

A STUDY ON DIGITAL MARKETING WITH SPECIAL REFERENCE TO CONSUMERS IN THANJAVUR DISTRICT

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Abstract: This article reviews recently published research about consumers in digital and social media marketing settings. Five themes are identified: (i) consumer digital culture, (ii) responses to digital advertising, (iii) effects of digital environments on consumer behaviour, (iv) mobile environments, and (v) online word of mouth. Collectively these articles shed light from many different angles on how consumers experience, influence, and are influenced by the digital environments in which they are situated as part of their daily lives. Much is still to be understood, and existing knowledge tends to be disproportionately focused on word of mouth, which is only part of the digital consumer experience. Several directions for future research are advanced to encourage researchers to consider a broader range of phenomena.

Keywords: Digital marketing, environment, Digital consumer

1. INTRODUCTION : DIGITAL MARKETING

Everyone is well aware of the concept of marketing, “the marketing of products or services using digital channels to reach end consumer is known as Digital Marketing. The key objective is to promote brands through various forms of digital media”. This is usually done by different marketing channels like search engine, Google ads, social media etc. It encompasses all the online marketing activities. Digital marketing is boom business for small and as well as big enterprises.

2. THE FUTURE OF DIGITAL MARKETING IN COUNTRY

With 450 million internet users in India, businesses can no more choose to ignore their presence on digital and online media. In the absence of digital presence, customers are bound to discover and opt for the services of your competitor (who has already mastered digital marketing). According to a report by Social Beat, 86% brands are leveraging digital media. The same report states that generating better quality leads is their top priority (for 73% correspondents).

Digital Marketing Strategies

The purpose of a marketing strategy is to address a business or brand challenge or objective that has been revealed. An effective strategy involves making a series of well-informed decisions about how the brand, product or service should be promoted; the brand that attempts to be all things to all people risks becoming unfocused or losing the clarity of its value proposition. For example, a new airline would need to consider how it is going to add value to the category and differentiate itself from competitors; whether their product is a domestic or international service; whether its target market would be budget travellers or international and business travellers; and whether the channel would be through primary airports or smaller, more cost-effective airports. Each of these choices will result in a vastly different strategic direction. To make these decisions, a strategist must understand the context in which the brand operates: what are the factors that affect the business? This means conducting a situational analysis that looks at four pillars.

3. BENEFITS OF DIGITAL MARKETING

Increased Web Visibility: This probably one of the most clear results of launching a digital marketing campaign. If done correctly, customers will be able to find their way to you without any trouble. Keep in mind that the more people visit your site, the more business you will be able to make.

Effective Business Driver: Aside from increasing web transactions, digital marketing can also drive customer traffic back to your actual physical store. This is because customers looking for nearby businesses online have a 72% chance of actually visiting the stores they have found. These benefits are just the tip of the iceberg. There are countless benefits to be had by launching an effective digital marketing campaign and that is what makes it a necessity for businesses today.

Benefits of social media marketing

Social media gives a voice to who your brand is. Before purchasing from an unknown entity, people are scouring that company's social media profiles to see if people are happy with it. *Is the brand doing what it says it will do? Do the products it sells actually work?* To truly connect with potential consumers, you need to be able to show who you are. Do you have relatable brand values? Does the work you do back those up? The more you can create 1:1 relationships with people, the more likely those people are to do business with you. Social media enables you to do that with infinitely more people than you would be able to meet if they just walked into your storefront.

1. Reputation Management

Like it or not, people are talking about your brand, whether you're initiating or involved in these conversations or not. If you're “doing social right,” you'll have an active social listening plan in place, which enables you to pick up on and track where and when these conversations are happening. Join in on them - not only as an outsider looks in, but as an active, engaged member of each

community .Are you finding that people are saying something that isn't true about your company? Share your side politely and professionally. Just the same, if people are talking up your brand, make sure you're finding ways to thank them, publicly and personally.

2. Make Your Brand an Industry Leader

As noted, people buy from people who they like and trust, and social media offers you the chance to become the go-to thought leader when people want to know about your specific industry. Ensure that you're publishing content for your audience - and not just your latest sales or whatever other offers you want to write about. Social is about being 'social', which includes being helpful, engaging - a part of the broader community. If you focus on being helpful as a priority, people will learn to trust what you have to say, and eventually, go to you first to learn more.

3. Send People to Your Website

There's only so much people can learn from social media posts and ads - your website is where you house more fully fleshed-out information, and you can utilize social media channels to drive people there. When you're filling out your social media bios, ensure your website is featured prominently where possible. It's also a good idea to use a pinned post on your profile to highlight your focus landing page/s on your website where you'd like people to check out first.

4. Find Leads

Social media provides an easy way for potential customers to express interest in your business and your products. Lead generation is such an important benefit of social media for business, and most social networks now offer advertising formats specifically designed to collect leads.

7. Social Selling

Social media creates sales. And let's face it, that's what keeps our businesses afloat. Social selling gives your sales and marketing team the opportunity to establish relationships, and build rapport with existing connections and networks. An active, engaging social presence can help keep your brand top of mind, so when a person is ready to purchase, again, they come to you first.

4. OBJECTIVES OF THE STUDY

- To contemplate the part of computerized promoting in Return on web.
- To contemplate the diverse criteria of computerized advertising administrations.
- To break down the approach which assist them with getting more business,
- To know how to pitch a customer while meeting fundamentally how to talk, what to talk, how to influence customer to take part in your discussion.
- To know the correct method for composing a legitimate substance for the E-mailers.
- To examine the development of Digital promoting.

5. SCOPE OF DIGITAL MARKETING

Digital Marketing industry is booming not just in India but all parts of the world. The year 2016 took the industry by surprise with over 1.5 lakh job opportunities in the Digital Marketing domain. Well, the following was a bigger surprise when only the first quarter of 2017 marked for 8 lakh job opportunities. This Surveys Conducted By Several Areas At Thanjavur District Consumers Forums Have Predicted this number to grow with Digitalisation in the nation. Our Prime Minister has been actively promoting the idea of Digital India. PM digital India campaign gained massive popularity. The initiative of Government of India is aimed at providing easy services to its natives.

6. NEED OF THE STUDY

Social media stages change, and the showcasing strategies to utilize them advance, which requires that you remain over these progressions and patterns. Likewise, focus on individuals who have a considerable measure of commitment via web-based networking media. What sorts of things do they post that are causing individuals how to react of the investigation.

To become a successful digital marketer, which need to develop skills

Creativity: we need to come up with creative campaigns, conversations, and ideas to differentiate your brand from your competitors.

Analytical ability: Analytical skills are critical to measuring what's working and what's failing.

Willingness to experiment: The domain of digital marketing is ever changing. There are no set rules to succeed we should be open to experimenting new and unexplored ways to run campaigns.

7. RESEARCH METHODOLOGY

The Internet is rapidly varying, bringing fresh practices in the digital and particularly online marketing. Owing to its alterations, informational environment perennially creates new sources of information which are vital for consideration in digital marketing. Reliable internet sources and articles, as well as marketing-related literature, will be introduced in the theory and will be underpinned by secondary data acquired through a set of the interviews conducted previously. To detect the most successful examples available online and digital marketing benchmarking was utilized as a powerful agent of analysis music instruments retail companies of all sizes located in the different areas, in Thanjavur district.

8. REVIEW OF LITERATURE

Shahizan Hassan, Siti Zaleha Ahmad Nadzim , Norshuhada Shiratuddin 2014:he said "in the examination consider proposes a strategy for using web based systems administration as an exhibiting gadget for privately owned business in light of the Attention, Interest, Desire, and Action (AIDA) show. The AIDA indicate has been associated for the most part for web promoting framework yet its

substantiality for electronic life remains cloud". In light of the above discourse, this examination hopes to answer this investigation question: "What is the reasonable method in using web based life as a promoting gadget for private endeavours" Consequently, the essential objective of this examination is to make and 'propose a system for using online life as an exhibiting mechanical assembly for free ventures in perspective of the AIDA show. It should be seen that the degree of this examination covers simply privately owned businesses in Malaysia,. The measurement information of the 22 focus gathering individuals is consolidated in table "A bigger piece of the individuals are in their 30s and hold key authoritative positions or are even proprietors in their specific associations. They are related with different sorts of business".

Eric W.T. Ngai, Ka-leung Karen Moon,S.S.Lam, Eric S.K. Button and Spencer S.C. Tao, 2015 as indicated by "The exploration focuses of this examination are to observe how web based systems administration's are associated in various territories and to develop a hypothetical structure that highlights the foundations of web based life applications." To achieve such destinations, this examination got a two-organized approach. "The essential stage incorporates a fundamental overview of surviving writing in context of the uses of online life". The principle arrange incorporates an essential review of surviving writing in context of the employments of internet organizing, the use of instruments and headways to make online life applications" and the association between individual or social direct speculations and models and the arrangement of these applications".

J Suresh Reddy has distributed article in Indian Journal of Marketing: the Title of writer said an article is Impact of E-trade on showcasing". Showcasing is one of the business work most drastically influenced by rising data innovations. "Web is giving organizations new channels of correspondence and collaboration. It can make nearer yet more savvy associations with clients in deals, promoting and client bolster. Organizations can utilize web to give continuous data, administration and support. It likewise makes positive communication with clients that can fill in as the establishment for long haul connections and empower rehash buys.

Neelika Arora has distributed research article entitled as expressed in this examination : "Trends in Online Advertising" in promoting Express, Dec2004. The worldwide web based publicizing incomes are relied upon to contact US \$10bn by 2006. In India, the incomes at introduce are evaluated to be Rs. 80 cr. what's more, are relied upon to expand six times more inside the following five years. In India, Internet as a medium is acknowledged by a more extensive modern fragment that incorporates vehicles, telecom, instruction, managing an account, protection, charge cards, FMCG (Fast Moving Consumer Goods), attire/garments, durables, media, business administrations and tourism. Out of these. "It is assessed that the managing an account, FMCG and protection divisions together record for 45% of the aggregate publicizing spend. In contrast with this, car, travel and retail burn through 37% of the aggregate promoting income and money related administration organizations burn through 12% as it were. A portion of the best spenders in India are cars, "trailed by brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) credits and Sunsilk. Notwithstanding these the early adopters in the field of fund and IT are likewise expanding their spending". All around, the pattern is that very nearly 60% of the income goes to five firms-Google, Yahoo, Microsoft, AOL(America Online Launchers), and Overture. Roughly, 90% of the Google incomes originate from publicizing. In India, entrances like indiaindian.com, exchange4media.com, rediffmail.com". Organization faqs.com and so on are pulling in major online high-roller. This article clarifies statistic profile of Indian clients. It likewise gives the examination between worldwide pattern and Indian pattern, which is helpful for my exploration work.

Nicholas Ind , Maria Chiara Riondino Sumanjeet has announced by article Online Banner Advertising" in Indian Journal of Marketing examine the examination . "Online standard promoting has awesome potential as a publicizing medium." It is anything but difficult to make, place and utilize. It offers organizations focusing on accomplished, inventive, well-off guys/females or understudies with awesome potential for progress as their portions are exceptionally spoken to. **Nicholas Ind , Maria Chiara Riondino36 have initially distributed their article in the Journal of Brand Management in September 2001.**"The title of this article is "Marking on the Web: A genuine Revolution?" In this paper distinction in corporate mentalities to the Web are talked about and conclusions with regards to the manner by which marking practice and hypothesis are influenced by the new innovation are drawn. This article clarifies the Web is both a circulation and a correspondences channel that encourages association network building" receptiveness and comparability..Jaffrey Graham45 has distributed his article entitled "Web prompting's future E-Marketing methodology" Morgan Stanley Dean Witter distributed a value inquire about report breaking down the Internet showcasing and publicizing industry. "The report considers investigate from many organizations and computes the cost and viability of promoting crosswise over different media. Marking on the Internet works." For existing brands, the Internet is more successful in driving review than TV, magazines, and daily papers and in any event as great in creating item intrigue."

Promoting in web based life: How purchasers act in the wake of seeing social advertisements." **Adapted from Nielsen (2012: 10)** says Social media has changed how individuals convey on the web, as well as changed the utilization of other media as well. Online social associations are utilized to channel, examine, disperse, and approve news, diversion, and items for utilization. (Ryan 2011: 15) The following sections will clarify more about every one of the world's present most broadly utilized social Medias. There are, obviously, numerous other informal communities and (applications) accessible however thinking about the investigation, the emphasis is on the primary media's.

Victor Van Valen has distributed article "Is Your Marketing Smart as indicated by this paper "Today sponsors not just need to take into account and specifically pinpoint an exact focused on gathering of people, however they have to tweak their commercials also. In web media, you have a thought of who will see your advertisements, and it make an effect on your group of onlookers. For instance, you know Femina Magazine would be extraordinary to target ladies so you can advance your new magnificence item in this magazine". Be that as it may, with regards to online settings, how might you focus on the correct gathering of people when millions are perusing? Vikas Bondar has distributed his article on "deals and advertising techniques" Internet is a great thing. "The Internet gives individuals a more prominent measure of data as we require. It is the most ideal approach to get a correlation of the items that we require. On the off chance that we are occupied with getting, it is best for us to check the Web locales. Likewise on the off chance that we might want to influence our own particular Web to page we can do this, without paying a great deal of cash. From where do we set this data? The appropriate response is from promoting, which we see, all over the place: on TV, on the Internet, in the daily papers and that's only the tip of the iceberg. After a

seemingly endless amount of time we get increasingly new, intriguing data and later on the Internet utilize will expand more than now. This article clarifies how web is valuable instrument for notice".

Advanced showcasing: According to Garder's study said by (2013), the best need in computerized advertising speculation will be to enhance business encounters through social promoting, content creation and administration and versatile advertising. Key discoveries additionally uncovered that an organizations' showcasing achievement depends generally on their site, social promoting, and computerized publicizing, which are for the most part parts of advanced advertising. Also, reserve funds made by utilizing advanced advertising can be reinvested somewhere else. Ordinarily, organizations burn through 10 percent of their income on advertising and 2.4 percent on advanced showcasing, which will increment to 9 percent later on. **Content Market: Brogan(2008) and Ferguson (2009) ask content showcasing isn't** some other thing, yet that is" an advertising system of making and disseminating important and significant substance to draw in, secure, and connect with an unmistakably characterized and comprehended target group of onlookers with the goal of driving gainful client activity". Passing by that thought Pulizzi characterizes (2008) content showcasing as "the specialty of seeing precisely what your clients need to know, and conveying it to them in an applicable and convincing approach to develop your business". Content showcasing is making rich substance focusing on potential group of onlookers and sharing by means of substance advertising stages to illuminate, "teach them without offering. In this manner, content showcasing is growing by noting standard issues with the correct sort of substance before the correct sort of group of onlookers".

Content promoting correspondence systems Pulizzi (2008) "features a decent substance showcasing technique is manners by which to comprehend issues and worries of clients and offering best arrangements and to exchanging confided in information. Showcasing correspondence procedures are critical these days than previously. A streamlined educational substance can interface with clients and empowering them to cooperate with. In this way" viable and effective substance advertising systems will impact client's sure collaboration with an item and administration even it will build speculation of profits, Online life advertising audits in this investigation.

Online networking promoting goals and results

Surviving examination observationally investigates specific internet organizing promoting objectives Ashley and Tuten, 2015; Bernoff and Li, 2008 with regards to ; Bianchi and Andrews, 2015; Schultz and Peltier, 2013), including vitalizing arrangements, growing brand care, improving brand picture, delivering development to online stages, decreasing exhibiting expenses, and influencing customer to entomb action on stages by invigorating customers to post or offer substance. Alongside these pervasively proactive objectives, associations can use web based systems administration exhibiting in a more responsive way. Firms can screen and look at exchanges in electronic long range informal communication to perceive how customers see a firm or its exercises (Schweidel and Moe, 2014). Various firms moreover endeavour to reduce the risks of disreputable electronic life use by their specialists by setting rules on how web based systems administration should be used as a piece of business related settings (Rokka, Karlsson, and Tienari, 2014). Actually, specific online life advancing goals and troubles may depend upon Factors, for instance, the industry.

Dr. Amit Singh Rathore , Mr.Mohit Pant , Mr.Chetan Sharma 2017 : they talked about for the examinations : "The gigantic Indian market is evolving quick. Web get to is mainstreaming among experts and the utilization of portable is strengthening. The pace of progress keeps on being quick with advanced directs always developing in volume and quality. More individuals invest more energy online in India consistently, and the advanced instruments and destinations they utilize assume a regularly developing part in their lives. Brilliant advertisers keep over the size of progress and guarantee their promoting procedures and contact point's mirror where the shopper is investing their energy." This note gives a feeling of the extent of progress we've seen up until this point and infers the size of what is coming.

9. DATA AND SOURCES

Both types of data viz., secondary and primary have been used in this study. The secondary data were at first collected from the secondary sources such as books, journals, records etc. The primary data were collected from the 505 consumer of Digital marketing Organizations located at Thanjavur district

10. DATA COLLECTION

The data was collected by administering the questionnaire with the participating respondents. The individual heads related to Digital were interviewed with an objective to understand their Digital marketing organizational practices, consumer services, consumer satisfaction, strategies process of communicate to consumers, priority the reasons for digital marketing purchasing online, culture, problems and plans. Since the nature of the proposed is empirical and, therefore, the data has been used is mainly primary. However secondary data has also been used in the study. The secondary information has been collected from the research articles, available brochure, records, and reports of the Digital marketing and rest of the secondary data has been collected from the Internet. For the purpose of collecting primary data as per the requirement of the objectives of the study, a comprehensive schedule / questionnaire was designed and administrated to the sampled respondents of the Digital marketing organizational. Data collection was carried out with the help of questionnaire from the consumer of Digital marketing organizational Thanjavur district.

11. ANALYSIS AND INTERPRETATION

T-TEST FOR GENDER OF THE CONSUMER DIGITAL MARKETING STRATEGIES USING TO THE COSUMER

HYPOTHESIS

Null Hypothesis H0- There is no significant difference between the mean score of gender Digital marketing strategies using to the consumer

Alternative Hypothesis H1- There is significant difference between the mean score of gender Digital marketing strategies using to the consumer

Table -1

t- test for gender of the consumer digital marketing strategies using to the consumer

Digital marketing strategies using to the consumer	Gender	N	Mean	T – Value	Significant Value	Result
Video ads	MALE	289	3.99	.089	.929	Not Significant
	FEMALE	216	3.98			
Advocate marketing	MALE	289	3.95	-.456	.648	Not Significant
	FEMALE	216	4.00			
Prod casts	MALE	289	3.22	-.433	.665	Not Significant
	FEMALE	216	3.28			
Live stream	MALE	289	3.55	-.207	.836	Not Significant
	FEMALE	216	3.57			
Digital assistances	MALE	289	3.53	-.328	.743	Not Significant
	FEMALE	216	3.56			
Micro targeting	MALE	289	3.01	.191	.849	Not Significant
	FEMALE	216	2.99			
Client feed back	MALE	289	3.81	-1.619	.106	Not Significant
	FEMALE	216	3.97			
You get more engagement	MALE	289	3.03	-1.115	.265	Not Significant
	FEMALE	216	3.18			
Consumer re tweeting (or)service your posts	MALE	289	3.43	-2.059	.040*	Significant
	FEMALE	216	3.58			
Traffic numbers increase	MALE	289	3.38	-.890	.374	Not Significant
	FEMALE	216	3.47			
Offer awareness	MALE	289	2.80	-1.023	.307	Not Significant
	FEMALE	216	2.92			
Forward the issue to the right person	MALE	289	2.62	-.937	.349	Not Significant
	FEMALE	216	2.74			

Source: Data generated from the gender of the consumer digital marketing in Thanjavur.

** Denotes significant at 1% level

*Denotes significant at 5% level.

The above mentioned table shows that the T- test for significant difference between gender of the consumer and Digital marketing strategies using to the consumer. Since the estimated sig. value for the variables considered for the study is greater than .05 [Std. Value], the Null hypothesis is accepted. (Except) Since the significant value for Consumer re tweeting (or)service your posts shows the value of 0.040 lesser than the 0.50. Hence we conclude that there is significant difference between gender of the consumer and Digital marketing strategies using to the consumer, at 5% level.

FRIEDMAN TEST FOR SIGNIFICANT DIFFERENCE BETWEEN MEAN RANKS OF CONSUMER AND DIGITAL MARKETING STRATEGIES PROCESS OF COMMUNICATE TO CONSUMER

Null Hypothesis: There is no significant difference between mean ranks towards Digital marketing strategies using to the consumer.

Alternative Hypothesis: There is significant difference between mean ranks towards Digital marketing strategies using to the consumer.

Table -2

Friedman for significant difference between mean ranks towards Digital marketing strategies using to the consumer

Digital marketing strategies using to the consumer	Mean Rank	Chi-Square value	Degrees of freedom	Asymp. Significant
Video ads	8.51	1115.929	11	.000**
Advocate marketing	8.44			
Prod casts	6.00			
Live stream	6.92			
Digital assistances	6.87			
Micro targeting	4.94			
Client feed back	8.15			
You get more engagement	5.79			
Consumer re tweeting (or)service your posts	6.89			
Traffic numbers increase	6.60			
Offer awareness	4.63			
Forward the issue to the right person	4.26			

Source: Output generated from SPSS 22

From the above table, it is found out that all the variables related to the consumer's opinion on Digital marketing strategies using to the consumer. Had significance value less than 0.05 at 1 Per cent significance, thus the null hypothesis is rejected. Thus, it is concluded that there is significant difference between mean ranks towards consumer's opinion on Digital marketing strategies using to the consumer. Out of the eleventh consumer opinion on Digital marketing strategies using to the consumer. Variables the "Video ads" have the highest rank (8.51). So, that consumer's opinion on Digital marketing strategies using to the consumer is influenced by Video ads.

12. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings and Suggestions

- It is found out that all the variables related to the consumer's opinion on Digital marketing strategies using to the consumer. Had significance value less than 0.05 at 1 Per cent significance, thus the null hypothesis is rejected.
- Thus, it is concluded that there is significant difference between mean ranks towards consumer's opinion on Digital marketing strategies using to the consumer. Out of the eleventh consumer opinion on Digital marketing strategies using to the consumer. Variables the "Video ads" have the highest rank (8.51). So, that consumer's opinion on Digital marketing strategies using to the consumer is influenced by Video ads.
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Conclusion

We experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal form the sellers around India as compared to traditional or conventional methods. Cha (2009) also established in his study that more people perceive shopping services on social networking sites as useful and easy to use, the more likely they are willing to shop for items on social networks. The wide range of consumers utilizing social networks means that most target markets can be reached (Cha 2009). Shankar (et al. 2011) also revealed in his study that more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions; promotion through these media has become important. In this study, we acknowledged that businesses can really benefit from Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology. Vogus (2011) also determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. Mangold and Faulds (2009) recommended that social media should be regarded as an integral part of an organization's integrated marketing strategy and should not be taken lightly. It is demonstrated that we all are connected through whatsapp and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Awareness of consumer's motives is important because it provides a deeper understanding of what influences users to create content about a brand or store. This is also supported by Chu (2011), who examined the link between Face book brand related group participation, advertising responses, and the psychological factors of self-disclosure and attitudes among members and non-members of Face book groups.

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