

PalArch's Journal of Archaeology of Egypt / Egyptology

THE STUDY OF SIGNIFICANCE OF DIGITAL MARKETING TOOLS IN THE PROMOTION OF e-COMMERCE WEBSITES

¹ Gaurav Rathi, ² Smita Mehendale

¹ Student, marketing department, SIMS

² Assistant Professor, SIMS

Gaurav Rathi, Smita Mehendale: The Study of Significance of Digital Marketing Tools in the Promotion of E-Commerce Websites -- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(4). ISSN 1567-214x

Keywords: digital marketing, consumers, sustainable, websites

ABSTRACT

In different sectors worldwide, digital tools and marketing have become commonly used. These resources enable businesses to acquire real-time insights into consumers and to more efficiently build and convey value to customers. This research aims at understanding the values and practises of sustainable digital marketing through studying the breadth of digital marketing, challenges to its implementation and strategies for developing local digital capacities. Digital media theories, strategies and frameworks of other sectors are adapted and implemented in order to create an innovative and competitive climate for the local land construction sector. A marketing technology adoption model (MTAM) for digital marketing strategies and power growth is described in this research paper. Ease of usage, experience of use, perceived cost experience, higher returns, performance, digital service quality, digital data quality, digital device quality, approach to use and real use are the main factors in this model.

Local practitioners support such methods like designing real-time experiences, developing primary value metrics to assess digital marketing, personalization and promoting creativity in the area of digital marketing.

OBJECTIVES OF THE STUDY

The study on the significance of digital marketing tools in the promotion of e-Commerce websites has some objectives outlined below-

- To study and understand about ecommerce websites
- To perform deep study and understand the significance of digital marketing tools in the promotion of the ecommerce websites

INTRODUCTION

Inevitable technology advances had a huge effect on the actions of customers around the planet. Customers were encouraged to become smarter, more knowledgeable, more social, more informed, more up-to-date, more compatible, faster, and more modern technology (Miller, Michalski and Stevens, 1998; Prahalad and Ramaswamy, 2004a). Buyers have become "prosumers," whereby buyers are not just receivers but also actively engaged in the co-creating, customising and passionately promotion of socially linked marketing products (Bollier, 2007; Gerhardt, 2008). Marketers have acknowledged and welcomed the shift in technology that has reported a powerful customer impact. This transition has a concrete impact on the life of both advertisers and customers. The "internet," which has greatly altered the medium of communicating, exchanging and seeking knowledge and doing business is the best indication of progress.

The huge development of the Internet and specifically the World Wide Web (WWW) contributed to the global online market participating customers and companies that gradually spurred marketers to try to tackle the creative marketing activities in computer-based environments (Kothari & Saxena, 2004; Ricciuti, 1995). Recent developments have been further fueled by a steady and fast convergence of the Internet with a range of gadgets and the explosion of emerging technology (Brinker, 2012). This immersive format also reaches the frontiers of a traditional computer screen and involves multiple emerging equipment including smartphone, cell phones, smartphones, remote outdoors and live television (Dahiya, 2014).

The option of refusal to adapt was not left to industry actors. They must improve by modifying their actions and activities functionally, or they would be the victims of the "Internet Darwinism" (Schwartz, 2002; Wertime and Fenwick, 2008). Every part of the market has been changed by modern media and especially the internet: corporate communication, branding, inventory control, supply chain management, sourcing and distribution and consumer relations (Hudson, Roth and Madden, 2012). The use of technology in industry has lowered the multiple cost of business and has created a strategic edge (Edelman and Heller 2015). The capacity of emerging technology was leveraged by businesses to get specific consumer data, thus enhancing the overall product production capability of the organisation.

Digital media is a comprehensive forum for the development and usage of different consumers, helping to raise recognition of products, create the brand reputation and place the brand in the minds of target buyers (Holliman and Rowley, 2014). The subsequent precise consumer profiling over interactive platforms allows consumers to be targeted profitably. Better consumer relationships may be maintained using the new technical techniques to uncover the advertisers' unique requirements. The crucial knowledge obtained from

digital platforms on target customers contributes to valued consumer interest and an improved customer engagement that provides a sustained competitive edge (Adobe, 2014).

Internet: The Core of Digital Marketing

Because of its simple incorporation and connectivity with different digital platforms such as cell phones, laptops, watches, TV, etc., Internet remains at the centre of digital marketing (Smith, 2011). The Internet, perhaps 20th century's most influential innovation, has transformed marketing reach. It has evolved as a multi-canal channel for the promotion, trading, delivery and creation of relationships. Items are now put on the market, advertised, circulated and bought. The Internet has often modified the approach of the conventional advertisement combination. It encourages the marketer to offer more mass customised goods. The Internet allows it easier for consumers to match rates with the goods available. The Internet has introduced a modern, convenient, short and simple delivery platform.

Promotion has undergone the dynamic change of conversations between advertising advertisements and consumers. Marketers now utilise various communication strategies to execute a digital marketing campaign such as SEO *, SEM * (Search Engine Marketing), Affiliate Marketing *, PPC * (Pay per Click), etc. Internet refers to an integrated data network linked internationally by servers and routers (Whittaker, 2002). In this global network, the computers carry files identified as web pages which other interconnected computers may access (Tanenbaum 1996). "Intranet," "Extranet" and "Internet" are three key forms of internet networks. Intranet operates on a hyper document mark-up language (HTML) and browsers internally in an enterprise.

Web 2.0 * technologies has allowed overtime and citizens to create and exchange information with others. It provides innovations such as interactivity, personalization, accessibility and personalization that have transformed user behaviour. Media further expanded to become the key marketing platform with new services, networks and devices which had significant effects on customers, advertisers and digital channels. The internet users are now used for numerous purposes, including socialisation, update, upload, read, scan, compare, purchase and sell reviews.

The Internet is now the main quest target. Most customers launch their online decision-making journey. VSNL began public internet services in India in 1995. Followed in 1996 by big newspapers such as "Indian Express," "Hindustan Times" and "Times of India." In 1997, ICICI launched its first online banking platform. Private web service providers might work throughout the country and ,, Sify "became the first national web service provider. In 1999, the year marked the "dot com' boom" when Sify.com purchased "India universe" for 499 crores and put on NASDAQ, the development of major dot.com enterprises, the opening of numbers of internet kiosks* and the establishment of foreign satellite gateways for indian Internet services providers were celebrated.

The IT Act was approved by the Parliament in 2000. In the last 15 years the Indian internet industry has seen a magnificent development and the use of the internet can be seen in all fields and categories, such as train, capital markets, retail, finance, gaming, news, aircraft, schooling, entertainment, tourism and other activities. The advent of social networking platforms and internet-enabled smartphones has also influenced the adoption and usage of the Internet in India dramatically (Rao and Manzar, 2013).

Digital marketing communication

In plain terms, digital marketing contact relates to the distribution of products and services provided by the marketer over digital media platforms for specific consumers (Ryan, 2014). The most common digital platforms involve laptops, cell phones, digital outdoor satellites and digital TVs. Digital marketing contact relates to immersive, personalised, person and observable contact of marketer goods across digital channels to specific audiences (Merisavo et al. 2007). Internet marketing contact retains web messaging as its central feature basically like its conventional colleague, i.e. digital contact. This calls consumers, alerts them of new updates, drives actions and retains their happiness as their primary goal; moreover, the capacity to personalise and tailor contact according to the desires of the specific audience allows it the upper hand in the conventional media (Hawks 2015).

Digital marketing contact can be achieved in several respects. A search engine marketer may use the SEO and SEM to educate the target group regarding their goods and services. Online marketing may also be used by the marketer to connect with potential customers, particularly e-mails, banner ads, pay-per-click and e-newsletters. The website of suppliers offering crucial details on the business, brand, goods and services available will serve as a critical information source for customers. Social networking platforms and video sharing sites in particular promote substantive interactions with the clients (Solomon, Marshall and Stuart, 2012).

Digital TV promotes the essential details as needed by consumers and, if required by the target clients, includes extra information. Strategically situated, immersive digital outdoors such as touch-screen and QR codes enable the marketer to reach potential consumers. No-one should highlight the value of cell phones, which are often the nearest to the consumer public and educate advertisers regarding the needs and desires of the client. Marketers also provide customers with the most common mobile marketing options through SMS, MMS, VAS (Value Added Services), mobile websites. New-age emerging platforms paired with existing networks provide advertisers with outstanding performance.

Such common advantages in digital marketing include:

1. **Cost-efficient:** A effective internet marketing campaign can be conveniently prepared in your budget by utilising digital media that provides a cheap approach relative to other advertisement platforms like radio, TV and more. A

well-planned digital media strategy will target a broad crowd at a reduced expense than conventional marketing strategies.

2. Improved exposure: meet various prospects by transitioning to a limited investment digital marketing strategy. See where you're looking for your fans. Through utilising digital ads, you can find long-term performance.

3. Saving Resources: Digital marketing produces outcomes in real time in no time. Time is valuable to us all, so why do you waste a second Nano? Internet marketing offers you the possibility of knowing the number of visits to your platform, the engagement rate, the busiest period for selling, how many members you've reached in a day and more.

4. Social currency: Digital marketing presents you with the ability to create promotions using a range of platforms. This promotions will viralize social media, travel from individual to individual and thereby acquire social capital.

5. Brand Building: branding is something any organisation is striving to do. By marketing the brand on many sites, the more viral the brand becomes and the more reputational the brand receives in the presence of search engines and consumers.

Characteristics of digital marketing communication

The insightful, interactive, accessible, functional, observable, simple, cost-effective, scalable and personalised features of digital communications (Merisavo et al . 2007). Digital marketing promotes collaboration at a higher rate and targets more individuals than conventional marketing (Smith, 2011). Internet marketing technology banks can operate successfully for data storage * and data mining *. The most lucrative category, commodity and area, future buyers, ways to cross and upsell *, most productive advertising media, the most effective pricing strategy and the most suitable sales platform for a marketer are revealed in data management and data mining. Digital marketing presents customers with immense amounts of knowledge and enables consumers to reach unparalleled sources of information immediately.

Contact on internet marketing is also collaborative (Deighton, 1996). Interactivity deals with contact between advertisers and customers in two forms. Digital communication helps to create a conversation that encourages advertisers to react easily to their customers ' needs through understanding their specifications. Contrary to conventional ads, digital communications allows specific consumers to be contacted with a personalised message through their favourite medium of preference.

The digital medium's measurability helps advertisers to measure important user behaviour metrics that include key terms used to find information, sort of digital platform for accessing information, time spent on a specific page, number of clicks, exchange of digital material, quantity and buying period, conversion data, demographic statistics and other facts (Ryan). Tracking is made possible by the usage of various analytical resources on the market, the most common being ,, Google Analytics.

In contrast to conventional ads, digital marketing contact is rather cost-effective. Digital communications can meet more customers at a less affordable

expense than conventional marketing communications. It is quite inexpensive to build and manage digital marketing strategies like content marketing, MMS, SMS, search engine optimization, search engine marketing, social network marketing, and platforms such as blogs, online forums, e-mails and others. Content on internet channels is often commonly paid on a per pay-per - click basis, and is often easier than typical commissioning.

Internet networking helps consumers, while being cost-effective, from multiple faces. It enables the marketer to gather tremendous data, when each individual activity, such as pressing, stopping, listing or contact can be monitored through digital channels. Advertising performance over interactive platforms can also be conveniently calculated. Consumer profiling can be easily carried out through digital platforms, contributing to long-term and meaningful customer relationships (Ryan, 2014).

Internet marketing contact encourages consumers to connect. Customers may relate to other parties with common preferences by leveraging the connexion or communities that they build, removing time and space behind barriers. Online engagement presents consumers with an atmosphere in which they can launch the dialogue with the company and draw on their desired material. Online contact allows advertisers to cultivate intimacy with consumers and to develop positive consumer connexions. Marketers should recognise their clients before making the order so that they can be approached.

CONSUMER BUYING DECISION PROCESS

The market acquisition decision phase applies to the series of actions that transform the buyer into a prospect * and put an current customer out to purchase products and services (Schiffman, Kanuk and Kumar, 2012). Kollat, Engel and Blackwell (1970) produced a detailed market model consisting of five phases widely referred to as the "EKB Model."

1. Recognition of requirements: This is the first stage in consumer decision making that allows the customer conscious of the gap between the true and the expected phase (Hawkins, Strongest, Coney and Mookerjee, 2008). Interior or external stimulus will cause the need. Visual triggers come from a number of modern media channels: internet, smart phones, Facebook, digital TV, modern outdoors to name a couple, mixed with conventional outlets to cause a buying concept.

2. Check for details: The next move is to scan for details about viable solutions, until the consumer is informed of the need. The knowledge is derived from external and internal memory outlets. Internal sources depend on the expertise and recollection of clients. The knowledge gathered from colleagues, acquaintances, advertisers and commercial media is secondary sources (Schiffman et al . 2012).

3. Alternative Evaluation: The customer assesses alternatives after gathering the details based on some factors that the customer feels are important, such as price, cost, functionality, feedback of others' and other user reviews to list only a few. Consumers have a strong perception that their mood, purchasing intent and final transaction are based on alternatives (Sternthal and Craig, 1982).

Schwenk (1984) claimed that customers are trying to improve the judgement method for complicated judgments.

4. Range and buying: Beneficial assessment of the option a customer will potentially choose for the company. Other attitudes and unforeseen situational factors might conflict between purchasing intentions and ultimate transactions (Kotler and Keller 2012). Favorable actions by anyone and lack of an adverse circumstance may usually imply that the commodity will be bought.

5. Post buy behaviour: After buying a certain commodity, a consumer can feel pleased or unhappy. If happy, the customer can promote the brand to others and, if disappointed, may spread negative words of mouth (Brown, Barry, Dacin and Gunst, 2005).

Internet marketers' problems

- Wireless platform abundance. Consumers utilise a range of interactive platforms, applications utilising varying protocols, requirements and configurations – and communicate with them in numerous ways and for diverse reasons.
- Competition intensification. Compared with conventional media, digital platforms are comparatively inexpensive, allowing them nearly any enterprise of every scale. As a consequence, it is highly challenging to attract the interest of customers.
- Bursting quantities of files. Consumers leave behind an immense trail of digital evidence. It is incredibly challenging to get a grip on both of these details as well as to identify the correct data and make the correct choices inside explosive data volumes.

ONLINE ADVERTISING: INDIAN PERSPECTIVES

Internet ads is only on the embryo level in India, though it has already taken hold in other sections of the world. India's share of online ads in the world is almost zero. But developed countries such as India, internet usage are increasing quite rapidly and have immense potential. India's leading marketers began ads online, but slowly. Indian businesses are now eager to market their goods or services online.

The financial sector actually controls the online advertisement sector and accounts for around 40 per cent of India's overall online advertisement. HDFC, Citibank, SBI and UTI are some of the leading companies in this field. FMCG items have only begun to be handled by firms such as Hindustan Lever, Procter and Gamble, etc. India is one of the world's fastest rising economies. The economic survey of India has projected a 6 percent growth in the Indian Gross Domestic Product (GDP) in 2013-14. After the introduction of industrial policy in 1991, India has risen in accordance with the recent economic crisis in the developed West, rendering India one of the most sought after destinations worldwide. Furthermore, a massive population with continually growing buying power has contributed to the reaction of a vast and productive industry. This is good predictions for Indian Advertisement Industry that is currently trying to leverage the benefits of the internet to accelerate its growth.

For financial year 2009-10, India's entire online advertisement market was valued at INR 785 crores and is projected to rise in the coming financial year. This reflects a significant 26% improvement from the previous financial year. Monitor advertising form a significant part of the revenue production led by text ads. In the overall revenues produced by the industry during 2009-2010, display ads contributed to INR 417 crores, while text ads contributed to INR 368 crores. Show ads are projected to rise by 30 percent in the 2013-14 financial year, with text advertising expected to increase by 26 percent over that same period. The amount of internet ads in India remains limited relative to Western industrialised countries.

Internet advertisement is one of the most frequently debated subjects in the advertisement sector. In developing nations, internet advertisement is now a significant occurrence and, due to its multitude of benefits over conventional ways of ads, draws both the marketers and customers. "The Internet has been the most profound shift of my existence and for hundreds of years," says Rupert Murdoch. This announcement, from maybe the most powerful figures of our day, illustrates how important it is in the field of connectivity and media. The whole contact game has modified the rules of the World.

Internet is the one location in the world where brands want to be. The increasing tastes of marketers are not a rat race, but rather because of its many advantages over other types of ads. Eminent publicity guru, David Meerman Scott and revered speaker once said, "You can purchase exposure (advertising). You should call for public coverage (PR). One at a time, you should annoy people to gain publicity (sales). Or by making something unique and worthwhile, you will get exposure, and then publish it free of charge online," David Meerman Scott, Esteemed Communications Guru and renowned author. It could be quite exaggerated to say that online publicity is absolutely free; nonetheless, the cost-effectiveness of online publicity can not be questioned.

There is no question that online advertisement strategies contribute to substantial transactional cost savings between retailers and customers. The methods help traders to supply the details directed at customers who trust and are more likely to act on the knowledge. In his research paper "Economics, evolution and privacy, internet advertisement accounts for approximately 9% of the overall advertising in the United States," David Evans said.

Internet advertisement began in 1994 when AT&T was marketed by Hot Wired, a online publication, which was seen on their website. Online advertisement sources is a contentious subject for academics. Still, substantial study is under way in industrialised countries such as the United States, but there are scant advertisement studies in India. There is no evidence on the genesis and growth of online publicity in India and almost no study on its potential prospects is currently undertaken.

While there are few industry-specific reports, authentic academic study in our region is not accessible. Also in the sense of the planet, internet advertisement studies began towards the end of the 20th century.

- Berthon, Pitt, and Watson's Journal of Advertisement Science report on online advertising is the first authentic analysis review in the area. In India, however, the valid scholarly papers on the subject are extremely dear.

The Rise of Online Media in India

- Ads will hit a vast range of prospective customers worldwide.
- Other commercial media platform dominance.
- Web page may be changed at any time and there are no painful updates or corrections.
- Web publicity is accessible 24 hours a day, 7 days a week, 365 days a year.
- Unique interest groups or people may be promoted in online advertisements.
- Web ads will easily utilise text, audio, visuals and animation convergence.
- Digital ads is easier than digital advertising. There are no charges for printing, no postage, etc.

Three principles to the effectiveness of digital marketing

What does digital marketing correct take?

Here are three steps to the effectiveness of digital marketing:

1. Manage diverse partnerships through a range of platforms – modern as well as conventional.
2. React to complex consumer experiences and launch them.
3. Extract benefit from big data for better decision-making.

REVIEW OF LITERATURE

In their study Wertime and Fenwick (2011) identified numerous new digital marketing platforms used by marketers such as twitter, social networking websites, Facebook, onlines, e-mails, cell phones, satellite and outdoor television. However, large grouping of digital networks on content-based sites and interactive devices will render digital marketing sources simpler to grasp. Like blogs, social networking pages, online forums, emails and other content-based channels. Digital technologies comprise handheld phones, interactive television, outdoor interactive and other items.

"YouTube" (Cha, Kwak, Rodriguez, Ahn and Moon, 2007; Burgess and Green, 2013) is one of the most popular video sharing social networking platforms where users can create, display and access video. Most of the material on this website is downloaded by people, although several organisations consider it a valuable tool for collaboration. YouTube is the world industry leader in video streaming, with more than a billion videos recorded per day. YouTube was released in December 2005 and saw a remarkable amount of development in a brief span of time. YouTube helps people to post and exchange content with others. A recent Google analysis has shown that 91% of India's video advertisements are seen via YouTube across desktops, cell phones and tablets (Exchange4media, 2016). Videos posted through this fun and engaging site can involve commercials, music videos, animations, live exhibits, presentations and much more. After developing a YouTube account, any person may upload video. The YouTube profile page is

recognised as the channel. Marketers are strategically building their platforms and supporting Internet platforms. 55% of B2C marketers utilise YouTube as a communication tactic (Chomiak, 2016).

In its research, Gordon, Miller and Collins (2015) reported that more than a billion tourists visit YouTube monthly. More than 3 billion videos are viewed on YouTube every day, while 100 hours are posted every minute. There are also advantages to staying a "YouTube" as it encourages video sharing, as 52% to users aged 18 to 35 post videos with others. YouTube frequently encourages keyword-based selection, viewer feedback and group interaction through the gathering of consumer suggestions and feedback and the exchange of content with others. Customers vote on more than half (50 percent) of the videos on YouTube (McCue, 2011).

Internet groups, also known as 'Message boards' or 'Online forums,' utilise web-enabled and sponsored chat platforms where people can discuss with each other through sending comments (Armstrong and Hagel, 2000). Customers are able to choose and enter online groups. Members of online groups typically communicate across social networking platforms. They also express their views in unique groups, committees, chat rooms, journals and news discussion pages. Enthusiastic consumers, advertisers or external parties may shape online groups. Consumers have a lot of confidence in the online group as participants enjoy other community members' interactions. Online forums are a simple forum for citizens with the same mind who hold similar purpose (Chen, Wu and Yoon, 2004). Group members may connect with each other through e-mails, chat rooms, forums, e-mails, social networking sites, and chat rooms.

For obvious reasons of accuracy, simplicity and performance, email is a perfect messaging method for marketers (MacDonald, 2016). In addition, primary approaches such as release, delivery, deliveries and clicks can be calculated conveniently using specific market-based monitoring tools such as „, Google Analytics URL builders "(Chaffey, 2016). A well-created email illustrates unsatisfactory requirements and introduces the commodity as a remedy to these unfulfilled needs. A 2012 study by Direct Marketing Association alleges that consumers trust emails and choose to accept emails from marketers containing content. One fourth of the customers found e-mails to be informative and interested. Research marketers have acknowledged that the concentrations of downloaded, opened and transferred e-mails have risen in recent years (Kaplan, 2013). In the last few years, though, an growing focus on the marketer's communications has annoyed consumers, perhaps because they are not conscious of spamming communications or notifications. A research by the organisation Experian Marketing Services (EMS) showed that about 10 percent Indian customers open up messages sent to them for the email marketing (Bhattacharya, 2015). Registered Indian consumers 6 percent click to open email rates (eMarketer, 2015c).

Digital Marketing is rapidly complicated, competitive and multinational, **argues Ryan (2013)**. In comparison, in digital marketing the idea of smartness and productivity is in its infancy. The bulk of published literature reflects on its significance, roles and methods in terms of sophisticated digital marketing.

In view of the value and profitability of digital marketing, **Chaffey and Ellis-Chadwick** claim that smart digital marketing is part of their successful marketing strategy in many sectors, such as retail, production, wholesale trading etc. The authors emphasise the value of smart and efficient digital marketing to recognise consumer preferences and expectations as an important contact medium.

Pantano and Timmermans related to the usage of sophisticated emerging media and sustainable internet marketing as smart retailing. They claim that the future of retail is the discovery and deployment of better, more competitive and broadly accessible emerging technology. Royle and Laing have pointed to digital marketing as a new networking technology to establish a good partnership with current consumers. The value of smart and sustainable digital marketing as a contributor to revenue development and a way to attract consumers is also based in other literature. In terms of feature, Mazzarol often applies to smart web marketing, which may help draw or maintain more consumers, as an internet marketing or e-marketing method.

Kannan (2015) concentrates on the role by defining smart digital marketing as a digital technology mechanism in order to sustain a successful partnership with consumers by creating consumer tastes, supporting products, better retention and improved revenue. Online marketing is also a valuable method to meet those corporate objectives.

According to Hwangbo and Kim, consumers wish to purchase goods or utilise facilities that are affordable and efficient. Companies would then propose and implement more natural goods. The authors propose using advanced smart session-based advisor programmes as interactive marketing techniques that guarantee good efficiency and draw more clients.

Saura et al. have been exploring the sustainable dimensions of digital media lately, saying corporations have begun to recognise the digital world as their current and potential. Therefore, businesses are concerned about their business models' viability and development. Companies have also been pursuing innovative internet marketing models to encourage progressive issues, online channels for social and environmental ventures and interactive media strategies to promote sustainability. In the age of COVID-19-induced lockdowns and bans, companies are compelled to move into digital channels and Web-based applications for property and hire, the value of such measures and instruments to maintain company can not be overestimated.

In this sense, **Linkov et al.** stresses the implementation of agile management and related digitalization to build and facilitate a productive environment powered by the integration of knowledge production and service delivery as sustainability strategies. Likewise, smart digital marketing is defined by Royle and Laing as positioning goods or services more efficiently in order to encourage, immerse and render consumer engagement more valuable in smarter and more educated decisions.

RESEARCH METHODOLOGY

The present research discusses the facets of and implementation of digital marketing theory, the related informed and sustainable activities. This method of research has been chosen because of its necessary versatility to determine the safest, most intelligent and effective digital marketing strategy. This study employed secondary knowledge, such as digital media frameworks utilised in other sectors, to produce innovations, theories and perspectives to pave the way for the existing growth sectors to be turned into smarter and more competitive ones. Due to the large number of respondents required for the relevant sample, a quantitative methodology was adopted for the current analysis. Researchers including Onyango and Najib Razali et al. have followed an online questionnaire methodology for related studies. This method has been successful in collecting marketing and Advertising professionals' views on insightful and efficient digital marketing strategies.

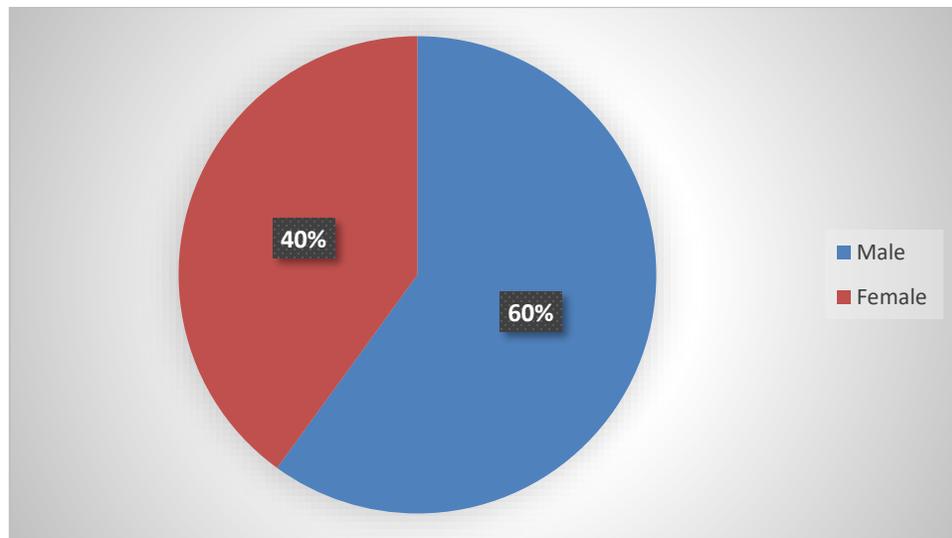
DATA ANALYSIS

Questionnaire

Name:

Sex

Male	60
Female	40

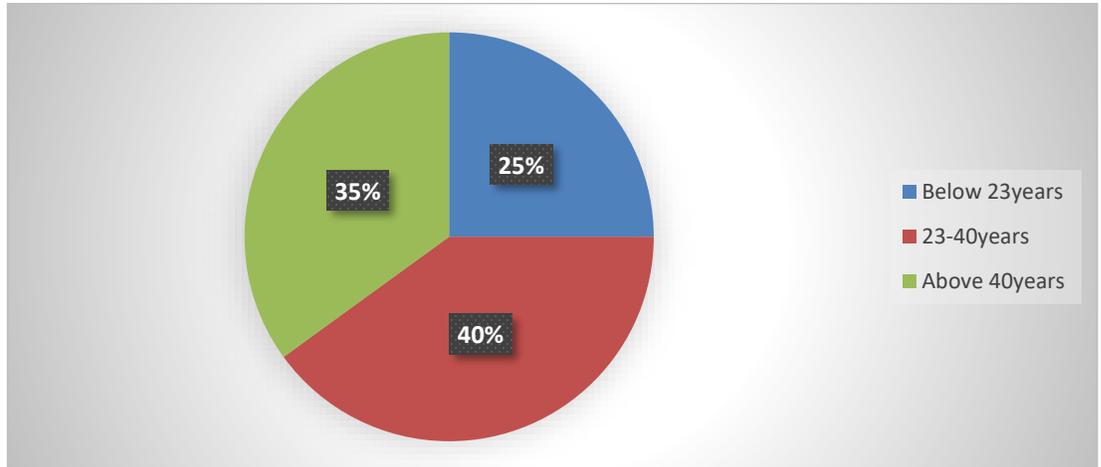


Data interpretation

The survey was conducted with the help of a questionnaire prepared to help in the research on the significance of digital marketing tools in the promotion of e-commerce websites. Out of all the respondents, 60 respondents responded that they are male while remaining 40 respondents responded that they are female.

Age group

Below 23years	25
23-40years	40
Above 40years	35

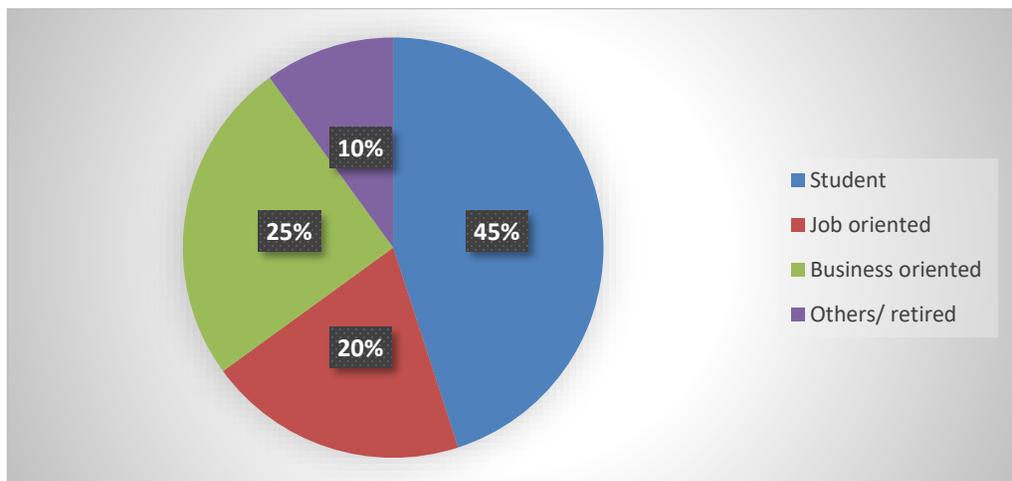


Data interpretation

The survey was conducted with the help of a questionnaire prepared to help in the research on the significance of digital marketing tools in the promotion of e-commerce websites. Out of all the respondents, 25 respondents are of age below 23years while 40 respondents are of age group between 23-40years. The remaining 35 respondents are of age above 40years.

Occupation

Student	45
Job oriented	20
Business oriented	25
Others/ retired	10

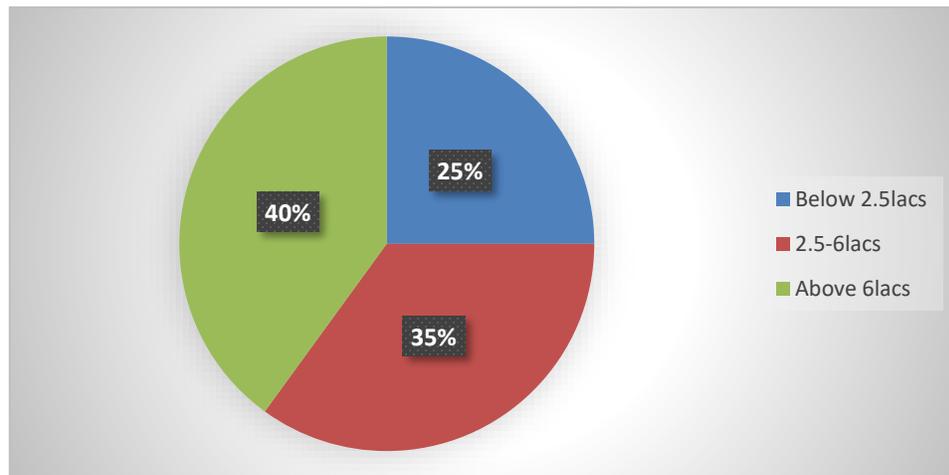


Data interpretation

The survey was conducted with the help of a questionnaire prepared to help in the research on the significance of digital marketing tools in the promotion of e-commerce websites. Out of all the respondents, 45 respondents are students while 20 respondents are job oriented. There are 25 respondents are business oriented and remaining 10 respondents are retired.

Annual income

Below 2.5lacs	25
2.5-6lacs	35
Above 6lacs	40

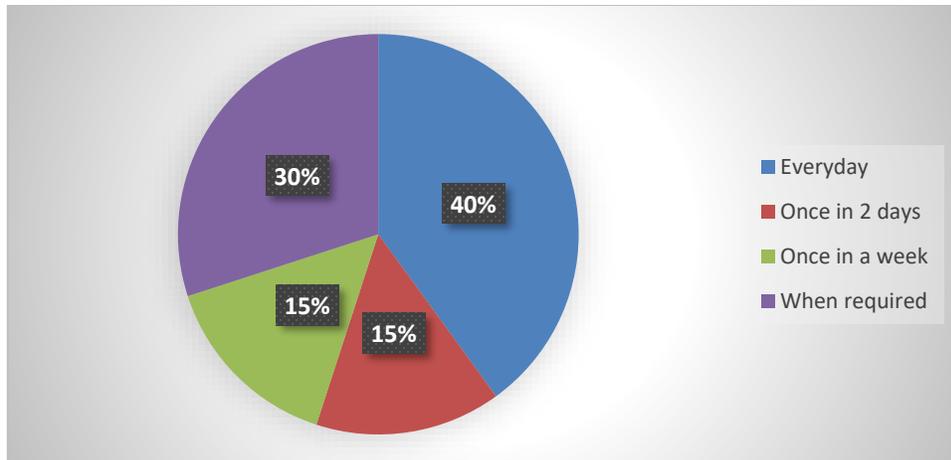


Data interpretation

The survey was conducted with the help of a questionnaire prepared to help in the research on the significance of digital marketing tools in the promotion of e-commerce websites. Out of all the respondents, 25 respondents have their annual income below 2.5lacs while other 35 respondents have their annual income between 2.5-6lacs. The remaining 40 respondents have their annual income above 6lacs.

Q5. How often do you use online websites for shopping or searching information?

Everyday	40
Once in 2 days	15
Once in a week	15
When required	30

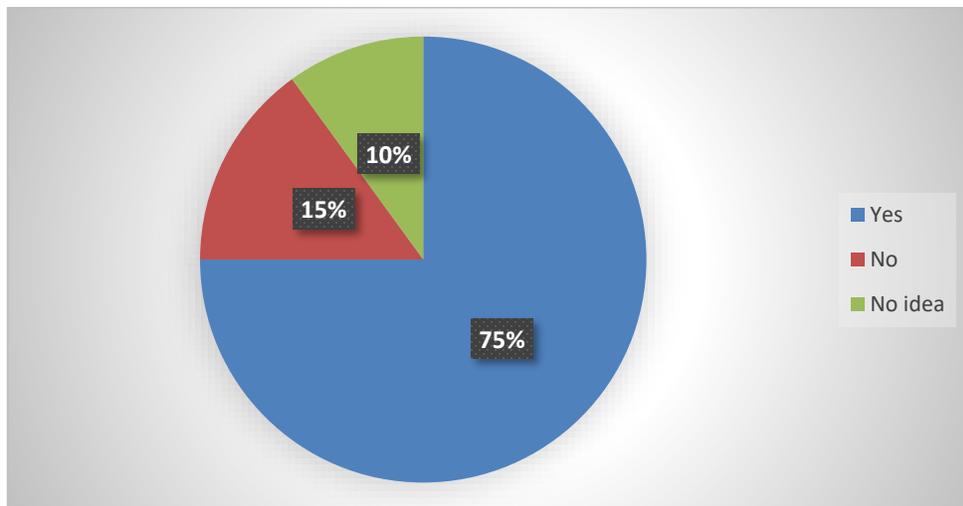


Data interpretation

The survey was conducted with the help of a questionnaire prepared to help in the research on the significance of digital marketing tools in the promotion of e-commerce websites. Out of all the respondents, 40 respondents access online websites everyday for shopping or searching information while 15 respondents do it once in 2 days and another 15 respondents do it once a week. The remaining 30 respondents use online websites for shopping and for searching information whenever required.

Q6. Do you think that the digital marketing tools play an important role in the promotion of ecommerce websites?

Yes	75
No	15
No idea	10



Data interpretation

The survey was conducted with the help of a questionnaire prepared to help in the research on the significance of digital marketing tools in the promotion of

e-commerce websites. Out of all the respondents, 75 respondents responded that they believe that digital marketing tools helps in the promotion of ecommerce websites while 15 respondents denied with this fact. The remaining 10 respondents have no idea about this.

CONCLUSION

Data analysis aimed principally at exploring the significance of digital marketing in the modern age. What are the different issues of digital marketing? It also illustrated how the role of digital marketing contributed to India's growth. "The Digital Marketing Function plays an important growth function in industry. Since there is little scope and less worldwide advertising. And if there are any improvements in the product, we must adapt quickly and build more exposure rather than conventional Ads. This implies that there is a significant role in public recognition (especially with respect to the launch of new products). We must use so many forms of resources to make digital marketing decisions.

REFERENCES

1. Brilliant Noise, (2012) Brilliant Model: the Loyalty Loop. [Online] Available at: [ttp://brilliantnoise.com/brilliant-model-the-loyalty-loop/#more-3873](http://brilliantnoise.com/brilliant-model-the-loyalty-loop/#more-3873) [Accessed 28 August 2013].
2. Cendrowski, S., (2012) Nike's new marketing mojo. [Online]
3. Kotler, <http://management.fortune.cnn.com/2012/02/13/nike-digital-marketing/> [Accessed 8 August P., (2012) What is marketing? [Online]
4. Gupta Om 2005 Advertising in India: Trends and impact Gyan Publishing House
5. Internet for Rural India (2009) A report published by Internet and Mobile Association of India.
6. Internet Advertisements (2010) A report published by Internet and Mobile Association of India.
7. G. T. Waghmare, (2012). E-commerce; A Business Review and Future Prospects in Indian Business. Internet Marketing in India. Indian Streams Research Journal, vol. 2
8. Gangeshwer, D. K.(2013). E-Commerce or Internet Marketing: A Business Review from Indian Context", International Journal of u-and e-Service, Science and Technology Vol.6, No.6, pp.187-194
9. Krishnamurthy, S. (2006). Introducing E-MARKPLAN: A practical methodology to plan e-marketing activities. Business Horizons.
10. Gurau, C. (2008). Integrated online marketing communication: implementation and management, Journal of Communication Management, vol. 12 no. 2, pp. 169-184