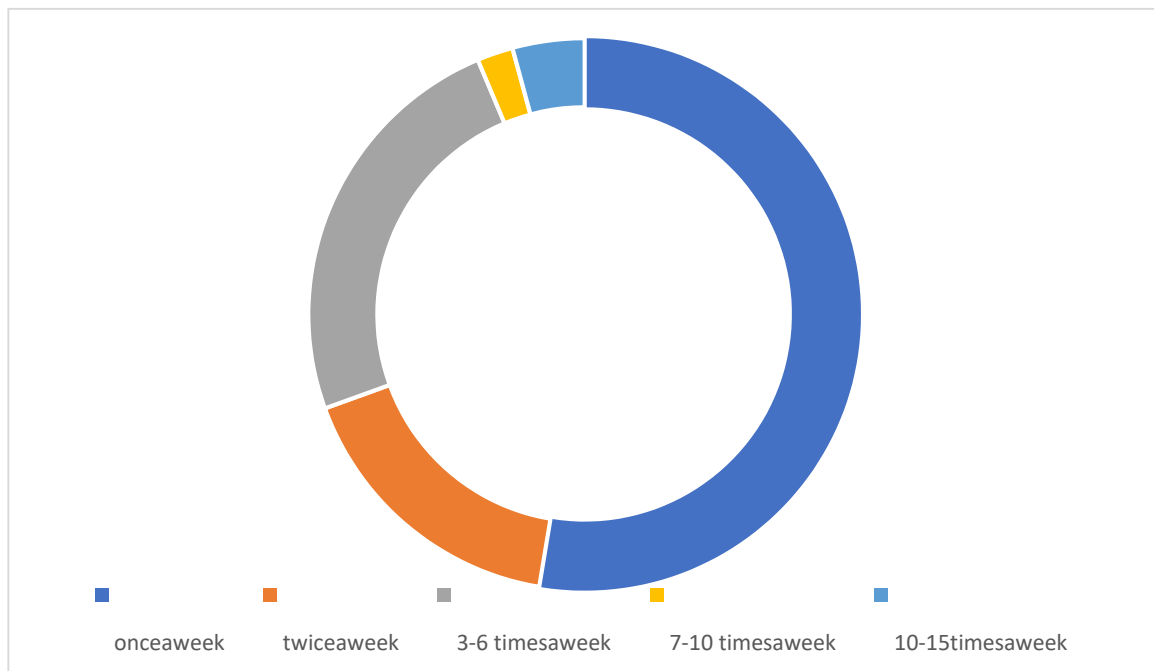


YouTube Videos links in Description	5	5%
Links from Blog Articles	0	1%
Google/Yahoo/Bing Search	32	35%
Email Ads	6	6%
Through Social Media like Instagram, Facebook etc.	29	31%

Interpretation:

Majority of respondents said that they directly search the commodity that they wish to purchase online, they do it via. Search engines. Moreover 29 of them said that navigate through social media. 17 of them clicked the Ads running on webpages or mobile application. Very few respondents emphasized and paid attention upon links that are forwarded on messengers, YouTube link in description, Link from Blogs and Articles and Email Ads.

11.How often you search a commodity?

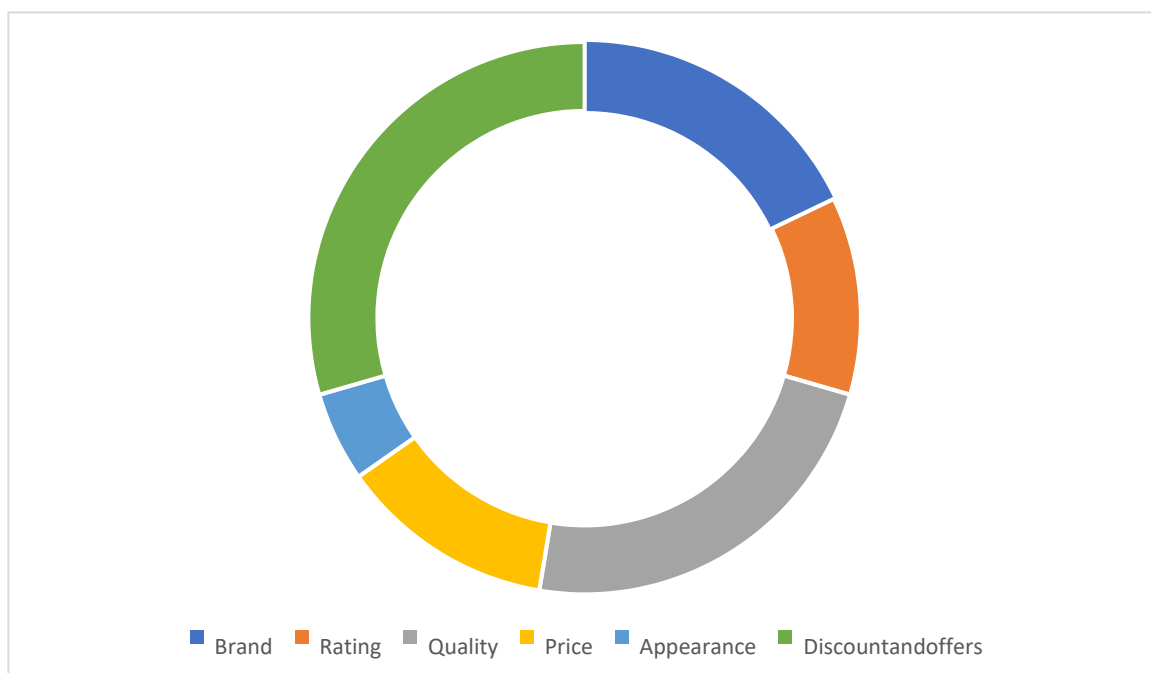


Responses	Number of respondents	Percentage of respondents
once a week	50	53%
twice a week	16	17%
3-6 times a week	23	24%
7-10 times a week	2	2%
10-15 times a week	4	4%

Interpretation:

The frequency of searching a commodity online was more in once a week. However to add- on respondents were saturated between the categories of 3-6 times a week to once a week. Total of 89 respondents fell in this category. It can be interpreted that the searching frequency is not more than 3-6 times a week.

12. What is your primary objective that motivates you to search, select and place the order?



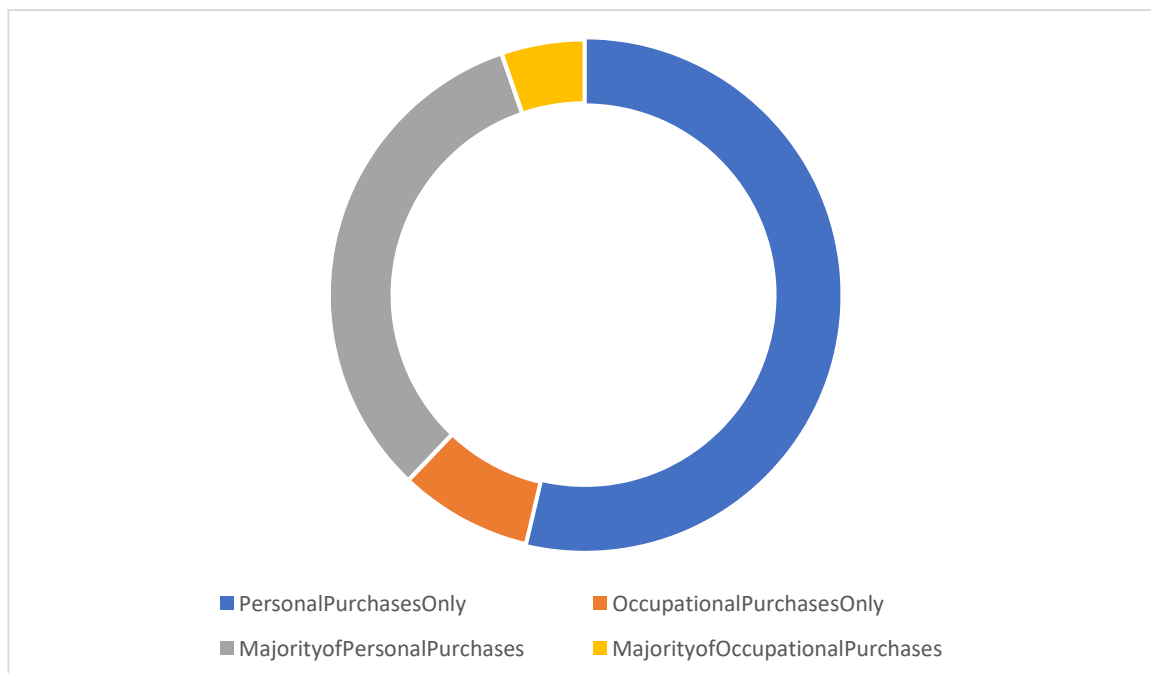
Responses	Number of respondents	Percentage of respondents
Brand	17	18%
Rating	11	12%
Quality	22	23%
Price	12	13%
Appearance	5	5%
Discount and offers	28	29%

Interpretation:

When asked for search, select and place order and not directly to make a monetary decision in the first place, respondents gave discounts and offers the most preference in comparison to other categories. Moreover, 22 respondents mentioned about quality and 17 about brand.

Appearance price and rating remains the least preferred factor. So most of the respondents were motivated by discounts and offers, brand and quality.

13. What is the nature of purchase?

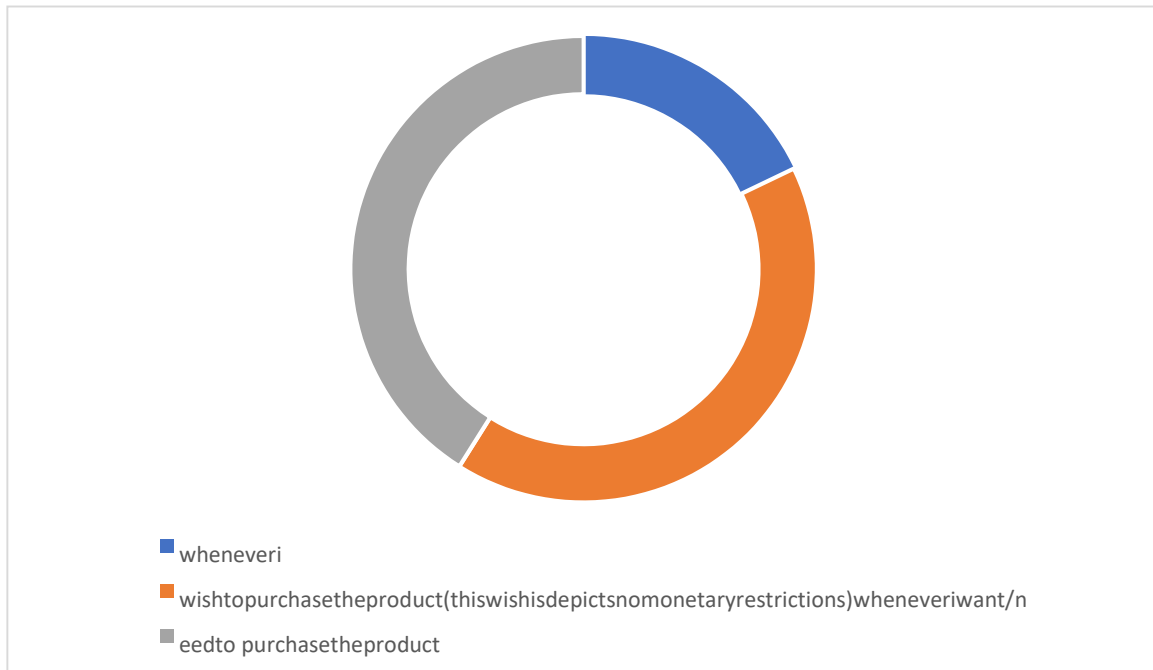


Responses	Number of respondents	Percentage of respondents
Personal Purchases Only	51	54%
Occupational Purchases Only	8	8%
Majority of Personal Purchases	31	33%
Majority of Occupational Purchases	5	5%

Interpretation:

The respondents in the study majorly purchase goods for personal purposes and only 13 said that they do mainly for occupational purposes.

14. How often do you click the Ads on Web pages/YouTube/Social Media?

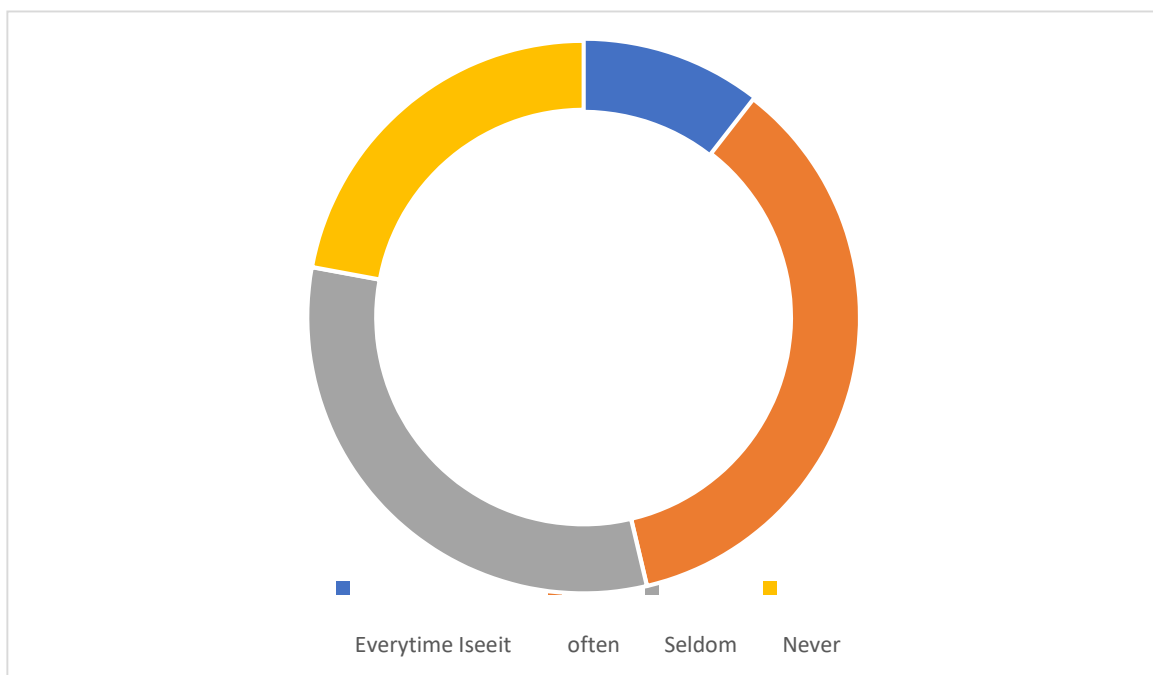


Responses	Number of respondents	Percentage of respondents
whenever I wish to purchase the product (this wish is depicts no monetary restrictions)	17	18%
whenever I want/need to purchase the product	39	41%
whenever I feel to simply search the product on the internet	39	41%

Interpretation:

Majority of the respondents click Google Ads whenever they have a strong will to purchase the product and or to gain information about the product.

15. How often you reply to small survey pop-ups on the internet?

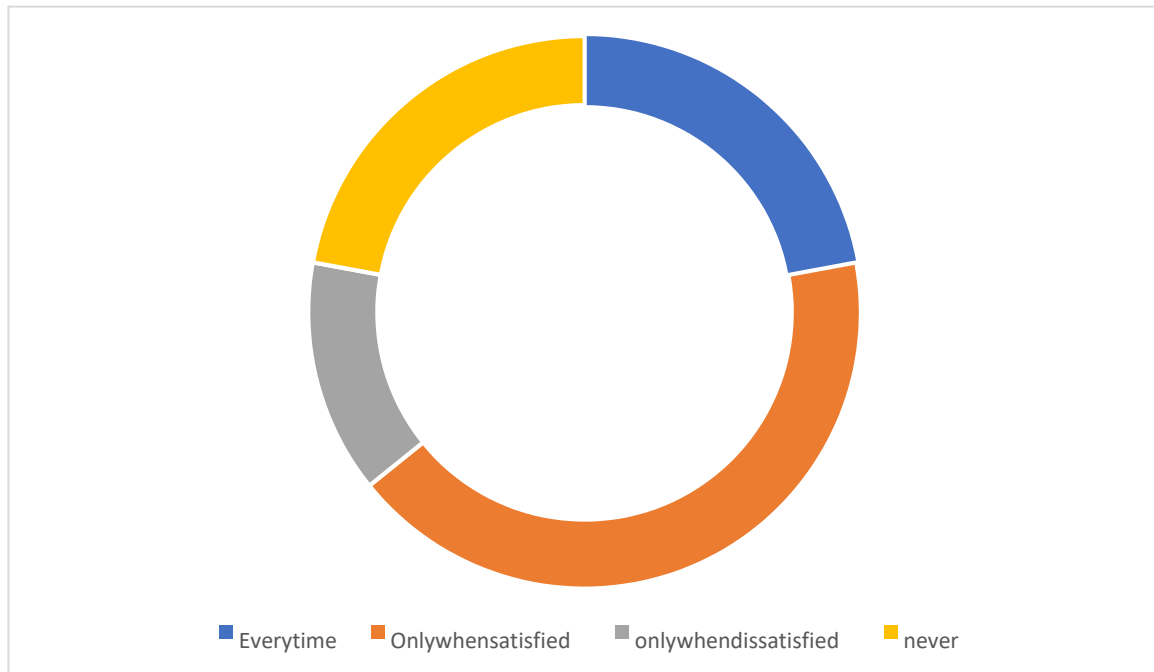


Responses	Number of respondents	Percentage of respondents
Every time I see it	10	11%
often	34	36%
Seldom	30	31%
Never	21	22%

Interpretation:

Majority of the participants incline to often ignore the survey or do not respond to a survey pop ups. However there is to an absolute majority of 'NO'; 44 out 95 people said that they often or always provide survey inputs.

16. How often you provide a feedback of the commodity purchased?



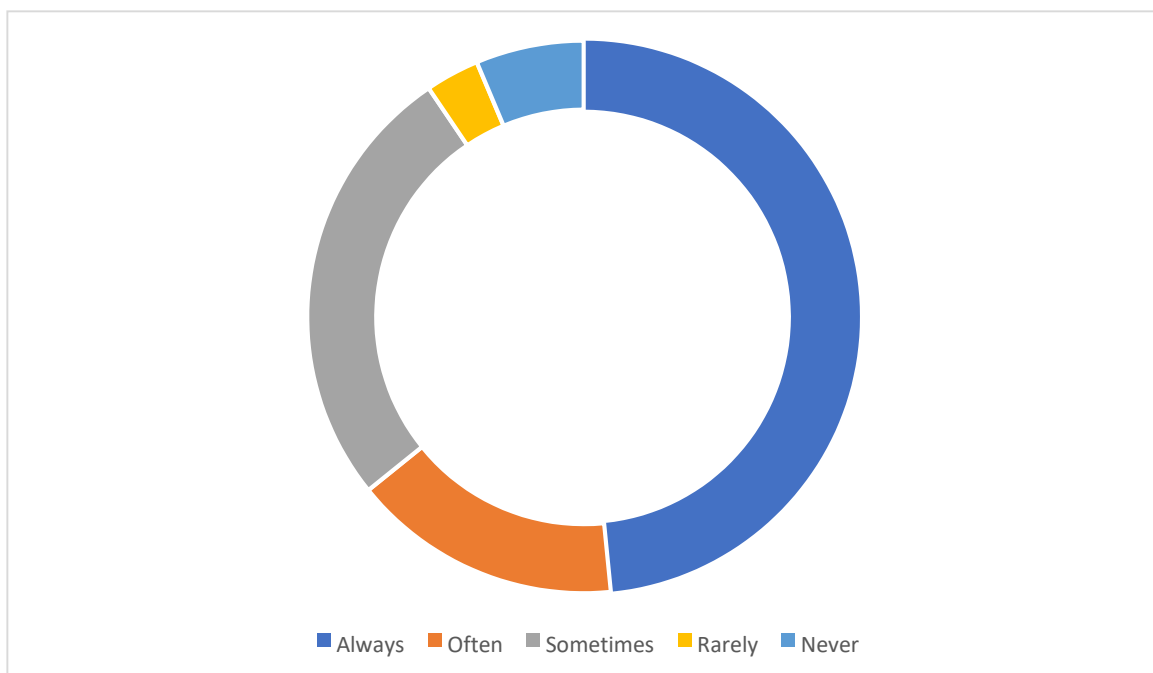
Responses	Number of respondents	Percentage of respondents
Every time	21	22%
Only when satisfied	40	42%
only when dissatisfied	13	14%
never	21	22%

Interpretation:

Out of 95 respondents 40 respondents said that they provide feedback only when satisfied, 21 said that put a feedback every time they purchase a commodity online. 13 said that when there they are dissatisfied with a product they put a feedback. 21 said that they never put a feedback.

However we can see that out of 95 respondents 74 provide a feedback whether partially or completely but they provide a feedback.

17. How often do you compare a product on various basis before purchasing it?

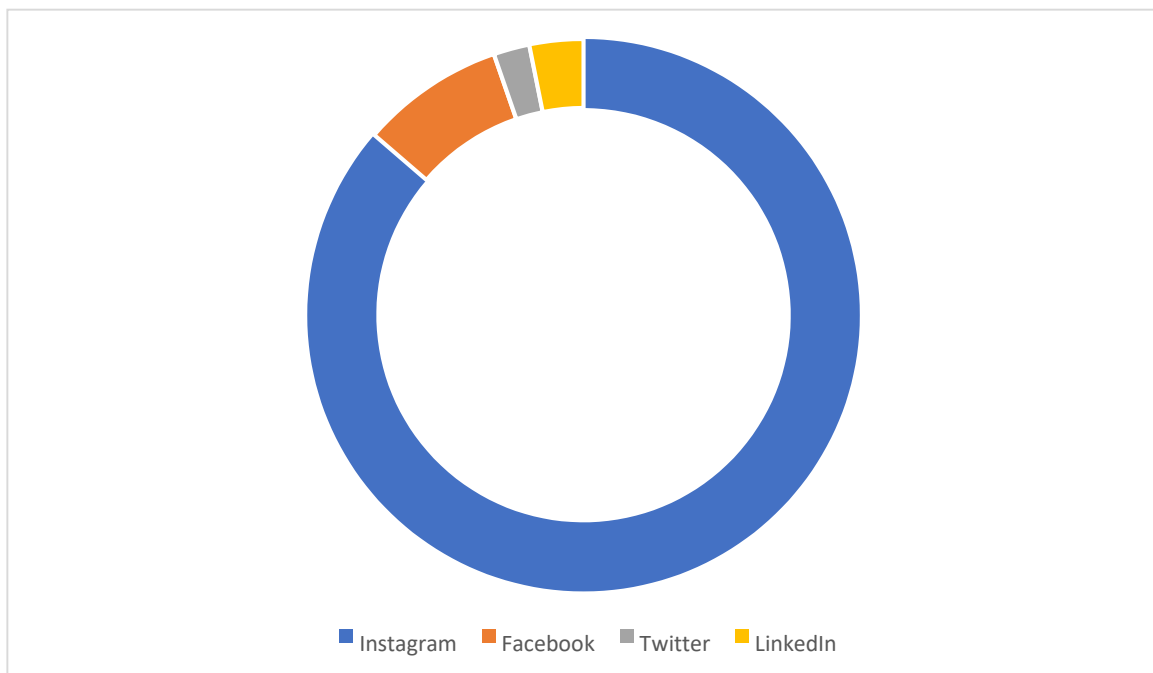


Responses	Number of respondents	Percentage of respondents
Always	46	48%
Often	15	16%
Sometimes	25	26%
Rarely	3	3%
Never	6	6%

Interpretation:

On a major scale respondents said that they do participate in comparison activity on various basis when they purchase a commodity. These a comparisons are assumed to be done on online platforms only. Only 6 out of the respondents said that they never compare and 3 said that they rarely compare a commodity before buying.

18. Which of the following you use the most?

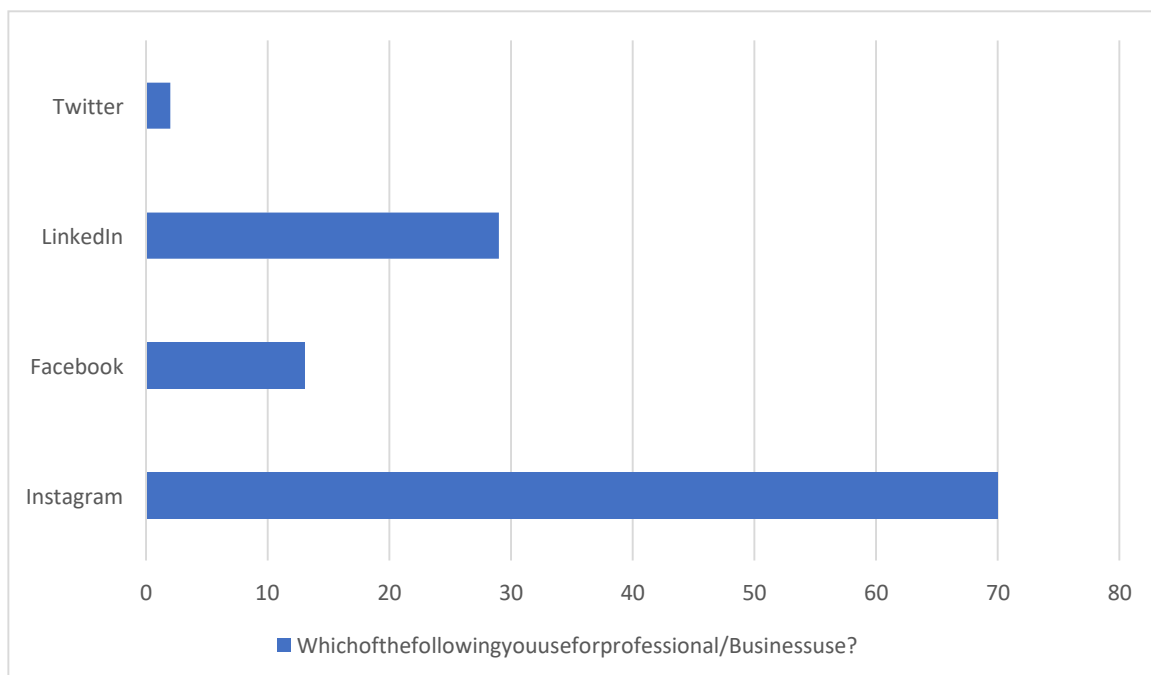


Responses	Number of respondents	Percentage of respondents
Instagram	82	86%
Facebook	8	8%
Twitter	2	2%
LinkedIn	3	4%

Interpretation:

Out of 95 respondents a major portion uses Instagram as their favourite social media platform. The respondents said that they are spending more time on Instagram than on any other social media like Facebook, LinkedIn or Twitter.

19. Which of the following you use for professional/Business use?

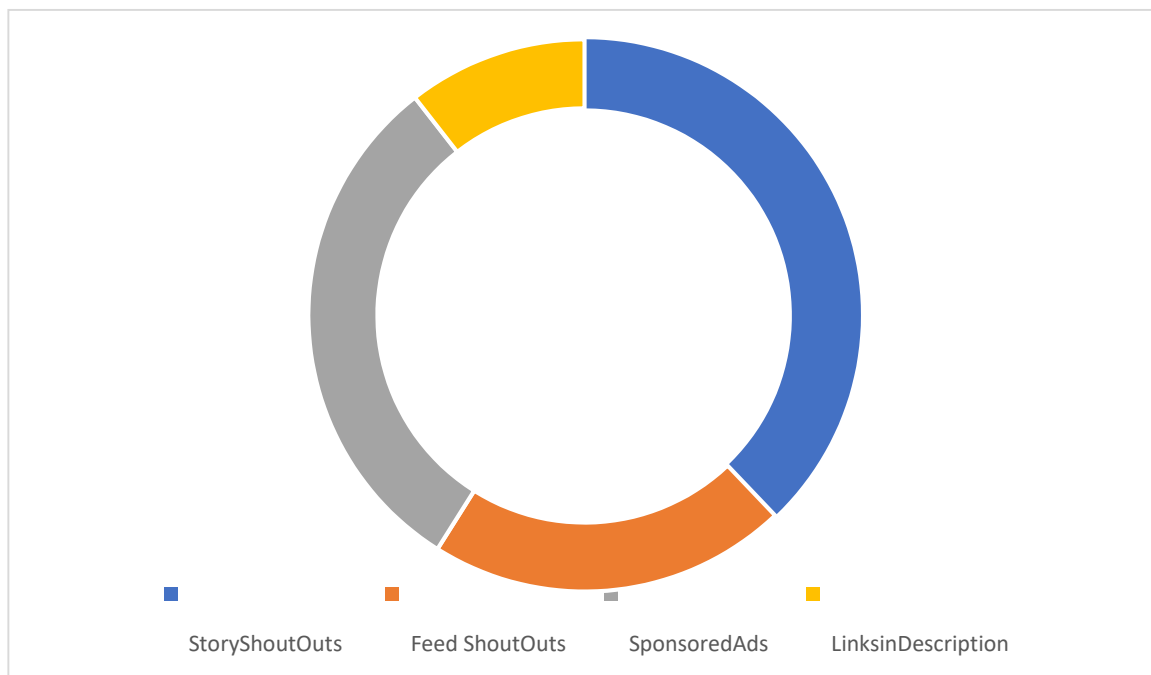


Responses	Number of respondents	Percentage of respondents
Instagram	70	74%
Facebook	13	14%
LinkedIn	29	31%
Twitter	2	2%

Interpretation:

70 out of 95 respondents choose Instagram as their preferred app for professional use and 29 said for LinkedIn.

20. What influences you the most to search profiles on social media?

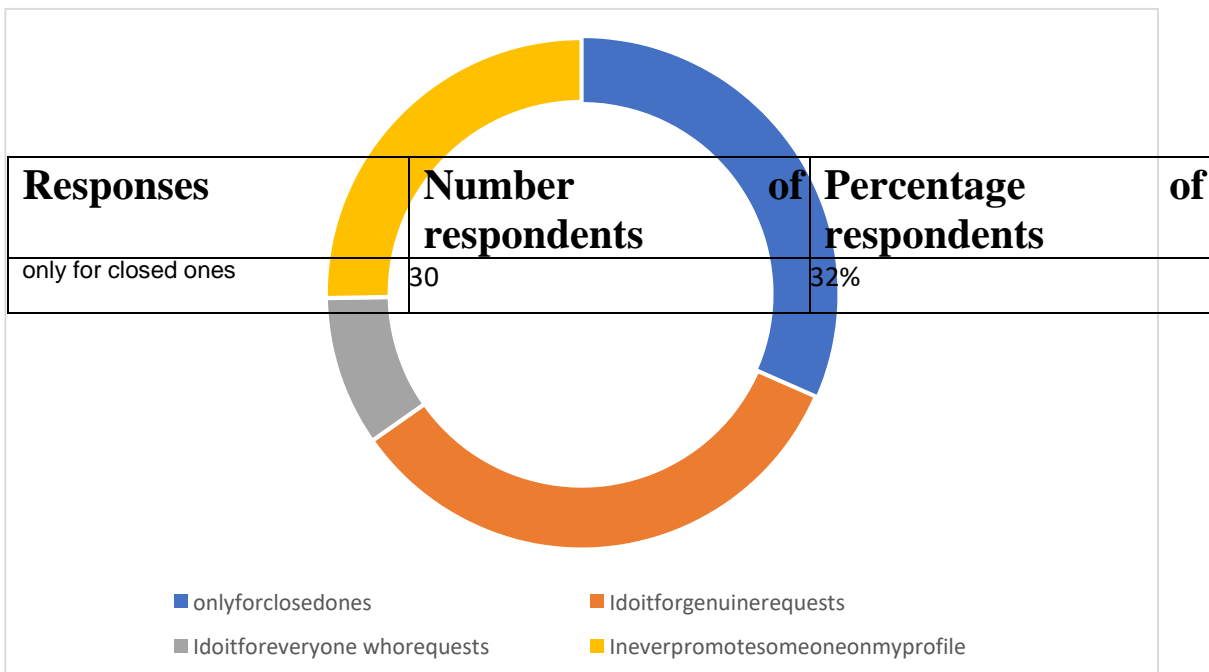


Responses	Number of respondents	Percentage of respondents
Story Shout Outs	36	39%
Feed Shout Outs	20	21%
Sponsored Ads	29	30%
Links in Description	10	10%

Interpretations:

36 out of 95 said that they visit a profile after seeing a story shout out and 29 pay a visit through sponsored Ads. Feeds and Link in description are the least entertained.

21. How often you promote profiles on request/of own will? (for free)

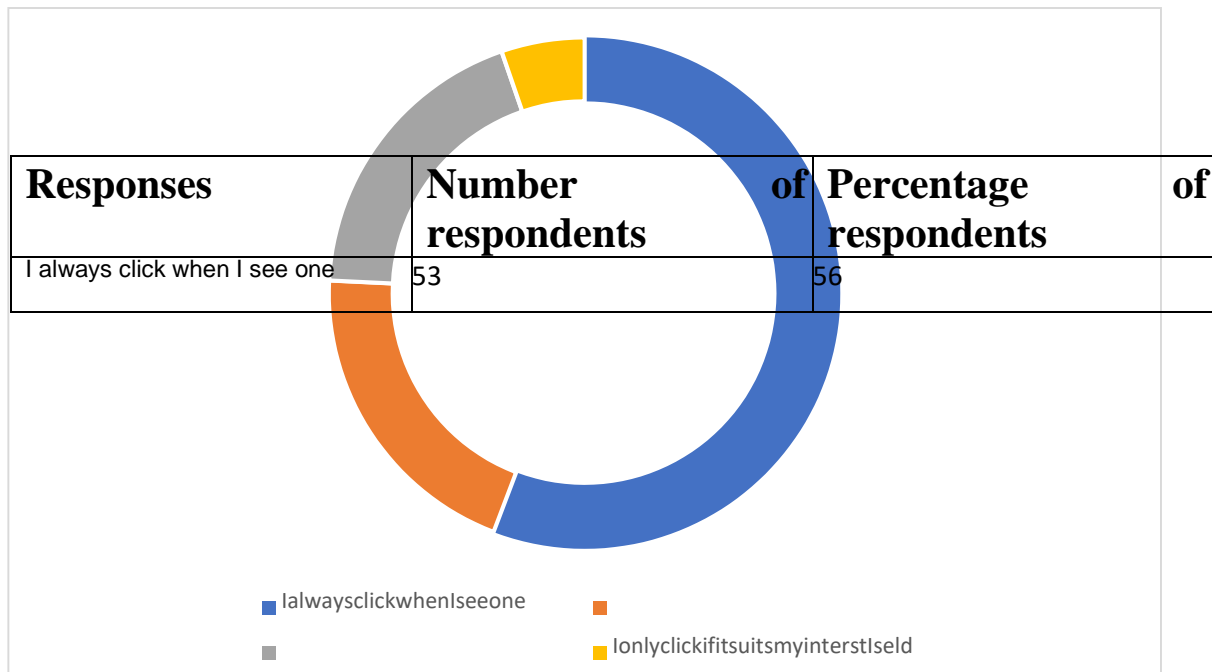


I do it for genuine requests	32	34%
I do it for everyone who requests	9	9%
I never promote someone on my profile	24	25%

Interpretations:

32 respondents said that they do it for genuine request and 30 said for closed ones only, which states that 62 of them do it but on a scale of “when they feel like” and 9 of them said that they do it for everyone. 24 of the respondents gave a strong disagreement to post any shout out.

22. How much you get influenced with sponsored Ads?

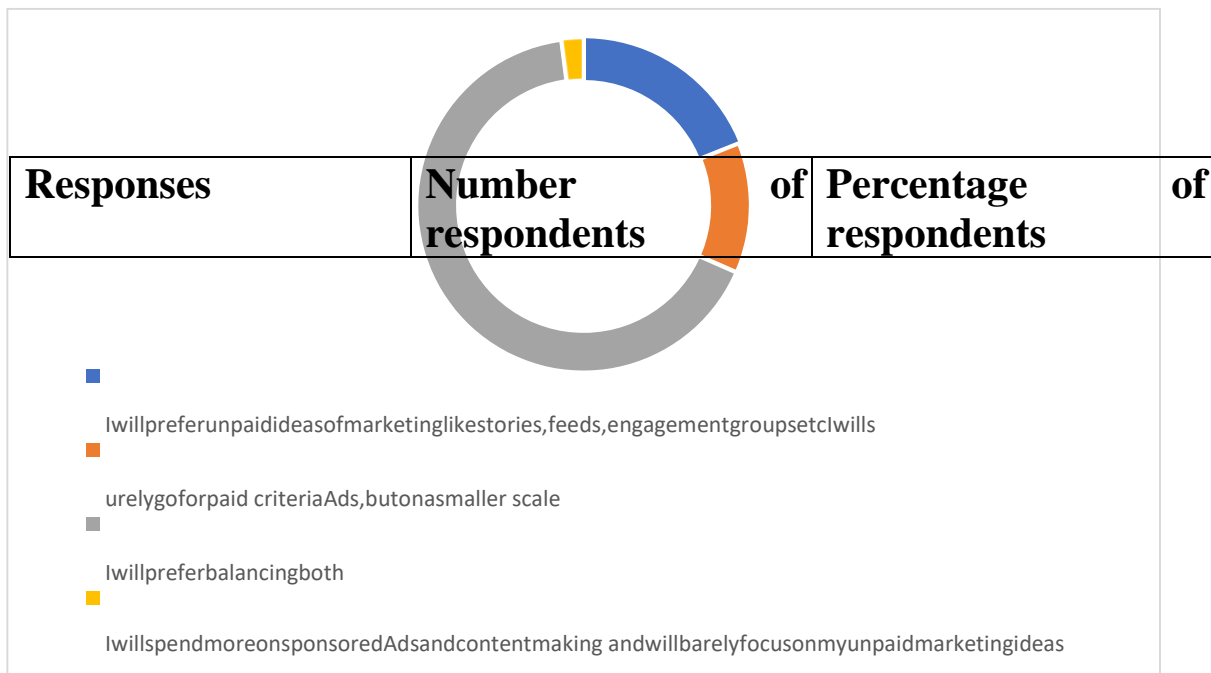


I only click if it suits my interest	19	20
I seldom click it	18	19
I never click any sponsored Ads	5	5

Interpretations:

Out of 95 respondents 53 said they always click the sponsored Ads, whereas 19 said they click only if it is up to their interest. 18 of them rarely click it and 5 never do. 72 of the respondents are always interested in clicking Ads.

23. If you are handling professional social media page then:



I will prefer unpaid ideas of marketing like stories, feeds, engagement groups etc.	18	19%
I will surely go for paid criteria Ads, but on a smaller scale	12	13%
I will prefer balancing both	63	66%
I will spend more on sponsored Ads and content making and will barely focus on my unpaid marketing ideas	2	2%

Interpretation:

In an opinion collected via. This question, 63 said that they will prefer to go for both the monetary and non-monetary ideas of online digital marketing. 12 said that they will prefer the paid criteria on a smaller scale and 18 said that they will go only for unpaid idea of online digital marketing.

Only 2 said that they will go for paid version and will focus less on free ideas.

4.2 Hypothesis Testing

4.2.1. Null Hypothesis

In reference with the study the independent variable is the the new marketing platforms and dependent variables the consumer preference for different marketing platform

There is no significant difference in the various level of preference of various digital marketing platforms selected for the study.

4.2.2. Alternative Hypothesis

In context with the study the alternative variable will state that there is a significant relation between the two variables i.e. the independent variable “the new marketing platforms” and the dependent variables “the consumer preference for different marketing platform.”

There is significant difference in the various level of preference of various digital marketing platforms selected for the study.

Proving the hypothesis with Chi-Square test:

Particulars	Observed Value	Expected Value
Whatsapp/Telegram/Mobile Text forwarded link	6	16
Ads running on webpages or mobile applications	17	16
YouTube Videos links in Description	5	16
Google/Yahoo/Bing Search	33	16
Email Ads	6	16
Through Social Media like Instagram, Facebook etc.	29	16
Total	<hr/> 96 Responses <hr/>	

$$\text{Expected value} = (6+17+5+33+6+29) / 6$$

$$= 16$$

$$\text{Degree of Freedom} = (n-1)$$

$$(6-1)$$

$$5$$

$$\text{Chi Square test of P} = 2.49629\text{E-}09$$

1. Frequency of Search and Purchase [9] [11]

The respondents as per the data and interpretations are frequent searchers and not frequent buyers. When it comes to searching a commodity from question 11, 50 (**52%**) of 95 said to search a commodity once a week, 16 (**17%**) said that they searched twice a week and 23 (**24%**) said they searched for 3-6 times a week. The search isn't limited to search via. Search engines but also through Ads, Social Media paid and unpaid Ads, links on messengers, Emails etc. or via. Any possible source of approach. However it is clear that the respondents in this study are more inclined to Search Engines, Social Media and Display Ads.

However the frequency of search has no connection with time spent on searching a commodity, it is not a part of questionnaire, hence is assumed to be as per a respondent.

As per statista.com a moderate U.S. Shopper spend around 411 minutes a month on surfing and shopping whereas, heavy shoppers spend around 2,675 minutes a month of surfing and shopping a month. On an average 846 minutes per month are spent on surfing and shopping online. (Tugba Sabanoglu, 2017)

So we can assume that 2-4 times a week will be a category that can be considered as moderate. Our respondents are therefore moderately frequent searchers and irregular by nature since the buying behaviour is more concentrated in periods of purchasing once or more than one month.

Analysis:

It is observed that the respondents have a high frequency of searching what to shop on the internet, but they do not end up with the final deal so frequently. In other words the respondents are very frequent to search commodities via. Various sources. But they actually place an order less frequently.

Major Traffic Sources [10] [14] [18] [19]

From the interpretations of report 10 we can understand that 33 out of 95 (**34%**) said that they used search engines 29 (**31%**) said they used social media and 17 (**18%**) said that they click display ads used, with which we can understand that 79 (**83%**) of 95 respondents relied on modern methods of searching while they only 16 (**17%**) relied on traditional methods like email marketing, SMS based messenger marketing and links in description.

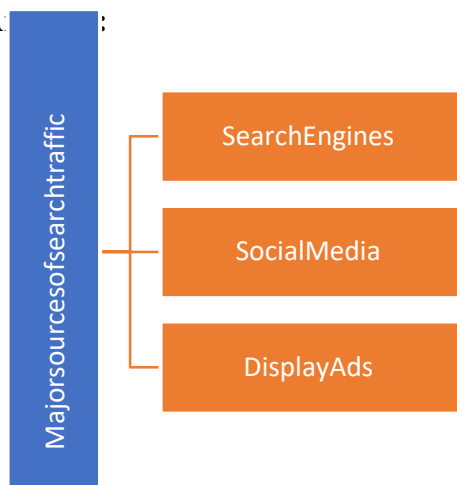
17 (**18%**) respondents in question 14 expressed their wish which has no monetary pullbacks) 39 (**41%**) said that whenever they wanted to explore more about the product or simply search for it. Which states that if they find the Ads interesting they click them.

As I have mentioned in my 4th analysis that the respondents are attracted and influenced by Ads that promote branded/quality products on discount or offers.

Rest 39 (**41%**) respondents in question 14 said that they only click Ads if they want to purchase a product (want is also accompanied with buying capacities or monetary restrictions). From question number 18, 82 (**86%**) respondents said that they use Instagram mostly and 13 (**14%**) gave their hands up for other platforms.

However in question 19, 70 (**74%**) of 95 respondents said that Instagram was still their primary app for professional or business purposes but this time LinkedIn and Facebook also gained a few votes, whereas twitter remained in the least preferred platform.

A :



Major part i.e. **83%** of respondents relied more on modern trends which marketers use to promote the product. Major part occupies search engines, social media and display ads. Respondents are well sensitive to display ads. Moreover most **86%** of the respondents spend more time and prefer Instagram for the leisure time they spend on internet, but for professional use they do not spare the use of Facebook and LinkedIn.

2. Online Responsiveness of the Respondents [14] [15] [16] [17]

As I have mentioned in 5th observation of responses 17 (**18%**) respondents of question 14 expressed the wish (which had no monetary restrictions) and 39 (**41%**) said that whenever they wanted to explore more about the product or simply search for it. Which states that if they find the Ads interesting they click them, which totals to 56 (**59%**) respondents are very active and responsive with Ads.

In question 15, 44 (**46%**) of the respondents are highly active with survey pop-ups whereas the majority, however not an absolute majority fall in low or no response category in relation to survey-pop-ups.

In Question 16, 74 (**78%**) respondents are active with feedback state in which only 21 fall in fully active category. Whereas 21 (**22%**) of the respondents fall in no response category in terms of feedback.

In question 17, 46+15 (**48% + 16%**) are well active when it comes to comparing before buying a commodity. Since internet provides access to different markets, buyers have a tendency to compare since negotiation is usually not possible online. Comparison can be in terms of appearance, quality, and price, offers etc. and is just a few finger taps away.

Question 17 also provides that 25+3+6 (**26% + 3%+ 6%**) fall in low active state in terms of comparison. This tendency of the respondents could be due to various reasons like “they are okay with what appears on screen”, or “they already know what to buy, where to buy and when to buy”, or “the offer period is limited” and many more.

Analysis:

59% of the respondents are very active with display ads on any platform and explorative in nature. In addition to this 46% are quite responsive for short survey pop-ups that appear on various online platforms. Moreover, **78%** of respondents provide feedback but on a regular stance only 21 (**22%**) of them do it on each purchase. The respondents are also possess comparative behaviour whenever they buy a commodity.

3. Social media Activity [20] [21] [22] [23]

For question number 20, 36 (**39%**) respondents said that they visit a profile when it is on someone's story and after that 29 (**31%**) said when it appears as sponsored Ads. Sponsored Ads appear both in stories and Feeds and 20 (**21%**) said through feeds. In this study stories occupied a higher response ratio.

In question 21, 24 (**25%**) respondents said that they never give a shoutout for anyone, however 71 (**75%**) respondents said that they did!

Out of these 71 (**75%**) respondents 9 (**9%**) said to give a shoutout for anyone who requests for it and 62 (**65%**) said only for the one they feel to.

In question number 22 only 23 (**24%**) respondents belonged to a low or no response category rest 72 (**75%**) respondents are highly active with sponsored Ads.

In question 23, the respondents were asked for their opinion of which option they would choose if they professionally operate on social media.

Only 2 agreed to completely budget up for sponsored Ads, whereas 63 (**66%**) said to balance between both the unpaid sources and sponsored Ads. 12 (**13%**) said to work up with sponsored Ads but on a smaller scale and 18 (**19%**) said to focus completely with free sources of online digital marketing.

Analysis:

In this observation we can cover the fact that 39% respondents view and click more stories than feeds to visit a profile and are sensitive to sponsored ads. Moreover if they feel too they provide a shoutout on their social media if the request is either from a close one or it is a genuine request. **75%** respondents are well active with sponsored ads and display their explorative nature and prefer to go for a balance between free sources of digital marketing and sponsored ad if they will professionally undertake any social media task or profile.

4.2.5 Final Observations

1. Most of the respondents are between 15-25 age group and belong to central India, more specifically Madhya Pradesh.
2. 55% preferred offline purchase but 96% of total respondents actually purchase online and only 4% do not purchase at all.
3. 66% use the channels where newest trends of digital media are being used.
 - 3.1. 48% maximum time click on ads whenever they appear.
4. 52% searched the commodities of their interest weekly searched between 2-6 times a week.
5. 83% used the modern ways of searching and purchasing a commodity whereas 17% rely on traditional ways.
6. 59% of respondents clicked Ads which is a PPC method and is currently advancing every day.
 - 6.1. 46% said that they always revert to survey pop-ups
 - 6.2. 78% participate in providing feedbacks where 22% provide regular feedbacks.
7. 91% respondents agreed to visit a profile, however differentiation occurs with different sources.
 - 7.1. 75% agreed to promote profiles and other objects via. Shoutout on stories and feeds.
 - 7.2. 75% of the respondents said they were very active to explore sponsored ads.

Chapter 5 | Results & Discussions

5.1 Major Findings

- **Investigation of Emerging Trends:**
- **Content Personalization:** Through advanced analytics and AI algorithms, businesses can analyze consumer data to understand individual preferences and behaviors. Tailoring content and offers based on these insights enhances consumer engagement and fosters loyalty by providing relevant and personalized experiences
- **Omni-channel Marketing:** Integrating online and offline touchpoints ensures a cohesive brand experience across various channels and devices. This approach amplifies brand visibility and increases customer satisfaction by allowing consumers to interact with the brand seamlessly regardless of the platform or device they choose
- **Influencer Marketing:** Social media influencers have significant sway over consumer purchase decisions, particularly among younger demographics. Collaborating with influencers can enhance brand credibility and advocacy by leveraging their authority and reach within specific niche communities
- **Voice Search Optimization:** With the rise of voice-activated devices, optimizing digital content for voice search queries has become crucial. Utilizing conversational keywords and natural language processing techniques improves search engine visibility and enhances user experience, especially in the era of voice-enabled assistants like Siri and Alexa
- **Augmented Reality (AR) and Virtual Reality (VR):** AR and VR technologies offer immersive brand experiences by allowing consumers to interact with products virtually. This engagement drives brand awareness, increases product engagement, and influences purchase intent by providing a unique and interactive way for consumers to explore products
- **Examination of Consumer Behavior Changes:**
- Digital marketing empowers consumers by providing access to information, reviews, and personalized recommendations. This empowerment leads to more informed purchase decisions and increased engagement with brands
- The traditional linear purchase journey has evolved into a complex, non-linear process with consumers engaging across multiple touchpoints before making a purchase. Understanding and mapping these touchpoints are essential for businesses to guide consumers through the buying process effectively
- Social commerce has transformed social media platforms into shopping destinations where consumers can discover and purchase products seamlessly. The integration of shopping features within social media ecosystems blurs the lines between content consumption and e-commerce transactions, creating new opportunities for brands to engage with consumers
- **Evaluation of Market Expansion Strategies:**
- Digital marketing enables businesses to expand their market reach globally through targeted advertising and localized content. Tailoring marketing efforts to specific geographic regions and cultural preferences allows brands to penetrate new markets effectively
- Microtargeting capabilities allow businesses to identify and engage with niche market segments with precision. By tailoring messaging and offers to specific demographics, interests, and behaviors, brands can capitalize on untapped market opportunities and maximize ROI
- Agile marketing strategies enable businesses to adapt quickly to changing market dynamics and

emerging trends. By leveraging real-time data insights and iterative testing, brands can optimize their marketing efforts and maintain a competitive edge in dynamic market environments

- **Understanding Technological Influence:**

- AI, big data analytics, and machine learning algorithms play a pivotal role in shaping digital marketing strategies. These technologies enable personalized experiences, predictive insights, and real-time optimization, driving more effective and efficient marketing campaigns
- AI-driven chatbots and virtual assistants enhance customer service interactions by providing timely assistance, answering queries, and guiding users through the purchasing process. This improves overall customer experience and increases customer satisfaction

- **Provision of Strategic Insights:**

- Businesses should prioritize investments in digital marketing technologies and strategies that enable personalized experiences, seamless omnichannel interactions, and agile response to consumer preferences
- Leveraging influencer partnerships and user-generated content can amplify brand reach and credibility, particularly among younger demographics and niche audiences
- Continuous monitoring of digital marketing metrics and consumer feedback is essential for optimizing marketing efforts, identifying emerging trends, and adapting strategies to evolving market dynamics. This iterative approach ensures that businesses remain relevant and competitive in the ever-changing digital landscape
- These detailed findings underscore the multifaceted nature of digital marketing's impact on consumer behavior and market expansion, providing actionable insights for businesses to navigate and capitalize on the evolving digital landscape effectively

5.2 Discussion and Suggestions

I. The marketers musts for content:

1. Create personalized content
2. Understand what different groups wants
3. Content must highlight brand, quality, price and comfort
4. Video content from users as a feedback increases conversions
5. Content must be friendly with virtual assistants like Alexa, Siri etc.
6. Content must also be friendly with visual SEOs to adapt searches from Visual Assistants like Google lens.
7. Content must be according to the trend to make it eye catchy
8. Content must be in context with social commerce and must provide relevant information.
9. Content in text form must have necessary keywords to generate SERP optimization.
10. Solution based brief content is the best form to place the website in zero position on SERPs as featured snippets.
11. Interactive visual content attracts more people.
12. Brand must always be signified to grab quick attention.

II. The marketers musts for Display Ads:

1. Display Ads must be side-panelled in websites or applications
2. For Google Discovery Ads, content of ads must be deliberately planned
3. Analytics obtained from the ads must be utilised to understand future projections of ads on various platforms.
4. A/B testing should be applied to improvise further content

III. The marketers musts for social media:

1. A balance must be strike with the paid and unpaid versions of promotions.
2. Social media users are attracted to paid promotions, hence they shouldn't be neglected

3. Social media stories are common amongst maximum users due to their interactive content, must be exploited to the fullest.
4. Specific content must be designed for feeds and stories. Mixing up the same content may end up in worst projections.
5. Other facilities like for an instance, Instagram Reels TikTok Videos can be utilised to generate product interest
6. Feedback based video content is a key to raise conversions.
7. Product oriented videos like unpacking and description can be used to boost sales, since they are responsible to generate trust by providing answers to customers knows and how's.
8. Social media embeds will work well on websites and applications.

IV. The marketers musts for analytics:

1. Different applications and platforms must be used to gain analytics
2. Social media analytics are restricted, log with other platforms
3. Understand the demography, phases of search, quality, brands, price range, offers searched for to provide solutions touching the wants
4. Identify when, where and what the customer has searched to provide crisp results whenever he scrolls the feed or stories.
5. If you have some basic details try to personalize offers like Deepawali offers for those who celebrate, Christmas offers, birthday offers etc.
6. Analytics help to understand which state is responsive and which is not, focus on responsive states.
7. Analyse why some viewers are not getting converted, work only if useful. For e.g. viewers with age below 15 may not be the right person to target with an offer but can be targeted with attractive products.
8. Understand the demography and culture
9. Understand the traffic sources if you are using a multichannel approach. 10.

V. The marketers musts for UX and web designers:

1. Marketers must undergo a study with A/B tests to understand what works best when customer comes in.
2. Colours, texts font size, language are important features to be noticed primarily.

3. Designing and image selection creates interests while language, ease of access in menu organisation, font size, page colours creates comfort.
4. Understand the need of Chatbot installation and making website AI compatible.
5. Searching in website should be very suggestive and brief
6. The more functional and organized your website is, the better the UX will be.
7. Don't forget to mention local SEOs to discover local market.
8. Place Display Ads in a decent format.
9. Provide more interactive content on website.
10. Landing page must be carefully designed by UI/UX team
11. Add answers to various how's and FAQs that your product or service covers to obtain benefits of featured snippet.
12. Understand the need of back link generation
13. Create quality content to align with semantic searches.
14. Websites must be updated regularly

VI. Other important suggestions:

1. Understand the composition of your traffic before putting it to your conversion funnel.
2. For an example in a research conducted by (Verma & N, 2019) of 138 samples, showed that majority of the respondents were between 20-34 age out of which most of them were undergraduate or postgraduate students who can spend up to 1000-5000 INR in a shot. In such case providing deals with offers on branded items, endorsed by celebrities at an offer prize with COD option can be the best strategy to target. However providing an EMI option or Credit and Debit card only may not be a wise approach.
3. Emails with useful and attractive information can be great channel of bringing traffic. Newsletters, Customize emails, are keys to higher conversions.
4. AI must be considered seriously. It can be used to target specially abled people, elderly people, children etc.
5. Consumers are impulsive in behaviour, therefore constant targeting with relevant content can be the primary way to build interest and transfer the customer into a conversion funnel.

6. UX and web designers must know that with improving technologies speed and attraction is the main feature. Customers are comparative, explorative and of low temperament, and any latency can lead to a jump to new option.
7. Since customers are frequent searchers and not frequent one should understand that only constant targeting with relevant content can create monthly leads.
8. Search engines are still the most popular form of traffic and with constant change in optimizing techniques and advancing algorithms marketers must understand to work on quality content, user experience, and provide personalize and secure environment to align with more than what customer needs.

5.3 Conclusions

Digital marketing is a booming industry with its online revenues brimming out of the graphs. With the rise in the sales of smart phones and access to the internet at feasible costs, the online searches and purchases have boomed the ceiling. Traditional methods of digital marketing with old tools of SEOs, SEMs, SMM, EMM, Content Marketing, etc. have incorporated new platforms which align with AI technology like Virtual Assistants and Chatbots, visual searches from Google Lens and similar applications etc. which provides the user a different realm of technology.

Moreover Google and other search engines are working really hard to consider the content quality which was earlier hindered by adding more and more keywords, tags and handling other SEOs, but now with semantic searches and E-A-T algorithms content quality will now be an important factor to provide ranking I SERPs. SERPs position zero is now acquired by featured snippets which is an unpaid feature provided to those platforms which crisp provide solutions to problems.

Digital marketing is a multi-channel approach to target the users in paid and unpaid ways to convert a user from a casual visitor to a customer. Customers are now explorative, comparative and possess low temperament and therefore should be handled with care. Providing high quality User Experience with security features and AI conversation platforms helps build trust and long term relations. A personalize touch to customers platform by understanding his various what's, where's, how's and when's will help to establish a bond thus leading to meeting the objectives of increased conversion rates.

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