

A
RESEARCH PROJECT REPORT
On
"AN ANALYSIS OF DIGITAL MARKETING
IN INDIA "

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DECLARATION

I **NAIMISH PRATAP SINGH**, a bonafide student of B.Com (Hons.), **Galgotias University, Greater Noida** hereby declare that the project report titled "**Digital Marketing**" is my original piece of research work carried out by me.

I also declare that all the data presented is true to the best of my knowledge which is fully and specially acknowledged.

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ACKNOWLEDGEMENT

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These words of thanks are just a token of my true appreciation for all who have supported me to give this report its shape.

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OBJECTIVE OF THE STUDY

To study the concept of Digital Marketing in India and its applicability to various emerging facets of the Indian economy.

To analyze the Digital Marketing techniques in India.

To study the opportunities and challenges faced by the digital marketing sector in India.

INTRODUCTION

WHAT IS DIGITAL MARKETING?

In oversimplified terms, advanced advertising is the advancement of items or brands by means of at least one type of electronic media. Computerized showcasing varies from customary promoting in that it includes the utilization of channels and techniques that empower an association to break down advertising efforts and comprehend what is working and what isn't – regularly continuously.

Advanced advertisers screen things like what is being seen, how regularly and for to what extent, deals transformations, what substance works and doesn't work, and so forth. While the Internet is, maybe, the station most firmly connected with computerized advertising, others incorporate remote content informing, versatile texting, portable applications, webcasts, electronic bulletins, advanced TV and radio channels, and so on.

WHY DIGITAL MARKETING IS IMPORTANT

Computerized media is inescapable to such an extent that purchasers approach data whenever and wherever they need it. Gone are the days when the messages individuals got about your items or administrations originated from you and comprised of just what you needed them to know. Advanced media is an ever-developing wellspring of amusement, news, shopping and social association, and buyers are presently presented not simply to what your organization says about your image, however what the media, companions, family members, peers, and so on., are stating too. Furthermore, they are bound to trust them than you. Individuals need brands they can trust, organizations that know them, interchanges that are customized and pertinent, and offers custom-made to their necessities and inclinations.

Oversee CUSTOMER RELATIONSHIPS ACROSS ALL CHANNELS

Computerized showcasing and its related channels are significant – yet not to the avoidance of all else. It's insufficient to simply know your clients; you should realize them better than any other person so you can speak with them where, when and how they are generally responsive to your message. To do that, you need a united perspective on client inclinations and desires over all channels – Web, web based life, portable, regular postal mail, retail location, and so forth. Advertisers can utilize this data to make and envision steady, planned client encounters that will move clients along in the purchasing cycle. The more profound your understanding into client conduct and inclinations, the almost certain you are to connect with them in rewarding cooperations.

Difficulties FACING DIGITAL MARKETERS

- **Proliferation of advanced channels:-** Consumers utilize various computerized channels and an assortment of gadgets that utilization various conventions,

particulars and interfaces – and they collaborate with those gadgets in various manners and for various purposes.

- **Intensifying rivalry:-** Digital channels are moderately modest, contrasted and conventional media, making them close enough for all intents and purposes each business of each size. Thus, it's turning into much harder to catch customers' consideration.
- **Exploding information volumes:-** Consumers abandon a colossal path of information in advanced channels. It's incredibly hard to understand such information, just as locate the correct information inside detonating information volumes that can assist you with settling on the correct choices.

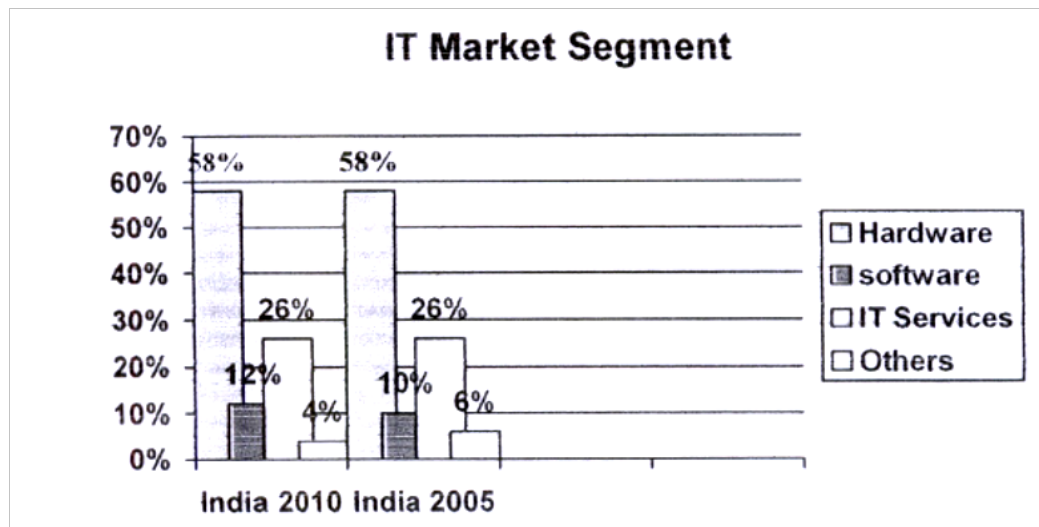
THREE KEYS TO DIGITAL MARKETING SUCCESS

All in all, what does it take to do advanced advertising right? Here are three keys to advanced advertising achievement:

- Manage complex client connections over an assortment of channels – both computerized and conventional.
- Respond to and start dynamic client communications.
- Extract an incentive from enormous information to settle on better choices quicker.

Advanced MARKETING-OPPORTUNITIES AND CHALLENGES

Advanced innovation has altered the" world as at no other time. Quick changes have occurred in the worldwide situation. The commitment of data and correspondence innovation has been critical as far as salary and profit, development and work age. India as well, has seen an extraordinary development in its field. The Desktop PC showcase netted 22.9 lakh units enrolling a development of 37% over the earlier year. PC deals had timed a negative development of 11 % in the FY 2018-19 over that of 2017-18. In any case, the light IT utilization saw in the First-50% of increased more prominent force in the Second half, bringing about the present development. With hearty development prospects, the IT advertise is required to develop at 18% in FY 2018-19 and PC deals are relied upon to cross 27 lakh units. With it spending moving towards arrangements as opposed to items, the IT administrations advertise is required to observe a sound development. Merchant activities, combined with end-client mindfulness and premium, prompted this upsurge in the market exercises for advanced camera.



What is the fate of this market? What is driving the development in the market?

- Increased corporate utilization drives deals.
- Continued lightness to move deals to over 2.7 million units in 2018-19
- PC buy in the Top 4 metros represented 53% of the all out PC advertise. This is down from 56% watched in 2018-19; be that as it may, in outright terms the deals developed by 30%. In the Business Segment, despite the fact that the Top 4 Metros represented the most extreme PC deals, their offer declined from 60% in 2018-19 to 52%. Anyway utilization in this portion developed by 24%. The extent of deals to littler towns expanded altogether from 29% in 2018-19 to 39% in 2019
- Sales to the Household Segment additionally saw development of 16% - SEC A kept on ruling the market with 45% piece of the overall industry in 2018-19 SEC C, which rose as a buyer just 2018-19, represented 24% deals in the family units showcase. SEC B represented 31% of the deals.
- The general introduced base of PDAs in the nation is 13,892 units; while 3,734 units were sold in H2. PDA utilization is packed in the best 4 urban communities, representing 57% of the all out market. Utilization of PDAs was most noteworthy in the administrations segment, which represented 81 % of the market, fabricating part represented another 18%.
- The Server showcase grew 11 % in 2018-19 The Top 4 Metros represented 78% of the absolute server deals while their utilization expanded by 15%. Deals of servers to the littler organizations developed by 46%, they represented 28% of the general server deals. Enormous Businesses represented 41 % of the deals, anyway the deals declined by 14% over the earlier year. Medium undertakings represented 31 % of the business, becoming 36%.

Since 1994, the Indian IT Industry develops somewhere in the range of 40% and

half every year. Its turnover was US\$ 8.7 billion for the year finished in June 2000 and should reach US\$ 12 billion of every 2000-2001. The business Association (Nasscom) objective is to arrive at a US\$ 90 billion turnover in 2008. IT is the specialization permitting India to enter present day worldwide markets. At the neighborhood level, different investigations have exhibited the significance of positive externalities related with its advancement bunches. The intriguing issue in regards to India is that, in view of the shortcoming of the customary modern segments, IT businesses assume a prevailing job in connecting the nation with the worldwide market development, prominently through:

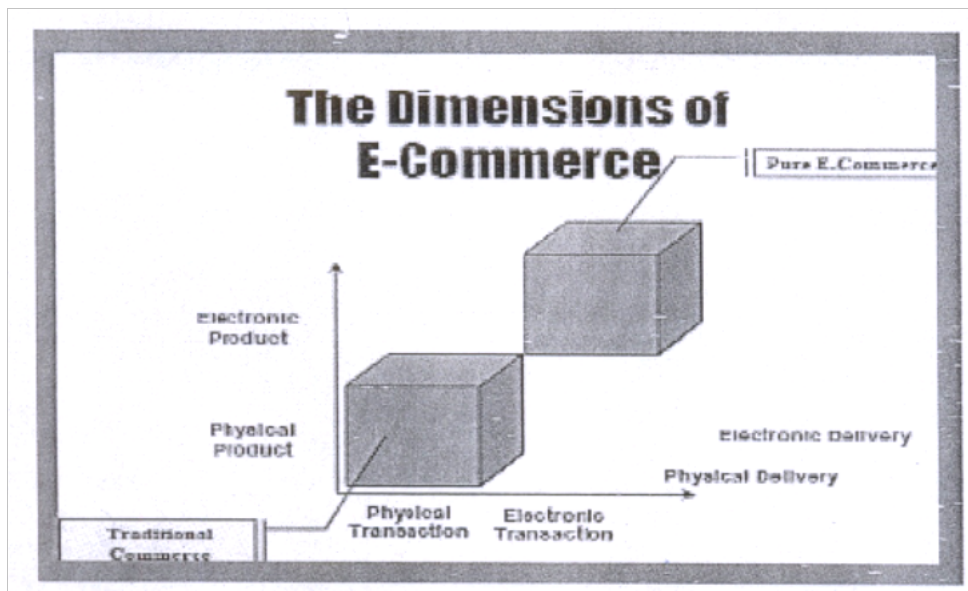
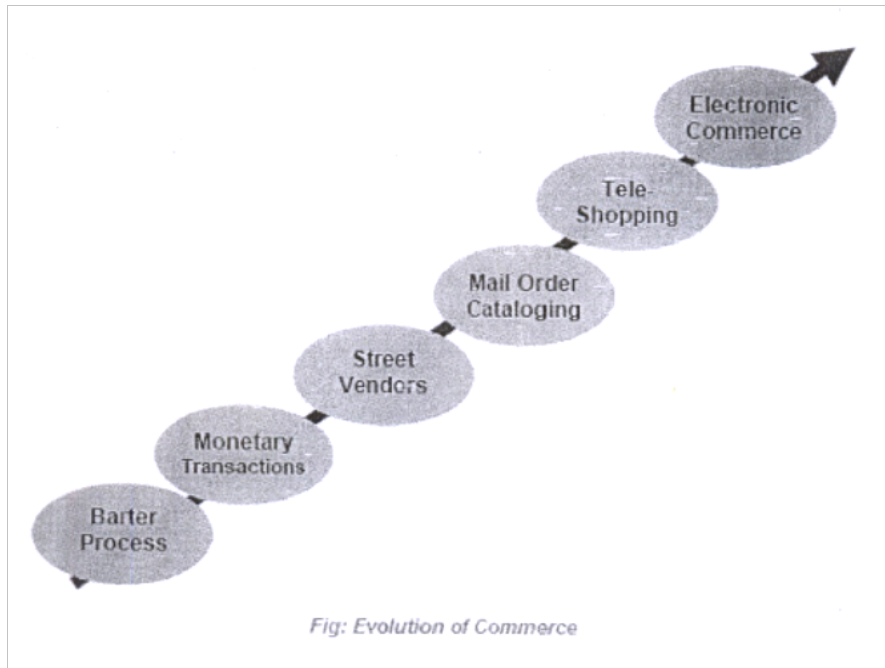
- Building up an upper hand on worldwide markets
- Setting up worldwide organizations and global business systems
- Pulling up the local telecom framework and training framework
- Promoting neighborhood mechanical approaches
- Supporting the opening-up of an economy fixated on import-replacement.

A large portion of the preparation, particularly for programming dialects will utilize PCs, Internet associations and presumably, e-learning programs. This market will upgrade the entrance of the Internet nation astute.

Writing REVIEW

Exchange OF COMMERCE

Trade has advanced throughout the hundreds of years. Preceding the advancement of cash it was a basic "barter process" where things could be traded, same milk for grains. The development of cash carried with it, the idea of a "commercial center". In a commercial center, trade is an element of four P's. These whole four segments assume a fundamental job in an exchange to happen. Various mixes of 4 P's decide various types of trade. When the commercial center appeared, a couple of pioneers understood that individuals would be prepared to pay extra on the off chance that they could convey items at client's entryway steps. A slight adjustment at cost and spot let to the accommodation of getting items at there homes. This idea charmed the clients and in this manner, the idea of "road merchants" was conceived. At the point when the postal framework appeared the dealers chose to take advantage of the new chance and began utilizing mailers giving depiction of there items. It prompted the idea of "mail request listing". From here, the advancement of the "mail order shopping" organize was inescapable with the improvement of media vehicles. The most recent age of business is one that should be possible over the web. Web gives a virtual stage where dealers and purchasers can come in contact available to be purchased and acquisition of products and service.



There are 2 distinct types of advanced advertising, every one of which has their upsides and downsides:

- Pull Digital Marketing:- Pull advanced advertising innovations include the client searching out and straightforwardly get (or pull) the substance. Site/sites and gushing media (sound and video) are genuine instances of this. In every one of these models, clients have a particular connection (URL) to see the substance.

Aces of Pull Digital Marketing

- ❖ No limitations as far as sort of substance or size as the client figure out what they need.

- ❖ No innovation required to send the substance, just to store/show it.
- ❖ No guidelines or pick in process required.

CONS of Pull Digital Marketing

- ❖ Considerable promoting exertion required for clients to discover the message/content.
- ❖ Limited following capacities - just all out downloads, online visits, and so on.
- ❖ No personalization - content is gotten and seen the equivalent over all crowds
- Push Digital Marketing:- Push advanced promoting innovations include both the advertiser (maker of the message) just as the beneficiaries (the client). Email, SMS, RSS are instances of push computerized promoting. In every one of these models, the advertiser needs to send (push) the messages to the clients (endorsers) all together for the message to be gotten.

Professionals of Push Digital Marketing.

- ❖ Can be customized messages got can be exceptionally focused on and explicit to chose models - like an extraordinary proposal for females, 21 years of age or over and living in California.
- ❖ Detailed following and revealing - advertisers can see what number of individuals saw their message as well as explicit data about every client, for example, their name just as segment and psychographic.
- ❖ High Return on Investment (ROI) conceivable - whenever executed the correct way, push informing can help drive new income just as brand fortification.

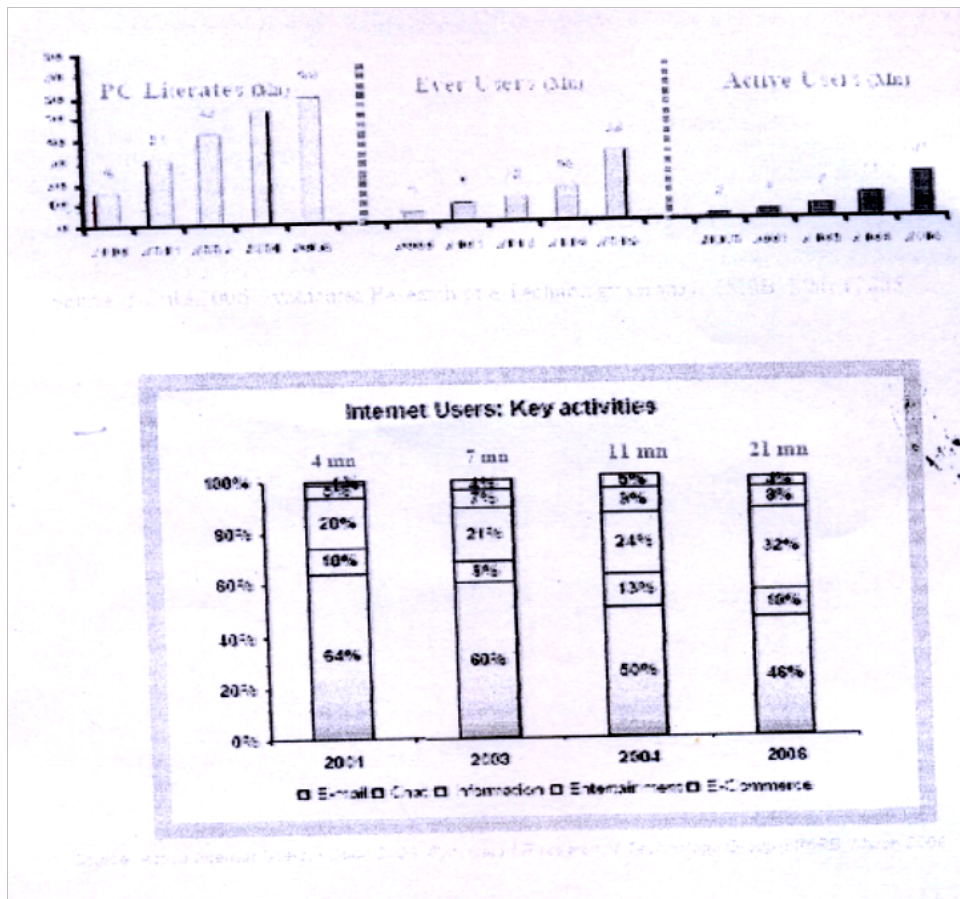
CONS of Push Digital Marketing.

- ❖ **Compliance issue** - each push informing innovation has its own arrangement of guidelines, from minor (RSS) to intensely controlled (email and content informing).
- ❖ **Requires instrument to convey content** - the advertiser needs to utilize an application to send the message, from an email promoting framework to RSS feeders.

Utilization OF E-COMMERCE IN INDIA – A DEMAND SIDE PERSPECTIVE

Since the presentation of E-Commerce, there have been banter on fate of its possibilities in India. Would it be as effective all things considered in US or is it a delusion that pulls in numerous however offers nothing beneficial? Sufficiently genuine; the players in the online commercial center are as yet battling to settle with an effective plan of action. The greater part of them are agreeing to Advertising Model, trusting it would help them breakeven. Be that as it may, to develop past, most of the income should be produced from

clients. Clients then again, have become decision spoilt. There is no deficiency of contributions for them. They skip from one dealer to other looking for best arrangements in the normalized items showcase. In this segment, we would, center around the utilization of E-Commerce in India, and comprehend the triggers and hindrances for the online commercial center.



TRIGGERS AND BARRIERS FOR THE E-COMMERCE MARKET IN INDIA

Notwithstanding the business size, it is basic to comprehend the purposes for the development and reasons hampering the development E-Commerce industry in the nation. This area expounds the triggers and hindrances that sway the reception of E-Commerce by the Internet clients.

Triggers Which Motivate the Online Shoppers to Buy Products Online

Top 6 reasons given by shoppers in buying through Internet	Rank
Saves time and efforts	1
Convenience of shopping at home	2
Wide variety / range of products are available	3
Good discounts / lower prices	4
Get detailed information of the product	5
You can compare various models / brands	6

Source: I-Cube 2006, a syndicated product of IMRB International

Sourced-Cube 2006, a coordinated result of IMRB International

- Time sparing is the significant explanation that drives Internet clients to shop on the web.
- It is trailed by comfort of wherever, whenever shopping on the web. Online stores don't have space limitations, accordingly, a wide assortment of items can be put for show.
- Companies can show entire scope of items being offered by them.
- This further empowers the purchasers to browse an assortment of models subsequent to contrasting the looks, highlights, costs of the items in plain view.
- To draw in clients to shop on the web, e-Marketers are offering extraordinary arrangements and limits to the clients. This is encouraged by disposal of support, land cost of the dealer, selling its items on the web.

Obstructions for E-Commerce Market in India

- Absence of touch-feel-attempt makes worries over the nature of the item on offer.
- Another detour in the method of E-Commerce is absence of intuitiveness in order to take into account exchanges between the purchaser and dealers.
- notwithstanding over, the security of online installments is a significant issue requiring quick consideration of the advertisers.
- Increasing pace of digital wrongdoings has made client uncertain of uncovering their charge card subtleties and bank subtleties on the web.
- Internet shopping has various advantages to offer. With evolving ways of life,

E-Commerce is doubtlessly the most engaging and helpful methods for shopping. Be that as it may, the grave issues encompassing the market don't make it the "decision" of the majority of the Internet clients. Tending to the above determined issues, accordingly, has gotten basic to grow past the present client base.

E-TAILING

As the name proposes, e-Tailing is the web form of Retailing. As it were these are online shops where a client can look over an assortment of things like Apparel, Accessories, Mobiles/Cell Phones, Cameras, Computers, Books, Magazines, Music CDs and DVDs, Electronic Goods, Shoes, Furniture, Health Equipments, Flowers, Jewelry, and so forth. The two famous models that exist in the e-Tailing commercial center are Online Retailers and Online Auctions. The Website of an Online Retailer is utilized as a customer facing facade to sell physical products that are then conveyed by an outsider. The Online Auctions, then again, fills in as a stage where a vender can offer to offer its items to intrigued purchasers and gives the empowering foundation to electronic exchanges. Previously, barterers were constrained to just high esteemed things, for example, artworks, collectibles and collectibles or for items in the discount commercial centers. In any case, presently it is conceivable to sell even low esteemed things like old books, music tapes, CDs, and so on. In this way, the two arrangements of e-Tailing contrast in the method for directing an electronic exchange. These distinctions can be featured in type of the accompanying procedure stream: Another contrast between online stores and the online closeout destinations is that the previous wins exchange incomes while the last charges a commission from the purchaser and merchant once the arrangement is shut.

Boundaries TO GROWTH OF E-TAILING MARKET

- **Consumer Bias:-** According to a main industry player, "Shoppers will show an inclination for brands that they know well and have had a decent involvement with the past". In this way results of brands with a good inclination will score over the results of less well known brands. "A couple would hazard to purchase costly gems from an obscure gem specialist on the web", includes another industry master.
- **Lack of 'Touch-Feel-Try' Experience:-** We have heard a great deal of web clients state "would the precious stones in the ring be as large as appeared in this image", "it appears my size however consider the possibility that doesn't fit well", "imagine a scenario in which this camera doesn't work. Subsequently, absence of capacity to attempt an item before purchasing goes about as a hindrance for some web clients. Moreover, frequently the item or the administration conveyed contrasts from the norms showed on the site. The client isn't certain of the nature of the item except if it is conveyed to him and post conveyance of the item, it is some of the time a long procedure to get a broken or the inadmissible item changed. Accordingly, except if the expectations are according to the clients desires, it is difficult to mix greater validity in the e-Tailing market.

- **Mounting Competitive Pressures:-** The market for web based purchasing is still at an incipient stage. Be that as it may, at this beginning period as well, the market is amassed by the players selling their or outsider's items on the web. To draw in clients, the contending on the web players are receiving all way to give items and administrations at the most minimal costs. This has brought about creation the customers decision spoilt, who thusly surf different sites to detect the 10w~st cost for the item. Along these lines, in spite of the fact that the quantity of exchanges is expanding, the estimation of the items sold is ceaselessly falling claiming to high rivalry and more slender edges.
- **Seasonality:-** e-Tailing Market is looked via regular changes. As told by an Industry player, "August to February is the pinnacle seasons available to be purchased, while March to July is the dry seasons available to be purchased". During the pinnacle season, events that drive the deals are Diwali, Rakhi, Valentines Day, New Year, Christmas, Mother's Day, Friendship Day and so on are. On these events more youthful ages favors purchasing and sending endowments on the web.
- **Credibility in Payment System:-** According to a main e-Tailer, "online cheats and break is the greatest hindrance to online deals". Subsequently, planned purchasers favor avoiding uncovering their charge card and bank subtleties.
- **Untimely Delivery of Products:-** It may take a couple of moments to look, book and pay for items and administrations on the web, however the conveyance of the item may take irrational time.

ONLINE CLASSIFIEDS

B2C Online Classifieds is a client driven market. It empowers Internet Users to put their contributions, including, CVs for employments, profile for marriage, promotions to purchase/sell property and vehicles on sites. In spite of the fact that the Online Classifieds advertise targets specialty sections, for instance, the working populace can put their CVs on work entryways, those more prominent than 18 years are qualified to profit of administrations of a marital site, and so on., this fragment despite everything figures out how to draw in the most extreme consideration attributable to the way that it focuses on the youthful populace, that contributes greatest to the pie of Internet clients. Be that as it may, there is another potential portion containing 01 moderately aged and senior residents, who may be keen on benefiting marriage administrations (for their kids) and purchasing/selling property. Since this fragment isn't happy in getting to the web, they despite everything depend on administration of agents like marriage advisors and property sellers. Having understood this, players in the Online Classifieds Market are opening physical counters. The physical counters help the not really Internet-keen populace by applying search according to the parameters indicated by the client.

Possibility OF RURAL DIGITAL MARKET IN INDIA:

The lack in interchanges and other essential foundation in provincial India makes a chance to build up associations with enterprises dynamic in the horticultural Indian industry. From exchanging organizations to capital hardware suppliers, these organizations would extraordinarily profit by the making of a system that would make the Drishtee plan of action financially manageable.

FUTURE ROLLOUT

Despite the fact that there is a demonstrated interest for advanced administrations in country India, impressive idea and arranging must go into modifying administration offering to neighborhood needs and the fundamental assets required to support those necessities. The accompanying administrations are being considered as future contributions:

- Entertainment,
- Horoscopes,
- Employment trades,
- Rural e-commercial center,
- Computer preparing,
- E-wellbeing administrations,
- Government applications.

In any case, the contribution of a portion of these administrations involves an additional layer of intricacy and even inclusion in personal stakes that limit their improvement over the close to term. Subsequently, further interest in network framework is baseless to offer a portion of these administrations.

WEB 2.0 TECHNOLOGIES

The rising ubiquity of client driven online administrations, including MySpace, Wikipedia, and YouTube, has caused to notice a gathering of mechanical advancements known as Web 2.0. These advances, which depend on client cooperation, incorporate web administrations, shared systems administration, sites, web recordings, and online informal organizations. Respondents to an ongoing McKinsey overview show far reaching however cautious enthusiasm for this pattern. Communicating fulfillment with their Internet ventures up until now, they state that Web 2.0 advances are key and that they intend to build these speculations. However, organizations aren't really depending on the most popular Web 2.0 patterns, for example, web journals; rather, they place the best significance on advancements that empower computerization and systems administration. The greater part of the officials reviewed state they are satisfied with the aftereffects of their interests in Internet advances in the course of recent years, and almost seventy five percent state that their organizations intend to keep up or increment interests in Web 2.0 advances in coming years.

"We have been very client driven and specially appointed", one official clarifies. "As we develop we are formalizing the procedure, yet it is as yet determined by motivation and enthusiasm from key partners". Another main issue is that albeit a large number of these advances became a force to be reckoned with as buyer administrations, conversation members are utilizing them all through their organizations as apparatuses and would already be able to see some effect on the business. "Wikis are including the best worth", one official says.

There are three critical changes occurring in the availability foundation in India:

- **Availability of Fixed-Price, Narrowband, Always-On Connections:-** Telcos, link suppliers and Internet specialist organizations are offering network of upto 128 Kbps for not as much as Rs 1,000 per month. While still not broadband, this is a decent beginning and a significant change from the times of dial-up Internet access at Rs 35 every hour. When an association is consistently on and there is no stress over running up enormous bills, use of the Internet changes and it begins to turn out to be to a greater degree an utility in individuals' lives.
- **Broadband Connections from Cyber Cafes:-** Sufi's Ways and Reliance's destined to-be propelled digital bistros (as a feature of their Web Worlds) offer genuine broadband network. This is beginning to open up new applications like video gaming, video conferencing and so on. After some time, we are probably going to see broadband availability accessible to organizations at sensible value focuses (close to Rs 2,000 every month).

WHAT ARE EMERGING VEHICLES?

Sites (short for Web logs) are online diaries or journals facilitated on a Web website. Web based games incorporate the two games played on committed game consoles that can be arranged and "hugely multiplayer" games, which include a great many individuals who interface at the same time through close to home symbols in online universes that exist autonomously of any single player's movement.

Webcasts are sound or video chronicles a mixed media type of a blog or other substance. They are frequently dispersed through aggregators, for example, iTunes.

Informal organizations permit individuals from explicit destinations to find out about other individuals' abilities, gifts, information, or inclinations. Business models incorporate Facebook and MySpace. A few organizations utilize such frameworks inside to help distinguish specialists.

Gadgets are programs that permit access from clients' work areas to Web-based substance. Wikis, for example, Wikipedia, are frameworks for synergistic distributing. They permit numerous creators to add to an online record or

conversation.

Advancements that encourage online coordinated effort and interest for instance, writes that request client criticism and wikis that permit representatives to cooperate on archives are picking up footing all through the corporate world. Not many organizations, be that as it may, have an away from of what moves clients to add to such destinations. Those locales are concerned principally with prominence, though corporate wikis and substance destinations, (for example, Wikipedia) gain energy when new guests find and contribute top notch content, which thus makes the destinations beneficial for yet more newcomers. To improve the nature of inside wikis, at that point, organizations may look to the quality affirmation practices of open-source coding ventures, which depend on designated and self-named watchmen to police quality issues. Organizations ought to likewise make straightforward and enforceable rules to restrict exploitative or illicit conduct, for example, the posting of copyrighted material or exclusive mysteries. They can gain from the instances of YouTube (which endeavors to survey content for vulgarity before posting) or Wikipedia (which has councils that audit passages for quality) and embrace comparative audit methodology for their corporate Widgets are programs that permit access from clients' work areas to Web-based substance. Wikis, for example, Wikipedia, are frameworks for community oriented distributing. McKinsey look into led in Germany finds that thought processes, for example, a craving for notoriety and a sentiment of recognizable proof with a network energize joint effort and cooperation. Such discoveries, we accept, offer experiences into the manner in which organizations may tailor their Web 2.0 contributions. Organizations should look past video-sharing destinations for ways to deal with augment the nature of the substance. Organizations ought to likewise make straightforward and enforceable rules to forbid dishonest or illicit conduct, for example, the posting of copyrighted material or exclusive mysteries. Advertisers in enterprises where R&D is a serious differentiator may need to start truly enrolling clients in the item improvement process. At the point when organizations build up significant level needs, the subsequent stage is regularly to distinguish the most pertinent activities, assess their potential business sway, and put all the more intensely in the most encouraging ones.

Portable VALUE ADDED SERVICE PROVIDERS IN INDIA

The portable supporter base is developing at a singing pace in India; India is presently the fifth nation on the planet to cross the 100 million imprint in endorser base and has over the most recent two months become the quickest developing versatile market on the planet. As normal income per client decline from voice drops, and voice becomes commoditized, Te1cos are progressively taking a gander at information as an extra reven11e stream. The Indian cell phone showcase is changing from a voice-just market to a stage offering different other sort of administrations. The portable worth included administrations (MY AS) offered through Global System for Mobile correspondences (GSM) just as Code Division Multiple Access (CDMA) handsets presently go from basic Short Message Service (SMS)- based content applications to sight and sound video cuts and even live Television. MVAS showcase is ready to develop by over 65% and produce yearly deals of more than \$2 billion (Rs.8,200 crore) during the current financial as the cell phone

endorser base is increasing and such administrations are getting less expensive with simple openness to end clients. Overall portable diversion incomes are figure to develop to \$70 billion by 2023-24. In the Asia Pacific locale alone, portable gaming is relied upon to create almost \$70 billion in incomes by 2023-24. Portable VAS are offered on numerous stages like SMS, voice and Wireless Application Protocol (WAP) empowered administrations and so on. The clients of these administrations are spread in pretty much every alcove and corner of the nation as consequence of the telecom unrest, which is seeing an expansion of in excess of 5,000,000 supporters per month. The exponential development in the supporter base is prompting quick development in the matter of portable VAS additionally, as individuals generally utilize their handsets to mess around, download ring tones, read news features, surf the Internet, tune in and make music, cause others to tune in to their music assortment, get to data from banks, railroads and carriers, check test results or partake in challenges and so on. India is quickly moving towards being an advanced portability advertise with no qualification between showcase officeholders and challengers. The developing force of rivalry has prompted more administrations for the end client at lower costs. This has had an impact of invigorating interest and in this way expanding the class appropriation rate. As more clients have been added to the endorser base, it has prompted a further descending weight on administrator costs. This has prompted additionally money saving advantages to the end client, fuelling further development in the endorser base.. This has prompted a sharp spotlight on showcasing and tie-ups and a to some degree restricted spotlight on advancement of substance. Most administrators are currently attempting to improve in their VAS contributions and make more keen separation for their contributions.

Web PUBLISHERS IN INDIA

From the point of view of a publicist's destinations, there are two expansive kinds - one is promoting for brand saliency and the second is publicizing for creating business or gaining clients. Execution promoting alludes to the second sort of publicizing. Promoting directors are progressively apportioning more monies towards publicizing for execution and the web is the main medium that is really fit for explicit estimation as far as 'cost of obtaining a client' or 'cost of creating an exchange'. Promoters are utilizing the web as an immediate reaction medium. A medium where they can really determine their targets as far as cost per gained client. It is evaluated that just about 70 percent of the web based promoting in India is occurring for 'execution'. Having a nearness on the web isn't advantageous except if it is supported by an all around arranged showcasing and advancement methodology. There are an unending number of buyers on the web, yet except if they know about your essence, they won't realize how to get to you.

It was terrible enough when the test was to convince advertisers to move cash from 'antiquated' magazines and radio to the 'new and in vogue' Internet. Presently there's something more up to date and trendier! The test for site distributors is to saddle versatile to help their present contributions. The subsequent stage must be to situate site distributing to exhibit its qualities

. THE KEY DRIVERS STEERING THE GROWTH OF THE TRAVEL INDUSTRY ARE

- **India Shining:-** The Indian economy is developing at a pace of over 9% per annum. This has prompted increment both business and recreation related ventures.
- **Increase in the Internet Users:-** Increasing infiltration of Internet availability and PCs has prompted an expansion in the Internet clients across India. The segment portions that have seen greatest development include school going understudies and youthful people. These fragments are the clients of cutting edge applications and innovations on the web and are well on the way to be overwhelming E-Commerce clients.
- **Growth in Low Cost Carriers:-** The idea of 'Minimal effort Carriers' or 'No Frill Airlines', directed fundamentally at the working class has purchased an insurgency in the Indian Travel Industry. With Air Tickets getting less expensive, development in the quantity of explorers and the quantity of movements per individual has expanded massively. This has thusly influenced the whole travel industry in a positive manner.
- **Convenience is the Priority:-** The online procedures are continually being worked upon to make them more obvious and use. In addition, the explorers are continually looking for solace and straightforwardness in arranging their outings. Blend of the two has prompted the expansion in the utilization of sites as against physical booking counters.
- **Secure Payment Mechanisms:-** Security of exchanges online has been a significant boundary to the development of the E-Commerce. Anyway with secure installment interface being given by the sites, the Internet Users are quick conquering their anxieties. As indicated by significant players, 65%-90% of their clients pay through Mastercards. For the individuals who are anxious of paying on the web, different sites give different alternatives of paying disconnected like, money down and money cards. Given the previously mentioned drivers, the capability of Online Travel isn't being abused completely. There are still some significant issues restricting the development of online travel to its maximum capacity. Till these issues are worked upon, the quantity of clients and the sum spent by them would be constrained.

THE CRITICAL ISSUES IN THE ONLINE TRAVEL SEGMENT ARE

- **Poor Enabling Infrastructure:-** Though the status is improving, right now, the market has low PC infiltration in family units and restricted broadband entrance. As every one of these assumes a significant job in building up the market, these are huge barricades to survive.
- **Apprehension of Paying Online:-** A lion's share of Internet 11sers are as yet awkward with regards to paying on the web. They favor remaining in lines for quite a long time rather put shortly to book railroad tickets. This is additionally restricted by low infiltration of charge cards in the nation.

• **Limited Inventory:**- Low Inventory is a major factor for the low level of lodging appointments as of now happening on the web. As indicated by a significant hotelier, size of the stock offered online is constrained to 122 rooms that can be reserved through 100 odd sites. The internet booking is hence constrained to just 10% of the all out appointments. Be that as it may, the issues identified with infiltration of Internet and worries with paying on the web can be explained with the utilization of exchange innovation, known as m-Commerce. The ascent in number of endorsers and the trade showcase for portable handsets has made it one of the rewarding channels for arriving at the clients. As these issues are tended to, combined with increment in attention to make sure about installment entryways being introduced by different travel destinations, the industry is required to ascend by half to Rs 7000 crores toward the finish of year 2018-19. Accordingly, presentation of new trains and minimal effort aircrafts, combined with expanding trust in installment entryways and hot arrangements offered by different players is required to draw consideration of more individuals internet making Travel remain at number one situation among different B2C E-Commerce classes.

DRIVERS OF CHANGE

Advantages previously held by large financial institutions have shrunk considerably. The Internet has leveled the playing field and afforded open access to customers in the global marketplace. Internet banking is a cost-effective delivery channel for financial institutions. Consumers are embracing the many benefits of Internet banking. Access to one's accounts at anytime and from any location via the World Wide Web is a convenience unknown a short time ago. Thus, a bank's Internet presence transforms from 'brochure ware' status to 'Internet banking' status once the bank goes through a technology integration effort to enable the customer to access information about his or her specific account relationship.

The six primary drivers of Internet banking includes, in order of primacy are:

- Improve customer access
- Facilitate the offering of more services
- Increase customer loyalty
- Attract new customers
- Provide services offered by competitors
- Reduce customer attrition

THE E-COMMERCE VALUE CHAIN

Consider that the shopper and the dealer are on either parts of the bargains business esteem chain, with the validation system and exchange processor (bank) in the center. Banks have customarily been the confided in operators, have the biggest client base, and have gotten the underlying advantages from electronic business. Worth has started a consistent relocation to the parts of the bargains chain. Clients can get and cover tabs from one point utilizing items from different backers. Dealers can impact and improve the purchaser experience by giving imaginative and efficient methods for working together. Shippers can increase the value of the installment procedure, for instance, by offering limited costs for electronic installment. Traders can likewise decrease

their expenses by getting electronic installments, which brings about lessening and now and then killing the requirement for information section, just as diminishing the mistake rate and an opportunity to explore and address the information. By expanding and viably overseeing income, vendors may likewise have the option to decrease costs related with credit extensions.

RESEARCH METHODOLOGY

WHAT IS RESEARCH

Research in like manner speech alludes to a quest for information. It is a cautious examination or request exceptionally, through quest for new realities in any part of information. At the end of the day, inquire about contains characterizing and reclassifying issues, figuring speculation or proposed arrangements; gathering, sorting out and assessing information; making derivations and arriving at resolutions; and finally cautiously testing the ends to decide if they fit the defining theory.

Kinds OF RESEARCH

The fundamental kinds of research are as per the following:-

- **Descriptive research:-** This kind of research focuses on discovering realities to find out the idea of something as it exists.
- **Analytical research:-** This sort of research is worried about deciding legitimacy of speculation dependent on examination of realities gathered.
- **Applied research:-** This kind of research is done to see answers to down to earth issues as understood and as a guide in dynamic in various regions including item configuration, process plan and strategy making.
- **Fundamental research:-** This sort of research is done as additional to fulfill scholarly interest, than with the goal of utilizing the examination discoveries for any prompt down to earth application.
- **Quantitative research:-** This kind of research studies such parts of the examination subject which are not quantifiable, and thus not expose to estimation and quantitative investigation.
- **Quantitative research:-** This kind of research utilize estimations and quantitative investigation methods.

RESEARCH PROCESS

Research process comprises of arrangement of activities or steps important to adequately complete research and the ideal sequencing of these means.

Gathering THE DATA

In managing any genuine issue it is frequently discovered that information within reach are deficient and thus, it gets important to gather information that are proper. There are a few different ways of gathering the proper information, which vary significantly in setting of cash costs, time and different assets at the removal of the specialist.

❖**Primary Data:-** This information can be gathered either through test or through study. On the off chance that the analysis is directed, at that point there would be quantitative estimations, on account of an overview, any at least one of the accompanying can gather information;

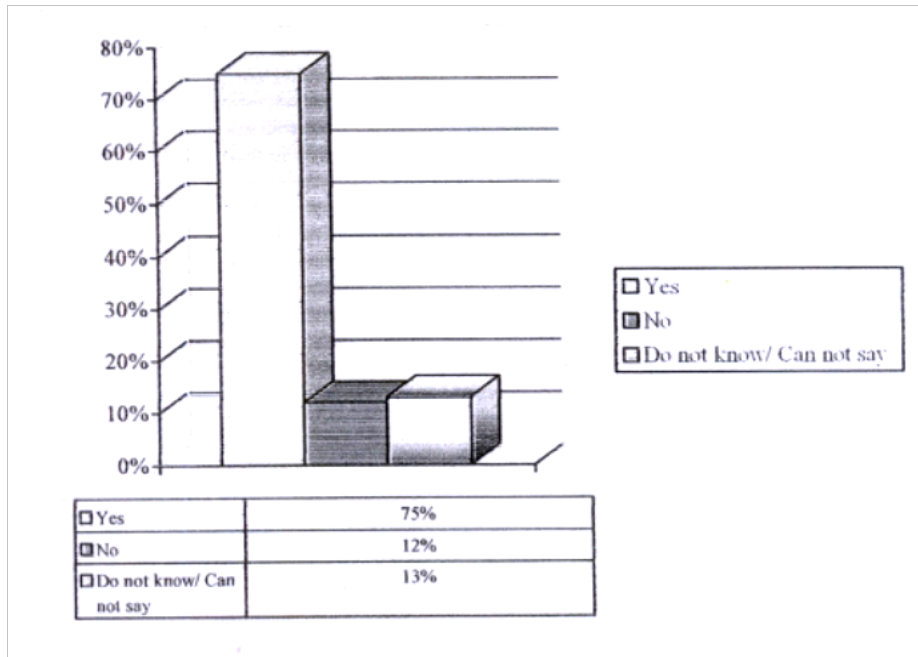
- By perception
- Through close to home meeting
- Questionnaires

❖**Secondary Data:-** This is the information gathered through the writings and the diaries that are now accessible and effectively accessible to the scientist in the library or on the sites these are the information, which has been utilized by other likewise for any sort of their utilization.

DATA ANALYSIS

1. Are you aware about the growing digitalization of various facets, including the financial and marketing of the Indian economy?

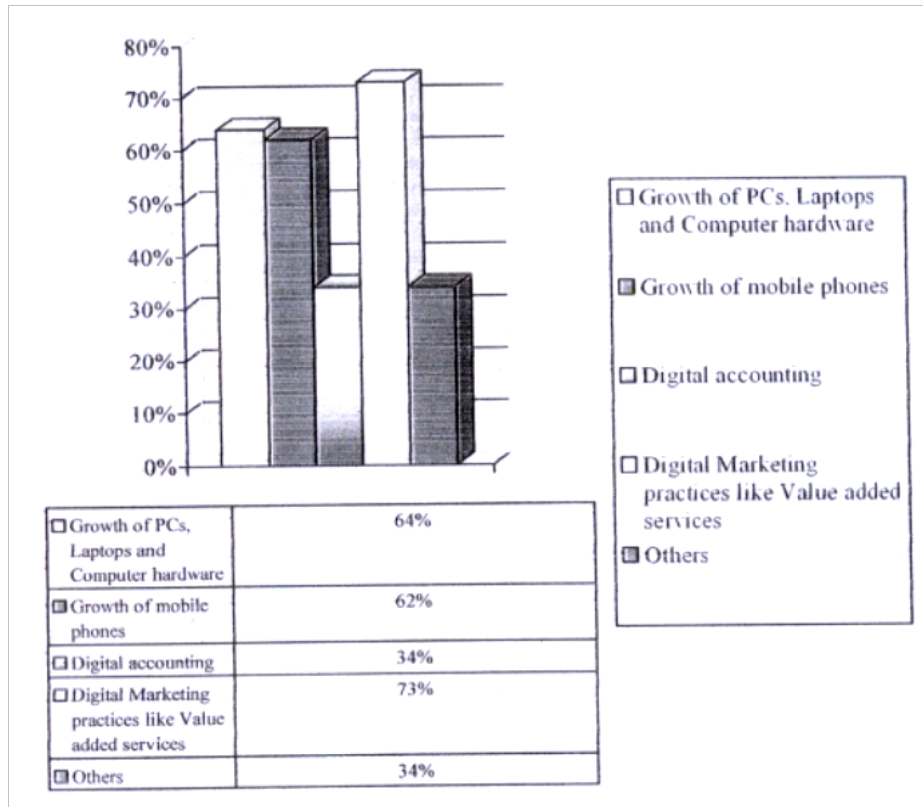
Opinion	Percentage
Yes	75
No	12
Don't know/can't say	13



The respondents that were studied, 75 per cent of the respondents are aware about the growing digitalization of various facets of the economy, including the marketing financial aspects of it. This shows the high awareness level of the respondents with regard to the digitalization phenomenon in India. 12 per cent of the respondents are not aware about any such phenomenon.

2. What according to you is more a symbol of the digitalized economy and market?

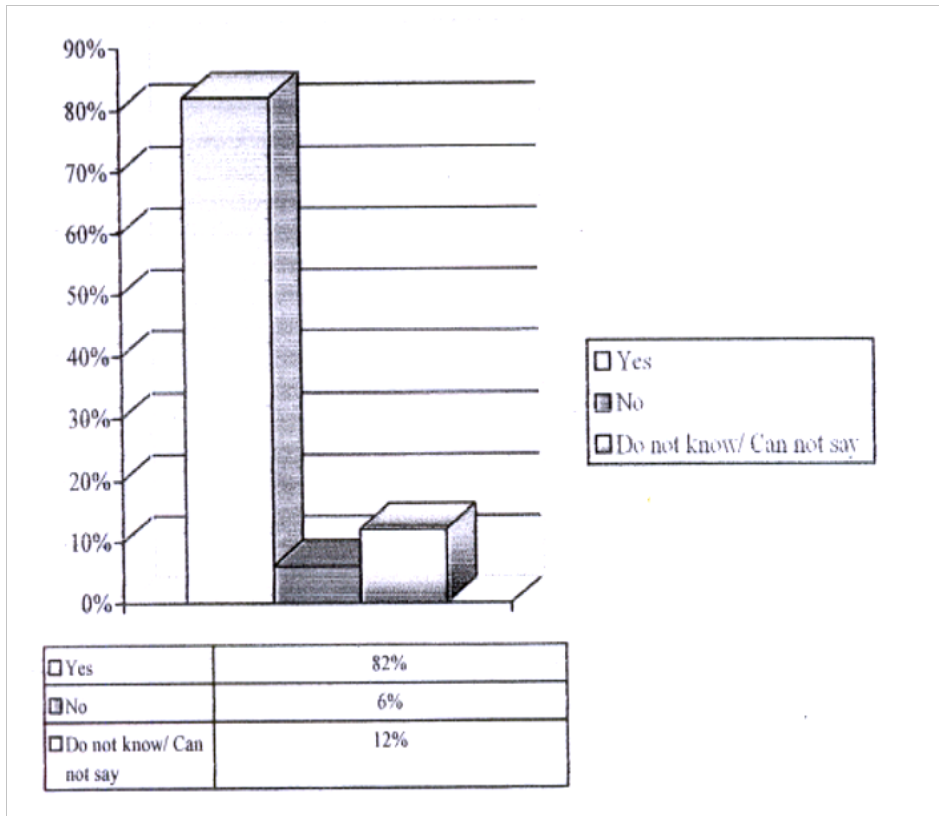
Opinion	Percentage
Growth of PCs, laptops & computer hardware	64
Growth of mobile phones	62
Digital Accounting	34
Digital marketing practices like VAS	73
Others	34



As regards the criteria of digitalization or the symbol that stands for it, 64 per cent of the respondents were of the opinion that the growing density of computer hardware or the PCs and the Laptops is a vital symbol of digitalization of Indian economy. 62 per cent accounted for the growth of mobile phones. 73 per cent of the respondents felt that the practice of digital marketing strategies is a symbol of digitalization of Indian economy. 34 percent identified the criteria of digital accounting practices.

3. Do you think that with the growth of the digitalization project in various facets of the economy and its acceptability among the people has brought a change in the marketing strategy of the products and services?

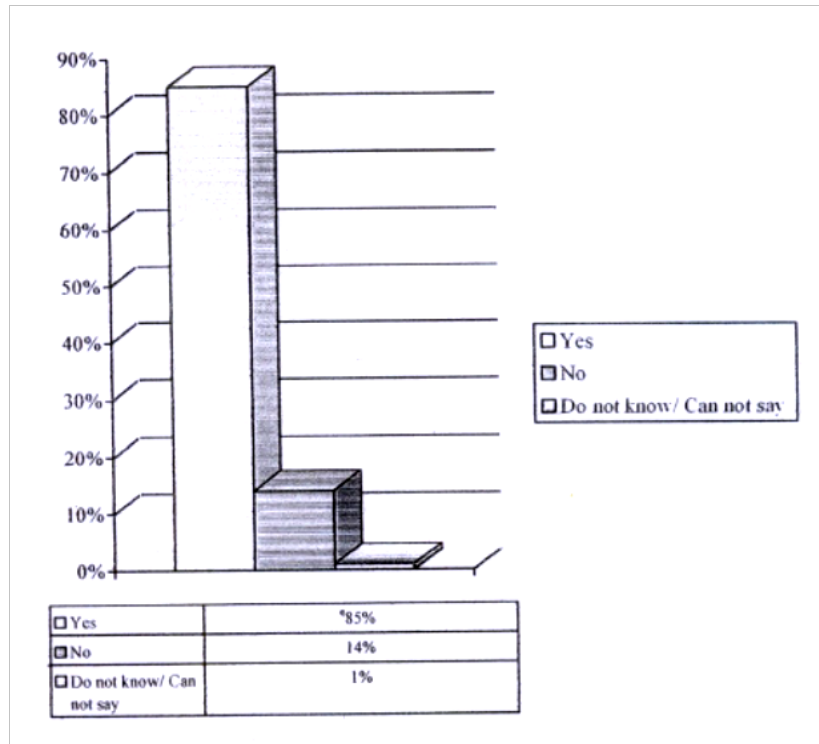
Opinion	Percentage
Yes	82
No	6
Don't know/can't say	12



As regards the link between digitalization of the economy and the changing marketing strategies, 82 per cent of the respondents opined that the marketing strategy of the companies has changed in accordance with the growing digitalization and its acceptability among the masses. Only 6 per cent of the respondents did not feel in the same way.

4. With regard to the digitalization of the market economy, which statement according to you is correct?

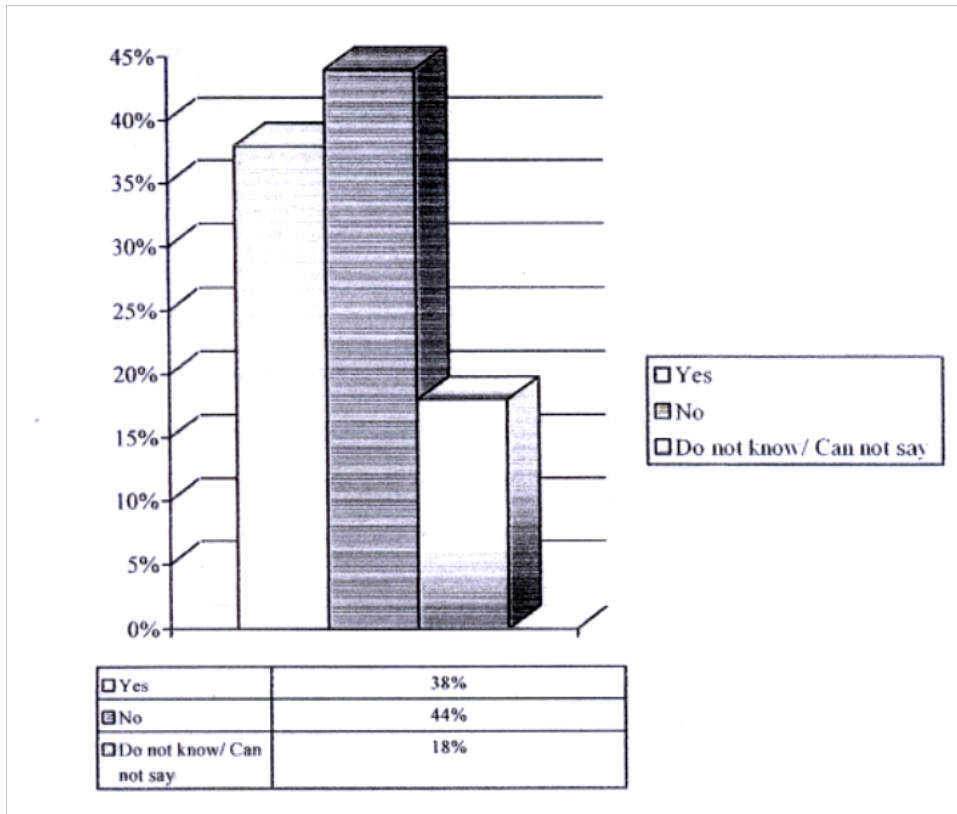
Opinion	Percentage
Virtual market has not affected the real market	23
Virtual market has replaced the real market	18
Virtual market has eroded the significance of the real market but both co-exist	52
Don't know/can't say	7



As discussed earlier in the literature aspect, the digital phenomenon is very nascent in India. 23 per cent of the respondents felt that virtual market or digital market has not affected the real market condition in India. Only 18 per cent of the respondents felt that virtual market has replaced the direct marketing strategies adopted by the companies. 52 per cent of the respondents were of the opinion that though the virtual or the digital market has eroded the significance of the direct marketing strategy, both the types of marketing practices co-exist.

5. Do you think that risk factor is involved in digital marketing?

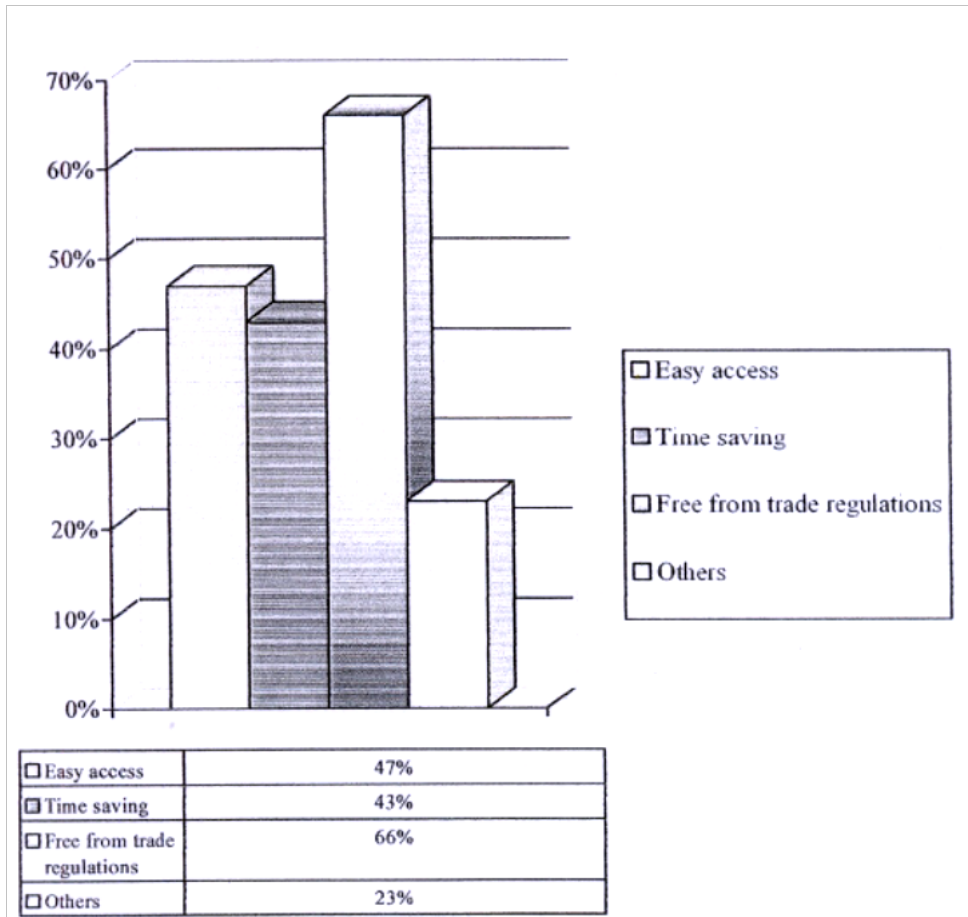
Opinion	Percentage
Yes	85
No	14
Don't know/can't say	1



As regards the risk factor involved in the digital marketing strategies, 85 percent of the respondents did accept that digital marketing strategies involve risk factor and this is comparatively more in comparison to other marketing strategies, in terms of return. 14 percent of the respondents did not accept any such risk factor.

6. Do you think that rural India has the potential for the entry and Operation of digital marketing?

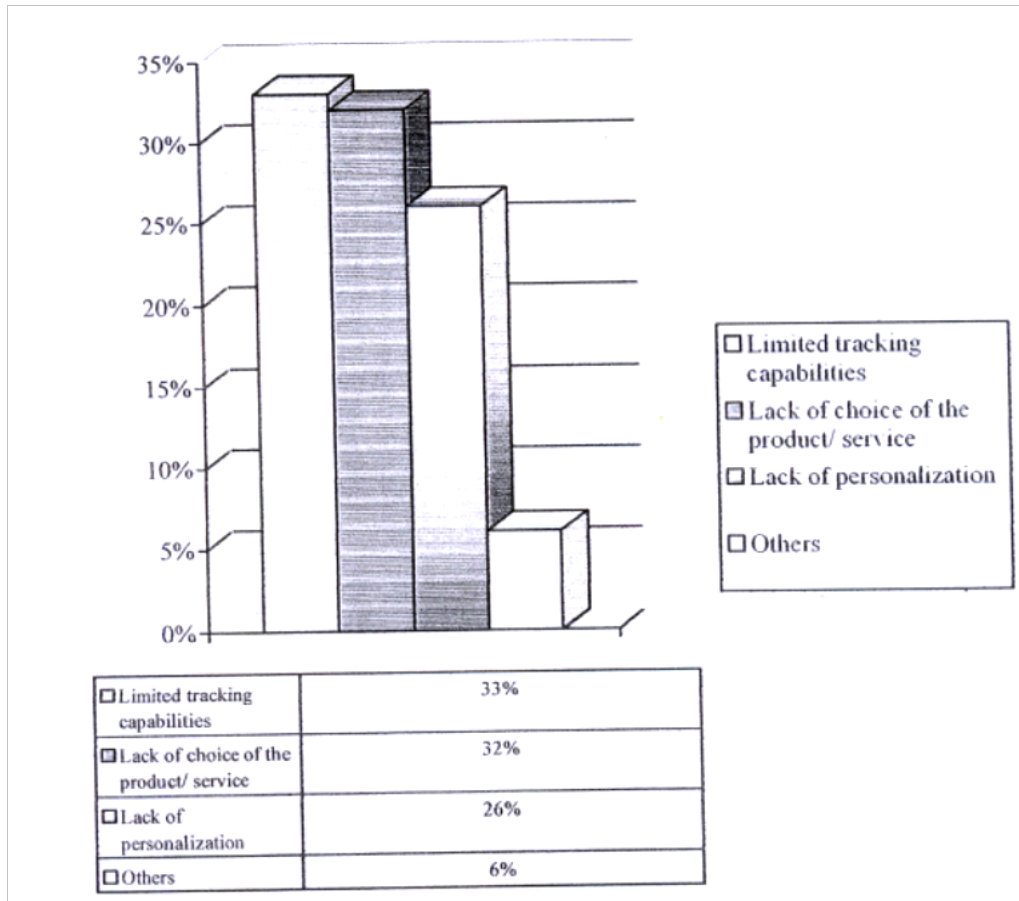
Opinion	Percentage
Yes	38
No	44
Don't know/can't say	18



The rural India has the potential for the entry and operational growth of digital marketing strategies. But if we go by the respondents, 38 per cent of the respondents opined that rural India has the potential for the entry and operation of the digital marketing strategies in India. Against this, 44 per cent of the respondents felt that rural India lacks any such potentiality.

7. What are the various disadvantages/limitations in practicing digital marketing strategy in India?

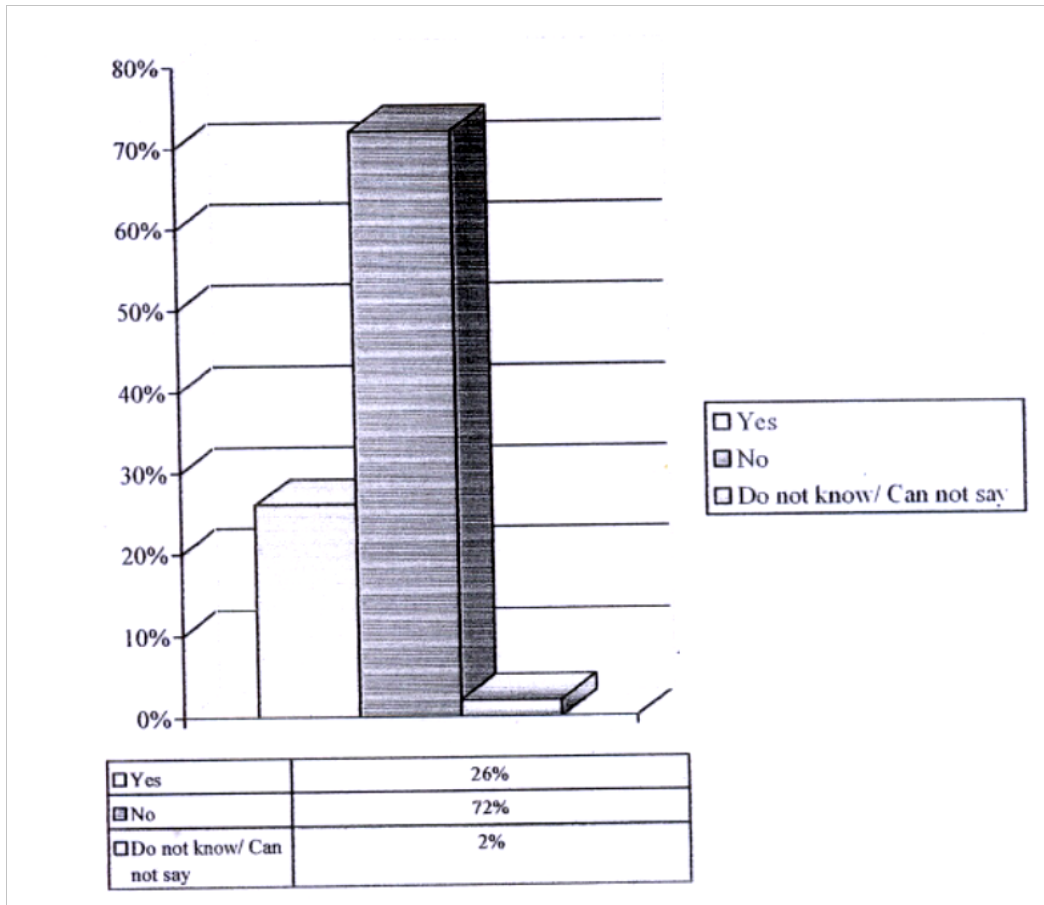
Opinion	Percentage
Limited tracking capabilities	33
Lack of choice of the product/service	32
Lack of personalization	26
Others	9



The respondents that were studied, 33% feel that there would be limited tracking capabilities while 32% feel that there would be lack of choice of the product or service.

8. Do you think that digital marketing can be used as an effective marketing strategy in place of direct marketing strategy?

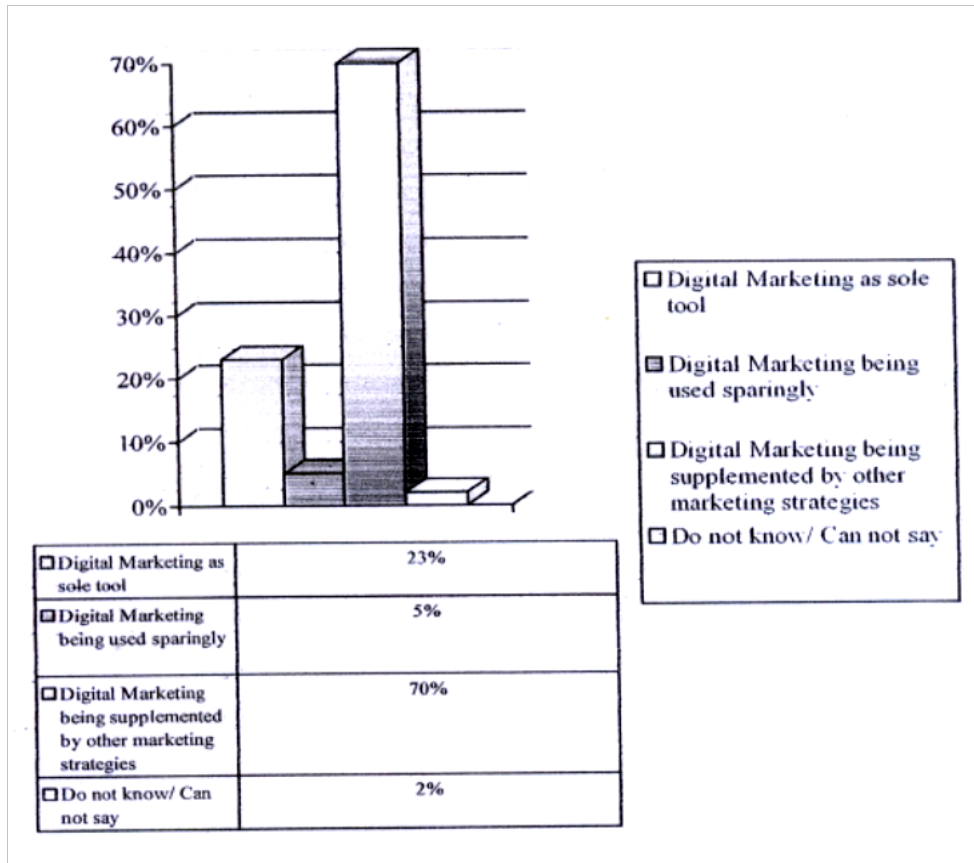
Opinion	Percentage
Yes	26
No	72
Don't know/can't say	2



The respondents that were studied, 26% of the respondents say that digital marketing can be used as an effective marketing strategy in place of direct marketing strategy while 72% of the respondents say that it can't be used as an effective marketing strategy.

9. As regards the digital marketing strategy, what will be the best option?

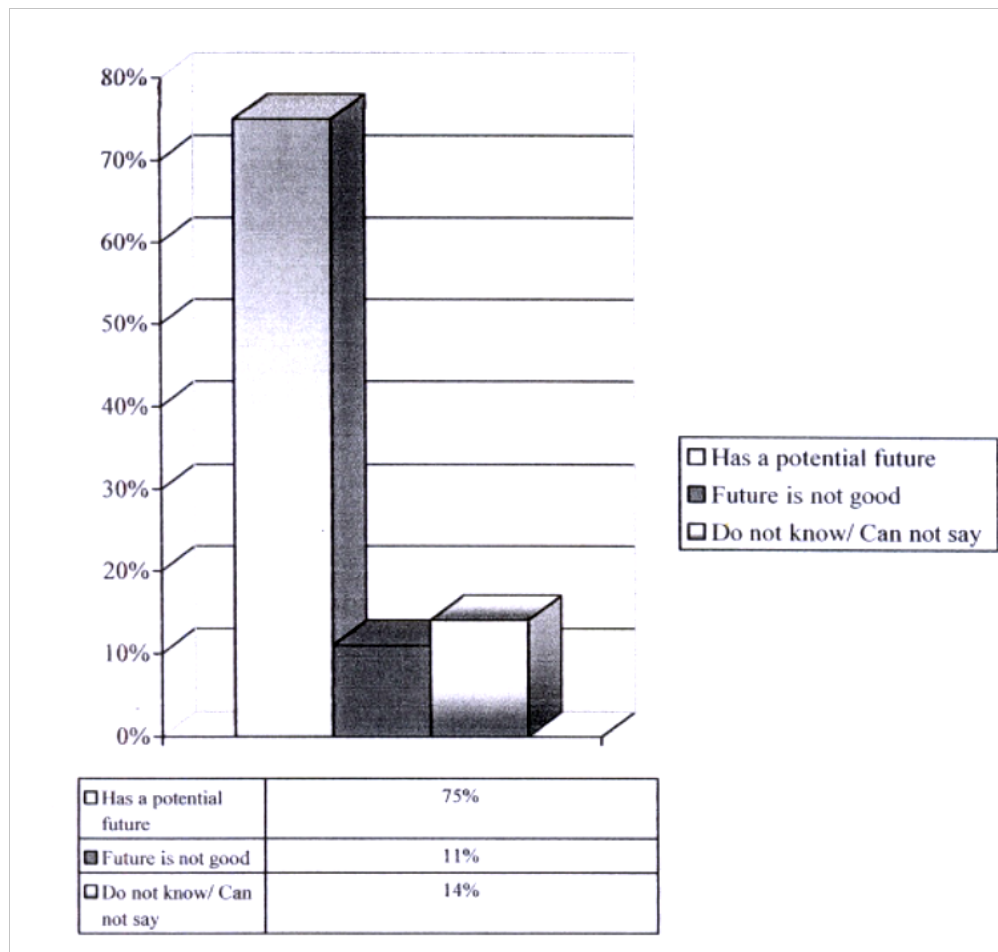
Opinion	Percentage
Digital marketing as sole tool	23
Digital marketing being dominant too	5
Digital marketing being supplemented by other marketing strategies	33
Don't know/can't say	37



The respondents that were studied, 70% of the respondents feel that digital marketing being supplemented by other marketing strategies is the best option followed by 23% who feel that digital marketing as a sole tool is the best option.

What according to you is the future strategy of the digital marketing in India?

Opinion	Percentage
Has a potential future	75
Future is not good	11
Don't know/can't say	14



The respondents that were studied, 75% of the respondents feel that digital marketing has a potential in future while 11% feel that it has no future.

CONCLUSION

Indian companies are using the Internet to replace and/or supplement traditional marketing and business functions such as information delivery. They are also using it to develop innovative functions such as providing customized applications and product development using global partners. However, at the present time, the primary uses of the Internet seem to be at an evolutionary stage in global B2B settings. While the Internet has become a ubiquitous medium that both large and small companies have adopted for their global operations, it probably remains underutilized and has significantly more potential than what is being currently used. As discussed earlier, companies seem to be using the Digital Content Marketing in their global B2B operations more for business enhancement as compared to revenue enhancement, albeit most of the company's uses are gradually becoming complementary. It is important to note however, that even simple uses of the Internet such as information collection and dissemination encompass more than static information—they point to the competitive intelligence approach to information, where information is used to deliver value and monitor competitive stance. Relationship enhancement uses such as designing systems and protocols to address client and vendor concerns point to the interactive role that the

Internet is beginning to assume in global B2B operations.

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- The Hindustan Times
- The Hindu Business Standard Line

ANNEXURE

QUESTIONNAIRE

1. Are you aware about the growing digitalization of various aspects,including the financial and marketing of the Indian economy?

- a) Yes
- b) No
- c) Don't know/ can't say

2. What according to you which is a better symbol of the digitalized economy and market?

- a) Growth of PCs, Laptops and Computer hardware
- b) Growth of mobile phones
- c) Digital accounting
- d) Digital Marketing practices like Value added services
- e) Others

3) Do you think that with the growth of the digitalization project in various aspects of the economy and its acceptability among the people has brought a change in the marketing strategy of the products and services?

- a) Yes
- b) No
- c) Don't know/ can't say

4) With regard to the digitalization of the market economy, which statement according to you is correct?

- a) Virtual market has not affected the real market
- b) Virtual Market has replaced the real market
- c) Virtual market has eroded the significance of the real market but both co-exist
- d) Don't know/can't say

5) Do you think that risk factor is involved in digital marketing?

- a) Yes
- b) No
- c) Don't know/can't say

6) Do you think that rural India has the potential for the entry and operation of digital marketing?

- a) Yes
- b) No
- c) Don't know/ can't say

7) What are the various limitations in practicing digital marketing strategy in India?

- a) Limited tracking capabilities
- b) Lack of choice of the product service
- c) Lack of personalization
- d) Others

8) Do you think that digital marketing can be used as an effective marketing strategy in place of direct marketing strategy?

- a) Yes

- b) NO
- c) Don't know/ can't say

9) As regards the digital marketing strategy, what will be the best option?

- a) Digital Marketing as sole tool
- b) Digital Marketing being used sparingly
- c) Digital Marketing being supplemented by other marketing strategies
- d) Don't know/ Can't say

10) What according to you is the future strategy of the digital marketing in India?

- a) Has a potential future
- b) Future is not good
- c) Don't know/ Can't say