AN ANALYTICAL STUDY ON DATA PROTECTION AS A RESULT OF DIGITAL TRANSFORMATION IN MARKETING OF E-BUSINESS WITH SPECIAL REFERENCE TO BANGALORE

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ABSTRACT

Digital transformation has helped us to move to a paperless society and as made our work easier due to technology through innovation and creativity. It has played a significant role in marketing through social media like Facebook, Instagram etc.

Apart from the advantages and benefits that we get from digital transformation we come across many drawbacks such as leadership, change is expensive, customer experience, availability of resources, Increase in competition, protection of data etc.

In this article we are focusing on the major problems of Digital transformation that is Data protection which affect the Resource availability and increase in cost.

The objective of this study is to come up with solution for the said problem of digital transformation which is being focused in the current study.

In order to come up with the results of this study self administered questionnaire is used to gather the response from target respondent by using Random Sampling method.

Key words: - Digital Transformation, Marketing, E- Business, Data Protection, Resource availability and Increase in cost.

1. Introduction

E-business:

E-Businesses refers to process of buying or selling of products using intranet and extranet. E-business is similar to E-commerce but it is a wider term. A wide range of business processes are included in e-business, such as supply chain management, electronic order processing, customer relationship management. E-business helps in reducing the costs by the use of online banking which reduces stationary and postage charges. A e-business model refers to an approach which a company takes in order to make a profitable business. There are six different types of e-business transactions.

They are as follows:

Business to Business (B2B)

Business to Consumer (B2C)

Consumer to Consumer (C2C)

Consumer to Business (C2B)

Business to Administration (B2A)

Consumer to Administration (C2A)

Digital Transformation:

Making use of digital technologies to remake a process in order to make it more effective and efficient is referred to as digital transformation. Digital transformation involves many aspects. Some of them are marketing, cloud computing, artificial intelligence and big data. Digital transformation has now become a common trend in the business world. The existing businesses are maximizing the digital transformation from all aspects which brings increase in their expenses. But for the small businesses which have newly started there is an advantage of starting the business digitally instead of transforming it later on. Digital transformation mainly involves the start and end with the customers. Even though traditional methods of marking is playing a great role and are still active and prominent, the presence of internet especially social media has made a great impact on customer and business relationship.

Most of the people spend most of their time on social media. This has made the individuals and business enterprises to engage in social media in order to increase their sales of products or services. This had bought in many benefits to the customers and the business enterprises. But sometimes it can be mishandled and it may cause trouble.

2. Literature Review

E-business is defined as 'The use of electronic networks for business 'usually with web technology' by Deloitte and Touché Consulting Group

According to Turban et al. (2006), E-business refers to a broader definition of e-commerce, not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization.

E- Business mainly focuses on customer relations to a new and unpredictable levels by satisfying the customers' needs such as 24×7 availability, home delivery etc. E- Business is one of the emerging business in the market. E- Business is generally buying and selling of goods through online from any place and at any time. But there is no face to face contact between the buyer and seller.

E- Business allows the organization to be connected with the employees, customers or clients, suppliers and other stake holders, irrespective of the geographical region.

When the service providers interact with the customers and the suppliers then it increases the relationship between them and this will help the E- Business to increase its profits when the service providers do their jobs properly, customers are satisfied then, this could lead to loyalty among them which results in getting profits.

3. Objective of the study

- ➢ To understand the use of digital transformation in the field of marking and know the impact of it on customers and business enterprises.
- ➢ To identify the problems faced through digital transformation in marketing through social media

4. Research Methodology

The present study is descriptive research based on the questionnaires administered to the people in Bangalore. 100 respondents from various people living in Bangalore were drawn on random basis.

4.1. Collection of Data

To study the objectives, the required data was collected from primary and secondary sources.

4.1.1 Primary Data

The data for this study was collected from the youth living in Bangalore. There were different types of questions being used in the questionnaire, such as open-ended questions and close ended questions.

4.1.2 Secondary data

The questionnaire was taken from a published author, few definitions and some data were collected from newspapers, journals, articles for our reference and for better understanding.

4.2 Statistical Analysis

The study was conducted among the youth group of the population in Bangalore. The youth being the most efficient and the most populated people use the social media network, so it is believed that the study is fair and can be relied upon. The data collected was analyzed mainly through descriptive statistics, using percentages. Methods such as pie charts, tabular formats were used to derive and summarize the data.
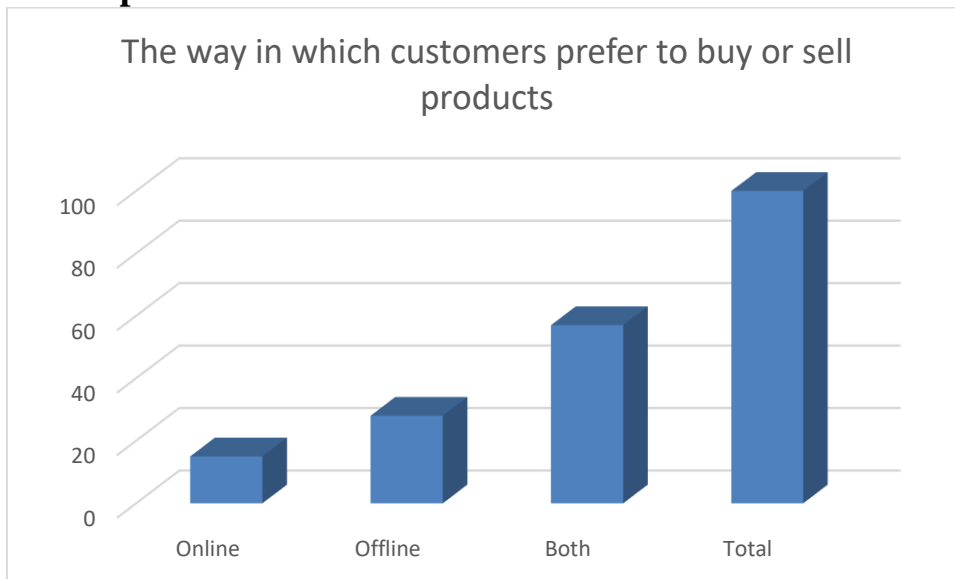
5. Scope and Limitations of the study

Other limitations of the study are:
- **i.** As the data was collected from the youth, we can't expect that they would have answered with complete presence of mind.
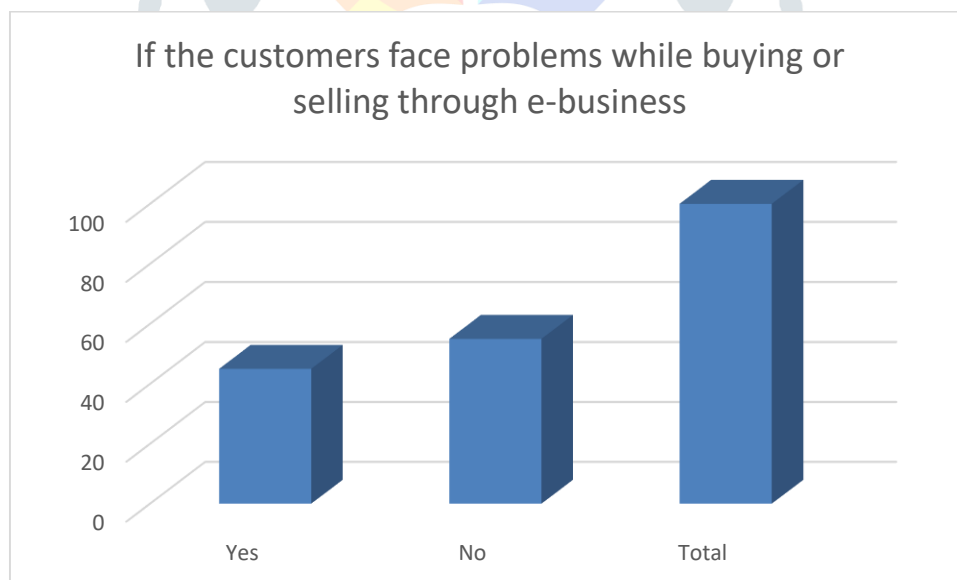
ii.   The trend which keeps changing may affect in the behavior of the youth in various aspects.
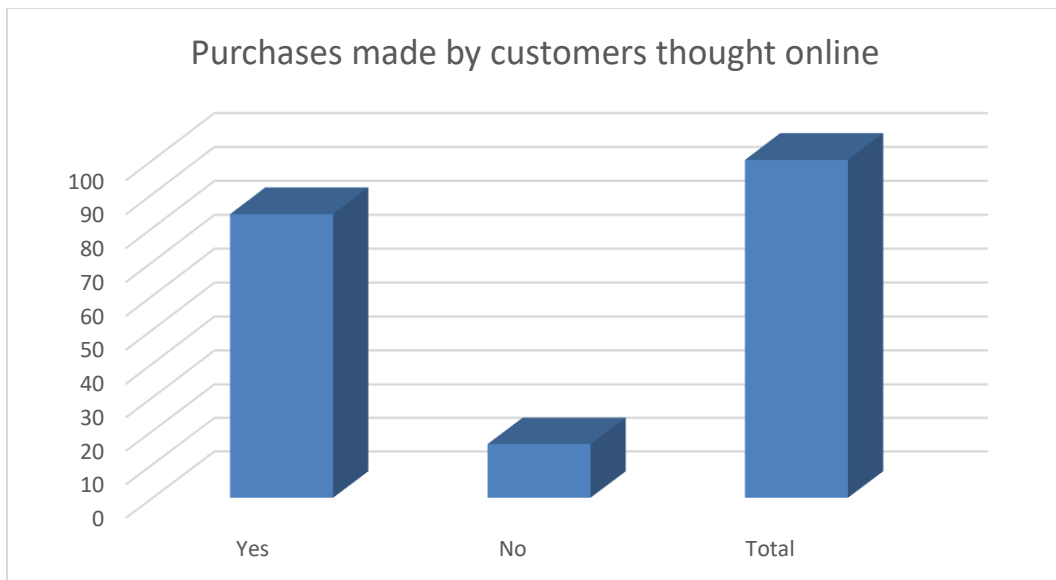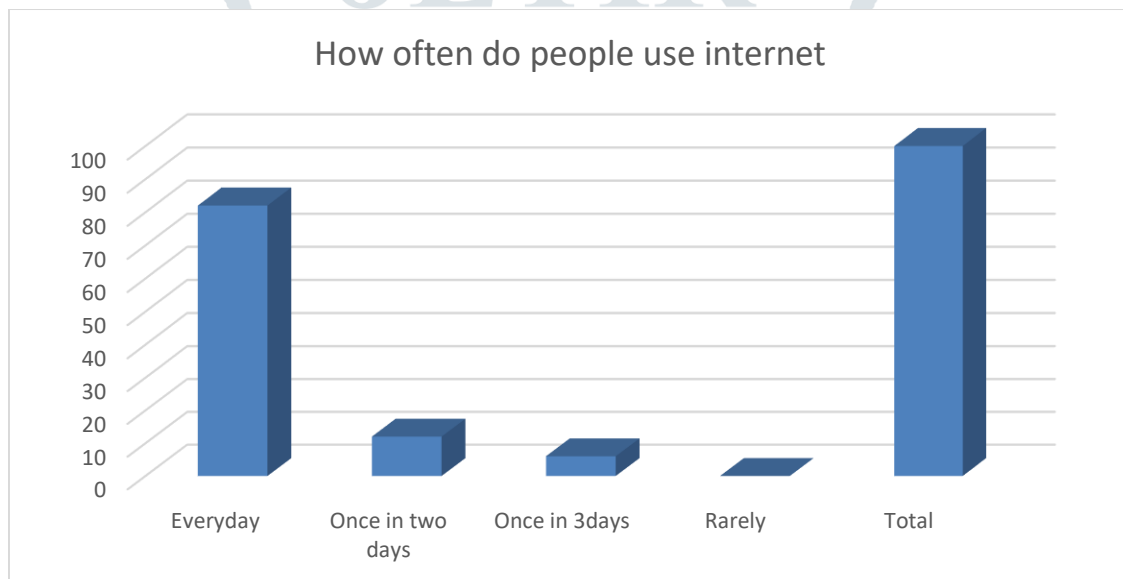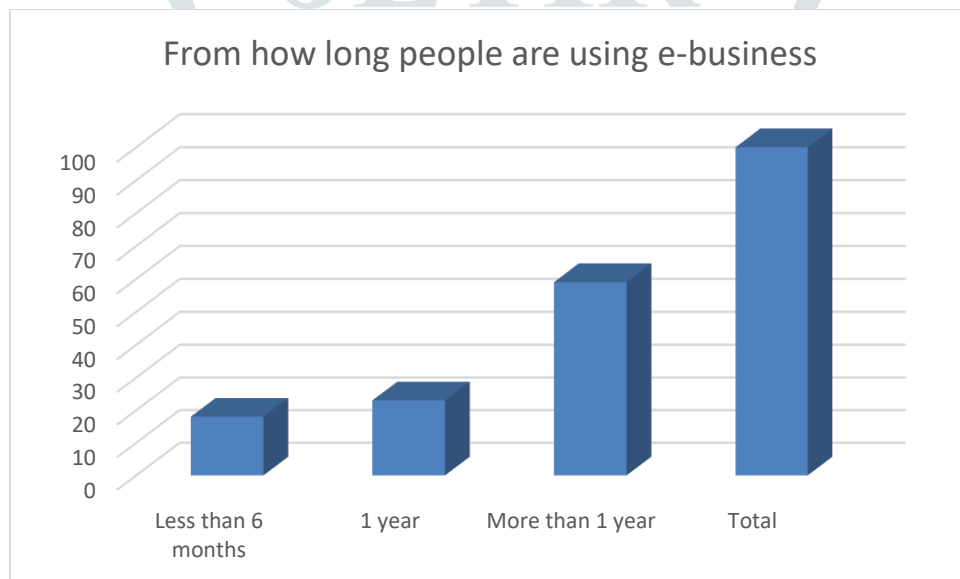
6. Results and Analysis

Graph -1

The way in which customers prefer to buy or sell products

(Online, Offline, Both, Total)

Graph -2

If the customers face problems while buying or selling through e-business

(Yes, No, Total)

Graph -3

Graph-4

Graph-5

Graph-6

Graph-7

Whether people think digital transformation has impacted on Indian e-business companies

Graph-8

By whom were the people influenced to use e-business
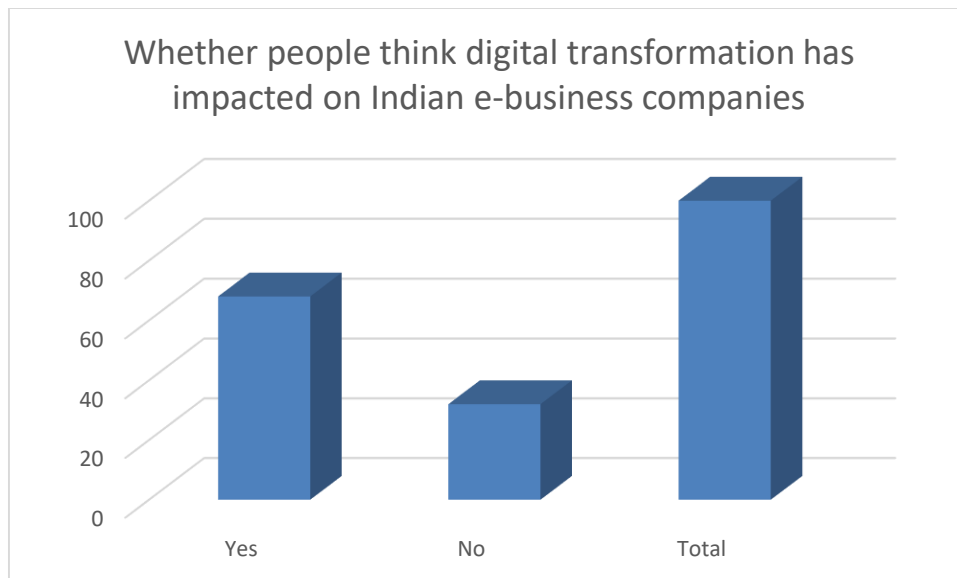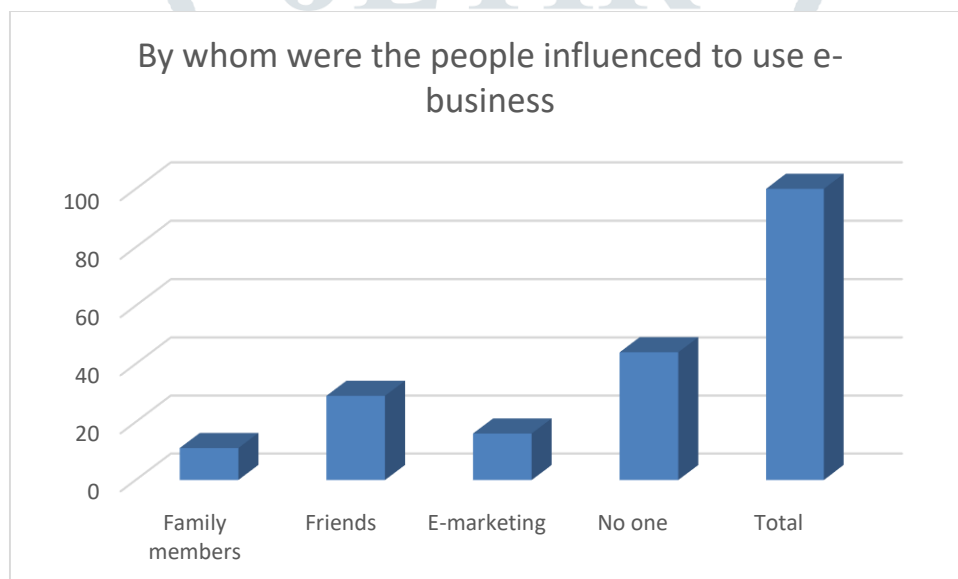
Table showing the percentage of safety of internet

Percent	Internet safety
56 %	**Freely share mobile numbers on their social media profiles.**
60%	**Do not monitor the content their kids view online.**
54%	**Had not changed social media account password in 6 months.**
67%	**Skipped the terms and conditions while signing up to a website or using a product.**

7.Conclusion

E-business has now become a common trend in the business field. Every business firms are striving towards digital transformation of not only marking aspect but in every aspect of the business. Through the transformation of business into a digital manner, it is transforming our economy into a paperless economy. According to our study, we have come to know that the people involved in business has increased with development of digital transformation of the business because it has made easier for the customers to buy the products.

When we consider the views from the view point of the business, educated customers and uneducated customers, the benefits for each of them varies and also the drawbacks also vary. But when we consider from the view point of the economy it has a great impact which develops the reputation of the nation.

8. Reference

https://www.ukessays.com/essays/information-technology/e-business.php