



## **“A STUDY OF DIGITAL MARKETING AND ITS IMPACT ON BRAND LOYALTY”WITH REFERENCE TO RESTURANT INDUSTRY”**

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### **Chapter 1**

#### **Introduction**

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. The five main marketing concepts are production, product, selling, marketing, and societal. Companies utilize these five concepts in regards to the product, price, distribution, and promotion of their business. Digital marketing allows you to reach people where they are. Traditional methods make it challenging for you to advertise to people looking for your products or services. Digital marketing, however, allows you to focus on the people interested in your products or services.

A restaurant is a business that prepares and serves food and drinks to customers. Meals are generally served and eaten on the premises, but many restaurants also offer take-out and food delivery services. Essentially, any business that allows customers to enter the premises, order food, and eat that food on the premises can be considered part of the restaurant industry, even if they offer other services too. Businesses within the restaurant industry are major employers within the wider hospitality industry.

Brand loyalty is when customers continue to purchase from the same brand over and over again, despite competitors offering similar products or services. Not only do customers continue engaging and purchasing from the same brand, but they also associate positive feelings toward that brand. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. A brand is a name, term, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.

## Chapter 2

### Literature Review

1. *Nicholso.E, and Bridget.y.B(2023)*, "The ubiquitous nature of food marketing on digital media likely has a profound effect on children's food preferences and intake. Monitoring children's exposure to digital marketing is necessary to raise awareness of the issue, inform policy development, and evaluate policy implementation and effect. This study aimed to establish whether smaller time samples (less time and/or fewer days captured) would provide robust estimates of children's usual exposures to food marketing. Using an existing data set of children's digital marketing exposures, which captured children's total screen use over 3 d, a reliability assessment was performed. Subsample of 30% of children's usual screen time was found to provide reliable estimates of digital food marketing exposure compared with the full sample (intraclass correlation coefficient: 0.885; Cronbach  $\alpha$ : 0.884). There was no difference in the rates of marketing (exposures/h) between weekdays and weekend days. These findings enable researchers to reduce the time and resource constraints that have previously restricted this type of monitoring research. The reduced media time sample will further lessen participant burden.[1]

2. *Setkute.J, and Dibb.S(2022)*, "Despite the widely acknowledged benefits of digital marketing, many B2B SMEs have been slow to adopt these practices. These firms' characteristics and ways of working mean that digital marketing as practiced in B2C or in larger firms may be unsuitable. This paper aims to increase understanding about digital marketing in B2B SMEs, by examining the barriers they face and the digital practices that work for them. A qualitative research methodology is used to focus on these previously unexplored practices in small B2B firms operating with the oil and gas industry. The study identifies the internal and external factors linked to this B2B SME context that both influence and act as barriers to digital marketing practice. The distinctive pattern of marketing practices arising from this combination of factors and the limited role of digital marketing within it, are revealed. These insights extend the debate about digital marketing's use by showing empirically that a "one size fits all" ways of thinking about digital marketing is not appropriate for B2B SMEs. The implications for researchers and practicing managers are considered.[2]

3. *Singh.S, Singh.and G, Sanjay Dhir(2022)*, " Digital marketing uses digital technologies and media to achieve marketing goals. With the advent of digital media, digital marketing strategies have gained a lot of importance among marketers to reach their target markets and improve their performance. This study aims to examine the effect of various digital marketing tools that can significantly impact the competitiveness of the restaurant industry. Restaurants have used various facets of digital marketing to attract and influence customer decisions. The study attempts to identify the digital marketing tools based on the asset-process-performance (APP) framework. The study utilises the structural equation modelling technique to determine the structural relationship among various digital marketing variables. The result indicates that social media, online branding, online advertisements, and post-service quality have a significant impact on the competitiveness of the restaurant industry. Further, the research provides implications for practitioners and policymakers.[3]

4. *Swathi .P. K, and D Souza.B.L,(2022)*, " The purpose of this study is to focus on the background research of social media marketing in different circumstances and also to do advanced research on social media marketing. The study reveals the current status of social media marketing. Secondary data from books, reputed journals, conference proceedings, websites, magazines, and newspapers was collected. Nowadays, as a marketer one should be able to understand consumers' minds and try to replicate that in the contents as a part of the advertisement. E-Word of mouth means users talking about products amongst themselves can also become a source of advertisement provided it is replicated properly by consumers to their friends. Hence, the research gap identified was related to the effectiveness of social media tactics on the buying behavior of Gen Z Customers. So, the paper type is review-based research analysis.[4]

5. *Lavanya.A and Radhikamani.M (2021)*, " The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are

increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing.[5]

6. *Dr.Ravi.B.and, Kumar S.(2021)*, "The world of Marketing has undergone unimaginable changes in the last century. The level of transformation marketing practices, tools and techniques have undergone, is beyond one's wildest imagination. A market, in a traditional economy, was only confined to a physical place with many limitations of place, time and utility. The era of globalisation has ensured that the world market is shrunk to the size of human palm as all the markets are accessible with the touch of our fingertips. Evidently, social media which started off as a platform for human interaction, now has been developed into a platform that can effectively be used for brand positioning, advertising and many others aspects of marketing management. For any business, it is imperative to keep up with the advancements taking place in the world of Marketing and marketing tools. This paper is an attempt at presenting one of the most relevant trends in marketing.[6]

7. *M.Ponzoa.J and Erdmann.A(2021)*, "The emergence of web analytics software has changed the way marketing is researched, monitored, planned, and managed, which suggests a new dimension of marketing interactions between firms. This paper describes digital marketing results in terms of customer attraction to e-commerce websites from different angles (cross-country, firm type, evolution) and investigates empirically how competitors' marketing activities affect a focal firm. Using a vector autoregression model applied to data for grocery e-commerce in the US, the UK, and France, we find differences across American and European firms in the composition of digital marketing techniques and the existence of interaction effects across firms.[7]

8. *Siriwardana.A,(2021)*, "Social media is used by billions of people around the world and has fast become one of the defining technologies of our time. Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Due to its dynamic and emergent nature, the effectiveness of social media as a marketing communication channel has presented many challenges for marketers. It is considered to be different to traditional marketing channels. Many organizations are investing in their social media presence because they appreciate the need to engage in existing social media conversations in order to build their consumer brand. Social Medias are increasingly replacing traditional media, and more consumers are using them as a source of information about products, services and brands. The purpose of this paper is to focus on where to believe the future of social media lie when considering consumer products. The Paper followed a deductive approach and this paper attempts to review current scholarly on social media marketing literature and research, including its beginnings, current usage, benefits and downsides, and best practices. Further examinations to uncover the vital job of social media, inside a digitalized business period in promoting and branding consumer products. As a result of the comprehensive analysis, it undoubtedly displays that social media is a significant power in the present marketing scene.[8]

9. *Dr.Ravi.B.and Sabri.S.M.,at.et.,(2021)*, "The world of Marketing has undergone unimaginable changes in the last century. The level of transformation marketing practices, tools and techniques have undergone, is beyond one's wildest imagination. A market, in a traditional economy, was only confined to a physical place with many limitations of place, time and utility. The era of globalisation has ensured that the world market is shrunk to the size of human palm as all the markets are accessible with the touch of our fingertips. Evidently, social media which started off as a platform for human interaction, now has been developed into a platform that can effectively be used for brand positioning, advertising and many others aspects of marketing management. For any business, it is imperative to keep up with the advancements taking place in the world of Marketing and marketing tools. This paper is an attempt at presenting one of the most relevant trends in marketing.[9]

10. *Jamil.K.,Dunnan.L and Gul.F.R.,Shehzad.at.,et.,(2021)*, "The aim of this study is to explore social media marketing activities (SMMAs) and their impact on consumer intentions (continuance, participate, and purchase). This study also analyzes the mediating roles of social identification and satisfaction. The participants in this study were experienced users of two social media platforms Facebook and Instagram in Pakistan. A self-administered questionnaire was used to collect data from respondents. We used an online community to invite Facebook and Instagram users to complete the questionnaire in the designated online

questionnaire system. Data were collected from 353 respondents, and structural equation modeling (SEM) was used to analyze the data. Results show that SMMAs have a significant impact on the intentions of users. Furthermore, social identification mediates the relationship between social media activities and satisfaction, and satisfaction mediates the relationship between social media activities and the intentions of users. This will help marketers how to attract customers to develop their intentions. This is the first novel study that used SMMAs to address the user intentions with the role of social identification and satisfaction in the context of Pakistan.[10]

11. *Zahay.D,(2021)*, "This article takes a quasi-historical perspective on digital and social media marketing. It traces digital marketing from its roots in direct and interactive marketing to the present day. The article suggests a broad view of digital marketing to encompass customer co-creation and engagement. From there, the article outlines the challenges to practitioners from the proliferation of marketing technologies. Finally, the article reviews research directions suggested for digital marketing and posits the learning organization and value creation as a way to integrate digital marketing research.[11]

12. *Key.M.T,and Andrew,at.el.,(2021)*, "Digital marketing practice continues to grow along with the need for a qualified workforce. This paper presents a course design intended to teach students how to use relevant digital marketing tools and give them an end-to-end experience and managerial control over key resources. Students leave the course with real-world skills and items for their résumé to demonstrate workplace readiness. The project lays out how students create original content, perform keyword research, implement Google Ads and social media pay-per-click campaigns, analyze results, course correct, present a final report, and become Google Ads Certified. Innovation effectiveness is tested and reported.[12]

13. *Connor.E.O.G,and Myrden.S,at.,el.,(2021)* " Digital technology is an integral part of today's healthcare, yet little is known about how these technologies affect healthcare customers' experience. This study uses regulatory focus theory to understand how consumers' role clarity, perceived usefulness, ease of use (i.e., promotion orientation), security, and trust (i.e., prevention orientation) when using digital health technology affect their experience. A nationwide study shows that customer experience is driven by promotion- and prevention-related variables concurrently. Results also show that customer experience with digital health technology positively affects customers' attitudes toward using digital technology. This study offers valuable insights for marketers, technology developers, and healthcare managers interested in understanding and improving healthcare customer experience.[13]

14. *Singh.S, and Kumar.M,at.,el.,(2020)* " Social Media has invaded all walks of life including the way we consume content. The literature is rich with research on various aspects of social media and its impact on user behavior, organisations, and the society. This systematic literature review has been done to highlight the key themes and methodologies in extant literature for social media and its impact on user behavior. With 61 journal articles as the base of this review, 4 main research themes emerged, namely consumer motivation, effects of the platform format, content type, and the inverse impact of user behavior on the platforms. On exploration of the methodologies used in the relevant literature, a variety of approaches i.e. qualitative, quantitative, mixed, and non-empirical studies have been used to analyze social media usage and its impact on user behavior. Based on the methodological and thematic review, recommendations are provided for future research.[14]

15. *Dr. Singh.S.and Garg.A.at.,el.,(2020)*, "Today, Digital marketing has become wildly popular due to the cultural, technological, and societal shifts around us. e-Commerce can provide multiple comfortable zones to the customers in the form of availability of goods at a lower cost, wider choice and saves time. Ecommerce is showing enormously business growth in India. Customer feedback can play a major role in both marketing Digital Marketing and Offline Marketing. The success or best result of Digital Marketing is depending upon its popularity of e-Commerce customers, its branding images, its unique and fair policies of e-Commerce sites and customer relations, etc. Digital marketing is simple procedures and a friendly user than Offline marketing. The sample size of the study is 100.[15]

16. *Bhosale.,and Dr.Phadtare.G.R,(2020)*, "Social Media is an amalgamation of Web based software applications that resides on the technological and ideological foundation of Web 2.0. Web 2.0 allows to create and share content on the web. Social Networks are gaining a lot of importance in marketing of the company's products and services. Social Media is one of the best ways to connect with people, share your content, manage your feedback and reviews and create long term Brand Loyalty. MNC's have bigger budgets for

marketing and advertising on offline and online marketing. When it comes to small businesses, they have a very restricted budget for the advertisement. Small and Medium Enterprises (SME's) are said to be the major contributor of the Indian Economy. The Indian Government's is coming up with initiative like 'Make in India' and 'Digital India' are aimed at facilitating the growth of small scale industry in the country. Social Media will play a crucial role in overall growth of small and medium enterprises. This research paper provides insight into social media literature and online consumer behavior with respect to the use of social media in small businesses. Also the paper tries to identify and analyze the reasons or actions that prompt consumers to follow or unfollow a particular Brand on social media.[16]

17. *Dr. Dastane.O,(2020),*” This study investigated the impact of digital marketing on the online purchase intention of e-commerce consumers in Malaysia. In addition, the mediating effect of customer relationship management (CRM) between digital marketing and online purchase intention was also accessed because previous researchers have not detailed the mediating effect. A quantitative research method was applied to collect empirical data from 202 online shoppers selected by snowball sampling technique. Data were collected through a self-administered questionnaire in the greater Klang Valley region of Malaysia. Normality and reliability of the instrument were assessed using IBM SPSS 22, followed by confirmatory factor analysis and structural equation modelling using IBM SPSS AMOS 24. The validity of the measurement model and mediation analysis were carried out as per the research objectives. The results suggested that digital marketing had a positive significant impact on online purchase intention. However, the mediating effect of CRM was found to be insignificant. The study contributed to the literature by providing a structural model of digital marketing and purchase intention to measure the impact of digital marketing on online purchase intention in the context of Malaysian e-commerce. The paper then discussed the implications, limitations, and future research opportunities.[17]

18. *Purwar.S,(2019),*” Fashion allows us to dream; it can transport us from mundane to the glossy world of models, catwalks and fantasies. It is hardly surprising that fashion is so seductive, when so much of the media focus centers on the more glamorous aspects of the industry. Today media players are covering very beautifully, every aspect of the fashion world in many ways and provide information to the customers. In fact, they use very effectively digital media to increase awareness and connections between brands, labels, and customers. Fashion is a complex cultural phenomenon, but it is also a global manufacturing and retail industries, the scope of which is immense. So, industry extends for those persons who are working in the world of styling, art direction, photography, advertising, media and digital marketing.

Fashion marketing is very important element of the fashion industry, because it operates at every level of the fashion system (Supply chain to product development through to retail). Fashion is relevant to business of couture, luxury label, designer level and mass market. In present era, we all are apprised to digital world. The role of digital marketing is very important in fashion marketing. Fashion is a global business with complex structure that operates on many different levels to reach everyone from fashioners to those who just purchase clothing as a necessity of everyday life. Digital mode brings the whole worlds to the customers' doorstep in one click. Digital marketing can be identified as form of direct marketing that connects the buyer with the seller electronically through interactive technologies such as email, website, social networks, online forum as well as news groups, television, mobile communications etc. The principal objective of marketing is to raise awareness information, persuade and encourage consumer engagement with the brand. The ultimate aim is of course to generate sales. So, this paper entitled “Digital Marketing: An Effective Tool of Fashion Marketing” is presents digital era and its impact on fashion marketing.[18]

19. *Durai.T, and King.R,(2019),*” Consumerism plays a significant role in the transition taking place in a world where everything is digitized. Businesses have started adopting various digital marketing approaches, the most favoured methods being content, social and mobile marketing. Various channels that constitute digital marketing such as mobile, search engine optimization, content marketing, social media marketing and media marketing need to be utilised by companies effectively to reach out to their consumers and in also ensure the success of the business. All of these elements put together sum up a cohesive digital marketing strategy. The adoption of innovative strategies is crucial as companies stand the risk of losing competitive advantage in an increasingly commoditised world. As technological change continues its advancement in an exponential manner with new digital platforms and

devices it is only wise for businesses to make haste in embracing this market evolution. Furthermore India's consumption power is so big owing to its huge market of over billion people where the youth below twenty on its own are defined by a population of 600 million. The internet users are also growing at a fast and steady pace. This paves way to huge opportunities for the marketers to take advantage of as there is positive and continuous growth by the internet users. All this advancement brings in a tectonic shift between the businesses and the consumer until a balance is attained in the digital marketing approach. Consumption structure and consumer needs are changing and their desires are growing. The future of digital marketing will be based in how marketers create ways to puzzle together the new and traditional media into a perfect fix based on the market environment. This paper intends to identify the factors that influence consumers through the growth of digital marketing.[19]

20. *Appel.G, and Grewal.L, at. et., (2019),* " Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Considering the numerous ways social media affects individuals and businesses alike, in this article, the authors focus on where they believe the future of social media lies when considering marketing-related topics and issues. Drawing on academic research, discussions with industry leaders, and popular discourse, the authors identify nine themes, organized by predicted imminence (i.e., the immediate, near, and far futures), that they believe will meaningfully shape the future of social media through three lenses: consumer, industry, and public policy. Within each theme, the authors describe the digital landscape, present and discuss their predictions, and identify relevant future research directions for academics and practitioners.[20]

21. *Kumar.K., (2019),* " Digital marketing is expanding in India with rapid pace. Several Indian companies are using digital marketing for competitive lead. Most part as decisive role is played by internet in digital marketing. Widespread incorporation of the internet for both business and private use has generated many new channels for advertising and marketing activities. This article mainly focuses on the growth of digital marketing in the present scenario. The study undertaken intends to discover the phenomenon related to the inclination in digital marketing. Hence three entities namely Consumers, Company and Third Party Agency were taken into contention. Results of this study reveal that all entities agree regarding mandatory internet awareness for the growth in digital marketing in this study.[21]

22. *Dr. Desai.V., (2019),* "Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. This paper mainly focuses on conceptual understanding of digital marketing.[22]

23. *Anurag., Pandey, and Parmar.J., (2019),* " To investigate the factors affecting consumer's online shopping behavior. In this descriptive type of study using judgmental sampling for selecting the samples from online shopping users of Kanpur city. The data has been collecting with the help of questionnaire. The factor analysis is performed for identifying the factors, the nonparametric test has been used for hypothesis testing. In this study results suggest that consumers' online shopping behavior is being affected by several factors like demographic factors, social factors, consumer online shopping experience, knowledge of using internet and computer, website design, social media, situational factors, facilitating conditions, product characteristics, sales promotional scheme, payment option, delivery of goods and after sales services plays an important role in online shopping. After the research in the study results cannot be generalized to the all online shopping users because of small sample size and geographical location from where data is collected. Future studies may also apply some more statistical techniques to improve the conclusiveness of the findings reported in this study. The results should be of interest to the online retailers in deciding their marketing program. This paper is based on original work, the questionnaire has been found reliable after checking the cronback Alpha value. The KMO values supports the adequacy of sample size. It will help the academicians and scholars in their research work in the form of a literature on online shopping. It will also provide guidelines to online retailers in making their marketing program.[23]

24. *Dhingra.M and Mudga.K.Rl,(2019),* " Social media has become the buzz word of marketing nowadays. Today it is difficult to visualise the effectiveness of promotion mix of any company without social media. Starting from basic means of exchanging information, it grew to development of means of communication whose purpose was manifold. With the advent of social media customers and businesses have become well connected with each other. Business to business, business to customer, and customer to customer communication has been great facilitated by social media. Various types of social media platforms have evolved over a period of time, which have become more sophisticated in terms of technology, more effective in terms of capability to influence the customers and more efficient in terms of reaching the customers in optimum time. All these developments took place over many years and have passed through several stages. The aim of this paper is to capture the historical developments of social media over a period of time.[24]

25. *Kundu.S,(2018)* " Social media have given new opportunities to consumers to take part in social interaction on the web. Consumers utilize social media, for example, online networks, to create content and to connect with different clients. The investigation of social media can likewise recognize the focal points to be picked up by business. Web advertising is turning into an intriguing issue in each business division, and continuously assumes a really significant role in any organization's multi-channel promoting strategy. Nonetheless, how to apply Internet showcasing particularly how to use it to attract more guests to a specific site is as yet an unavoidable issue for various publicists. The investigation gives managers guidance on the best way to produce unpleasant framework of potential advertising exercises that can be utilized to exploit capabilities and convert shortcomings and threats. This paper curiously depicts the viable usage of multi-criteria basic leadership and ranking strategy to help advertising manager anticipate their showcasing trend.[25]

26. *Bala.M,and Verma.D.(2018),* " This paper offers views on some current and future trends in marketing. The content is based on recent literature and on what is happening in the business world. The paper is based on secondary data. The paper is based on extant literature and internet sources. The various articles, researches, reports, newspapers, magazines, various websites and the information on internet have been studied. 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. 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. 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. Digital marketing is cost effective and having a great commercial impact on the business. Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful. The effectiveness of Internet marketing with respect to different business can be analyzed. The study can further be extended to compare the internet marketing techniques with specific to various businesses.[26]

27. *Bose.C.S.S.M,(2018),* "This paper examines about the social media marketing in Fashion brands. Nike which is one of the world's top 10 Fashion brands plays a key role in today's sports and athletics apparel and equipment industry. The company has also been able to grow tremendously and achieve the highest market share in the global market through its aggressive marketing strategies, the innovation of new products as well as the superior production of its products. This article speaks about the various promotional activities carried out by Nike. Social media which is one of the powerful promotional tools in the world's market is taken as a main objective for this study. Key finding from this study act as guide to understand the future objective of nike and in addition, this article helps to understand the key aspect of promotion made through social media marketing.[27]

28. *John .F.S and Sheeja.R,(2018)* " The study sought to investigate of social media among the youth on behavior change. As stated above, the sought to find out the impact of social media among the youth on behavior change. Study objectives were formulated and research questions were derived from the objective. Questionnaires were the instrument used in collection of data. Quantitative data collected, was then coded and inputted in statistical package for social science. The result were carefully analyzed and presented to represent

the actual situation on the ground. Qualitative data was closely analyzed qualitatively and important information extracted from what the respondents said. The view of the study it was evident that social media played a major role on behavior change of the respondents. The youth mostly used social media for communicating between their friends and families. The fact of that social media is part of them especially having been born in this era of emerging technology, most felt that they could not do without it. They depended on it for various positive things such as research and contacts with old friends and getting on the loop of what was happening either in their circles, nationally or internationally.[28]

29. *Dr. Ibrahim.S.A.S. and P. Ganeshbabu, (2018),* "Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media .[29]

30. *Sathya.P(2017),* "Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study.[30]

31. *Plesis.D.C(2017),* "The purpose of this article was to investigate content marketing's role in social media content communities to engage with the target audience in an innate manner. This study made use of a directed, inductive content analysis of 51 practitioner documents relating to business-to-consumer content marketing practices to add another perspective to existing research on communities in social media. Three categories emerged from the data namely building content communities, platform-specific content and understanding channels. These categories provide sufficient evidence of how brands make use of social media content communities to connect with the target audience in an unobtrusive manner, in addition to being present in virtual brand communities. The findings make several contributions to the existing literature. Firstly, it provides a clearer distinction between brand and social media content communities. Secondly, it extends conceptions about social media communities to include content communities and, thirdly, it provides sufficient evidence of how content marketing could benefit a brand by naturally becoming part of social media conversations.[31]

32. *Dr. Kiradoo.G(2017),* " This research has adopted the qualitative research approach and provides a review of existing literature in order to understand the scope, growth and development of digital marketing in India with the current trends that derives industry growth. Content of this paper include some significant evidences in relation to growth of digital marketing in India, growing industry trends and importance of focusing on understanding the perception of marketing professionals. Findings of the study further indicate that digital marketing will see rapid and continuous growth in India. However, for sustainable growth in future, understanding perception of professionals is significant.[32]

33. *Key.M.T(2017)* "The sharing economy has experienced major growth in a short period with little academic research that has looked into possible logistic factors that may have contributed to this phenomenon. This article explores the domains of digital marketing channels—specifically e-mail marketing, social media marketing, and search engine marketing—to understand how they can contribute to growth for organizations in the sharing economy. A detailed conceptual model of the decision spectrum necessary to coordinate digital marketing channels is presented and a special case is made for the role branded-mobile applications play in this context. In particular, branded-mobile applications leverage three embedded components to overcome common deterrents for participating in the sharing economy: trust, utility, and user experience.[33]

34. *Dahiya .R& Gayatri,(2017),* " The effect of digital marketing communication on product categories like books, music, fashion accessories, clothing, banking and online gaming etc. has been well researched by the researchers; but automobile industry despite being one of the largest digital spenders has faced dearth of academic studies especially in India. The present study aims to understand the effect of digital marketing communication on consumer buying decision process in Indian passenger car market. Mixed methodology



was adopted for the study. Primary data was collected from 784 respondents from 'Delhi' using area wise proportionate sampling. One sample Wilcoxon Signed Rank, one sample binomial test and chi-square tests were applied as tests of significance. The study concluded that 75% of the respondents used at least one digital channel of communication while buying a car. 'Website' was the most used digital channel of communication while buying a car followed by 'social networking sites' and 'smartphones'. Each and every stage of car buying decision making process right from 'need recognition' to 'post purchase' was 'significantly' affected from digital marketing communication with 'evaluation' being the most affected stage. The results of the study confirmed that digital marketing communication is capable of even triggering need recognition in high involvement product category like car. The results also established that consumers feel positive towards digital communication, get affected from other customers' reviews and express their post-purchase feeling feelings over digital platforms. However, the study also confirmed that although customers appreciate the usage of digital channels throughout the decision making journey, still they don't book a car online.[34]

35. *Cole.S.H, and Nardin.D.T ,at.el.,(2017),* "Advertising is embraced by companies as a means of building awareness, sales, and customer loyalty. However, in recent years advertising has changed. Digital marketing and social media marketing have gained a greater prominence (Lamberton & Stephen, 2016). While megabrands spend millions of dollars on advertising, small businesses often view advertising as an expense rather than a means of generating revenue. Small service business owners are often skeptical of the value of digital marketing and social media. This study examines various digital and social media channels that can be utilized to grow their business.[35]

36. *Stephen.T.A(2016),* "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 behavior, (iv) mobile environments, and (v) online word of mouth (WOM). 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 WOM, which is only part of the digital consumer experience[36].

37. *Minazzi.R(2015),* "This book describes ongoing developments in social media within the tourism and hospitality sector, highlighting impacts on both the demand and the supply side. It offers a combination of theory and practice, with discussion of real-life business experiences. The book is divided into three parts, the first of which provides an overview of recent trends in social media and user-generated content, clarifies concepts that are often used in an overlapping way and examines the "digitization of word of mouth" via online networks. The second part analyzes the impacts that social media can have on traveler behavior for each step in the travel process and also on suppliers, highlighting opportunities, threats and strategies. In the third part of the book, future potential trends deriving from the mobile marketing technologies are explored and possible methods for social monitoring by means of key performance indicators are examined. It is considered how engaging customers and prospects by means of social media might increase customer loyalty, foster electronic word-of-mouth communication, and consequently have important effects on corporate sales and revenues. The discussion encompasses methods to measure company performance on each of the social media in order to understand the optimal mix that will support and improve business strategies.[37]

38. *Kee.A.W.A(2015),* "Content marketing evolves to be a powerful marketing tactic in the digital, fast moving, information driven world. It is not a new strategy but more and more enterprises begin to engage in content marketing gradually. So what are the reasons of the rise of content marketing in today's society? This paper discusses about the use of content marketing in businesses and how it brings benefits to the companies. The conclusion summarizes six strategies companies use during the implementation of content marketing in their businesses.[38]

39. *Devi.S,(2015),* " The automotive industry is a sector that combines innovation, creativity, science, technology, ideas that bring momentum to the economy, people and the whole nation. The "YouDrive" Mercedes advertisement of 2013 is one example of social media marketing creativity in the automobile industry. The Mercedes team reported 3.8 million views of their YouTube channel in the 3 weeks following the campaign (Mercedes-benz website, 2013). Automotive industry has widely accepted this digital platform and Fans growth is considered as the most preferred method to measure success of social media marketing. The objective of this paper is to understand the concept and to study the

current scenario of social media marketing in the automobile industry. This paper further considers the various key performance indicators (KPIs) used for social media measurement and the reasons behind adopting social media marketing. This paper also tries to identify the relationship between social media marketing, fans growth and sales generation.[39]

40. *Elisa.R, and Gordini.N., (2014),* "Department Of Economics, Management And In recent years both practitioners and academics have shown an increasing interest in Content Marketing and in the metrics to measure its impact on firm performance. However the literature remains fragmented. In attempting to fill the gap, this paper has two main objectives. Firstly, we review the existing literature on content marketing and the main metrics used. Secondly, we analyse the degree of use and effectiveness of content marketing strategy and metrics, on a sample of 235 Italian firms.[40]

41. *Chen.Y, and Fay.S, at. el., (2014),* "Social media provide an unparalleled platform for consumers to publicize their personal evaluations of purchased products and thus facilitate word-of-mouth communication. This paper examines relationships between consumer posting behavior and marketing variables - such as product price and quality - and explores how these relationships evolve as the Internet and consumer review websites attract more universal acceptance. Based on automobile-model data from several leading online consumer review sources that were collected in 2001 and 2008, this study demonstrates that the relationships between marketing variables and consumer online-posting behavior are different at the early and mature stages of Internet usage. For instance, in the early stage of consumer Internet usage, price is negatively correlated with the propensity to post a review. As consumer Internet usage becomes prevalent, however, the relationship between price and the number of online consumer reviews shifts to a U-shape. In contrast, in the early years, price has a U-shaped relationship with overall consumer rating, but this correlation between price and overall rating becomes less significant in the later period. Such differences at the two different stages of Internet usage can be driven by different groups of consumers with different motivations for online review posting.[41]

42. *Motwani.D, and Dr. Shrimali.D, at. el., (2014),* "The usage of Social Media is increasing exponentially to satisfy the social needs of internet users, at the same time it has also increased the opportunities for corporate to market their products & services in a personalized way. The past record shows that social media has contributed significantly in changing the perception of customers in buying process. Organizations can't ignore the growing importance of social networking sites on the buying behavior of customers.[42]

43. *Nadaraja.R and Yazdanifard.R (2013),* " In recent years, social media has become ubiquitous and most important for social networking, content sharing and online accessing. Due to its reliability, consistency and instantaneous features, social media opens a wide place for businesses such as online marketing. Marketing which occurs via social media is known as social media marketing. Social media marketing has made possible for companies to reach targeted consumers easily, effectively and instantly. Besides that, social media marketing also faces several challenges in the field. This article argues on social media marketing's advantages and disadvantages in present era.

This paper is an attempt to examine the extent of social media in making/influencing buying decision of customers. The paper is based on descriptive research design & close ended questionnaire is used to collect the primary data from social media users. Conclusions of paper reveal the attitude of customers' towards social media marketing.[43]

44. *Dwivedi.K.Y, and Kapoor.K.K, at. el., (2013),* "Social media has recently gained tremendous fame as a highly impactful channel of communication in these modern times of digitized living. It has been put on a pedestal across varied streams for facilitating participatory interaction amongst businesses, groups, societies, organizations, consumers, communities, forums, and the like. This subject has received increased attention in the literature with many of its practical applications including social media marketing (SMM) being elaborated, analysed, and recorded by many studies. This study is aimed at collating the existing research on SMM to present a review of seventy one articles that will bring together the many facets of this rapidly blooming media marketing form. The surfacing limitations in the literature on social media have also been identified and potential research directions have been offered.[44]

45. *Sharma. Vand Bharathi. V, (2013),* " Social computing involves the use of online social media tools such as Facebook, Twitter, YouTube and LinkedIn to reach consumers in innovative ways. Businesses of all types are getting involved in social media in an attempt to reach to a new audience and reinforce their ties with existing customers. As one is starting a new business, the major concern is with creating a product or service offering, finding first customers, building partnerships to help grow more quickly and ensuring one has enough money to sustain the company. The question in hand is, does social media play a role in helping one get their business off the ground. Is it worth investing your time in social media early in your start-up? Do social media really make a difference in marketing efforts?

The paper has shown that Facebook is more efficient and that social media is effective in spreading word-of-mouth and communicating with customers. This was reinforced by several case studies. The purpose of this study is to investigate how marketing efforts in social media can be successful in attracting customers for start-up companies. It also tries to understand how an owner of a start-up, recognize using social media to grow its business and uses social media to engage with its customers. Two live start-ups which were examined. As a result, suggestions for social media marketing strategies are recommended to the companies. The conclusion of this study is that Facebook is an effective tool for start-up companies, to reach new consumers and also to retain current customers. [45]

46. *Jahn. B, and Kunz. H. W, at. el., (2013),* " Social Media today is omnipresent and Brand pages on online channels like Facebook, Google, Twitter, or YouTube are getting more and more popular around the world. The customer engagement on these platforms has changed the idea of relationship marketing. Traditionally, companies have tried to reach out and build up relationships with customers through marketing activities like reward programs and direct marketing. In this old world, customers were passive "receivers" of relationship activities as well as brand messages and the company had control over the brand development process. Today, customers engage and act as co-creators and multipliers of brand messages.

Almost every successful brand-oriented company operates at least one brand page on Facebook, Twitter, or YouTube. Luxury brands like Armani, Burberry or Dolce & Gabbana have increasingly invested in social media. Nevertheless many marketing managers are still skeptical and questioning whether it is worthwhile putting so much effort into the social media phenomenon, and if it pays off. Especially in the luxury product industry, marketers doubt the value of the mass medium Internet for the unique relationship between exclusive luxury brands and their customers. This shows the need to understand the effects of social media on the customer-relationship in general and particularly for luxury brands.

Therefore, this article discusses the relevance of social media for luxury brands and studies how social media brand pages affect the customer-brand relationship. We begin with a brief overview of the literature regarding luxury brands and social media. We then discuss the value of social media for luxury brands. Subsequently we present a general framework that describes how brand pages can contribute to brand loyalty of the customer and how brand page participation is influenced by various consumer values. Further, we describe a study that has tested this general framework and discuss managerial implications for the management of luxury brands.

As a central result of our study we show that social media can be seen as a business opportunity. Brand pages are an excellent tool for brand management, because they have measurable effects on the customer brand relationship. Brand managers should embrace this new channel and understand how to work with it in a contemporary fashion. Our study contributes to the ongoing discussion about the value of social media and shows motives and effects of social media customer engagement. [46]

47. *Dr. Saravana. M., and Kumar, at. el., (2012),* " During different time era's different methods of communications has developed and changed the day by day life. Social media has become the method of statement in the 21't century, enabling us to express our belief, ideas and manner in a absolute new way. This way of message have also have a huge impact on corporation, where they have realize that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom. To guarantee a successful attendance on social media the companies need to take different marketing theories into consideration so that they can boost their brand in different aspect. If this can be collective with original ways of consumer interaction the companies have a good chance to take the lead in social media marketing'. The meteoric growth of community websites, such as Twitter, Facebook and LinkedIn, have usher the world into a new era of social media. The global reach, is nothing short of marvelous, so much so that if Facebook

were a country, it would be third largest, next to China and India. Some even say that this is the biggest shift since the industrial revolution, which means that the world has a brand new playing meadow At its center, social media is any kind of online media that stimulates participation, openness' conversation, Connecters and sense of community. The social media phenomenon has a profound impact. Social media has transformed research methods. This allows brands to communicate better with their consumers, and intensify their association with them. The advertising world has not been spared from social media influence. Companies are now more careful with advertising; chiefly in anticipate consumer response and avoiding unanticipated blunders to prevent a viral consumer backlash in networking sites. Social media plays a hybrid role in the promotion mix. It allows companies to talk to their clientele and, at the same time, it allows regulars to talk to one another. Shaping customers' discussions to ensure they are aligned to the organization's goals is the firm's best importance. Companies have started provided that their consumers with networking platforms, and have occupied them during blogs and other social media tools. Social media is seen by Marketers today as a great opportunity to boost market share figures. Marketers are only too happy to view the social web as a new set of channels through which to market their goods or services. Social media marketing is a hot topic for companies. It allows companies to establish a communication channel with its customers, market their products, build brand equity, and boost clientele faithfulness. However, as it is a two-way channel, it requires effort and care to manage this communication. Dissatisfied customers can protest out loud, attainment many other customers easily and damaging the brand's image. In order to avoid the risk of damaging the brand's image rather than improving it, the company should align their social media marketing with the global marketing strategy of the company. In order to do this, the business should choose the profile of people that matches its target segment and communicate with them accordingly.[47]

48. *Donovan.R, and Henley.N,(2012),* " Ethics is important in any area, but perhaps even more so in social marketing given the sensitivity of some issues in particular that social marketers are asked to address. Commercial marketers have long been criticised for using allegedly unethical methods to target vulnerable populations, or simply using deceptive tactics against consumers in general. Marketing as an activity has been accused of being unethical in a number of ways (Murphy and Bloom 1990): creating greed and dissatisfaction; misleading because it doesn't give the full picture of a product; manipulative because it persuades people to buy things they don't need; and a waste of valuable resources that could be spent in better causes (e.g., it is said that the global Coca-Cola marketing budget could make a real difference to worldwide child poverty). Marketing is accused of focusing on selected target markets, often those that are wealthy or privileged, and neglecting others. Conversely, other marketers, such as the tobacco companies and alcohol marketers, are accused of targeting vulnerable audiences such as children, teenagers and socio-economically disadvantaged groups. Marketing is accused of being intrusive, in that television advertisements enter our homes, disrupting our leisure time, while billboards distract our attention on the road.[48]

49. *Erdogmus.E.I, and Cicek.M,(2012),* "Building and maintaining brand loyalty are one of the central themes of research for marketers for a very long time. Marketers have utilized various means to maintain the brand loyalty of their customers. One of the recent means is the social media marketing. The aim of this study is to identify the effect of social media marketing on brand loyalty of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The scope of the study consists of customers who follow at least one brand on the social media in Turkey and the data were collected through the administration of a structured questionnaire with a sample of 338 people and tested via stepwise multiple regression analysis. The results of the study showed that brand loyalty of the customers is positively affected when the brand (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular contents, (4) appears on various platforms and offers applications on social media; were used by using SPSS 17.0 version. Customers prefer to share music, technological-related, and funny contents on social media platforms. Based on our results, this study can be considered as a pioneer in this new area of marketing, and propose several tactics for the practitioners.[49]

50. *Gome.M.J.A.W.,(2011),* " The most well-known social software applications are weblogs, wikis, social networking sites and instant messaging. Social networking at a high level is described as the convergence of technologies that make it possible for individuals to easily communicate, share information, and form new communities online. But the big question today is not what social networking is, but rather what it means for businesses. During the fast growth of social media and software, social networks are forcing

companies to increase activities in their traditional CRM systems. These popular websites could be a great approach for companies and customers to improve their communications by applying them in computers and mobile devices. Through the social networks the way, which the company uses in its marketing, is changed. Business can take benefit through applying Social network marketing in order to cooperate with companies to achieve their goals. One of the most important advantages of Internet based application is creating an interactive contact between stakeholders that enable businesses to get feedback directly from their customers. In parallel companies can gain benefits through social marketing: they can achieve a better understanding of the customer needs and then they can build effective relationships with customers. Although social marketing is a common concept in business, there is a few numbers of people aware of its effective role in marketing. Social Marketing is a known term but not all the people know what it is exactly and what are the opportunities and risks from it. Social network marketing can be very advantageous for businesses. This paper intends to find how social software can be used to improve the marketing and to survey how social software can be used effectively in enterprises. The main focus would be on opportunities and risks in companies used social network in their marketing.[50]

51. *Evans.D.,(2008),* " Media-related commercial marketing aimed at promoting the purchase of products and services by children, and by adults for children, is ubiquitous and has been associated with negative health consequences such as poor nutrition and physical inactivity. But, as Douglas Evans points out, not all marketing in the electronic media is confined to the sale of products. Increasingly savvy social marketers have begun to make extensive use of the same techniques and strategies used by commercial marketers to promote healthful behaviors and to counter some of the negative effects of conventional media marketing to children and adolescents. Evans points out that social marketing campaigns have been effective in helping to prevent and control tobacco use, increase physical activity, improve nutrition, and promote condom use, as well as other positive health behaviors. He reviews the evidence from a number of major recent campaigns and programming in the United States and overseas and describes the evaluation and research methods used to determine their effectiveness. He begins his review of the field of social marketing by describing how it uses many of the strategies practiced so successfully in commercial marketing. He notes the recent development of public health brands and the use of branding as a health promotion strategy. He then goes on to show how social marketing can promote healthful behavior, how it can counter media messages about unhealthy behavior, and how it can encourage discussions between parents and children. Evans concludes by noting some potential future applications to promote healthful media use by children and adolescents and to mitigate the effects of exposure to commercial marketing. These include adapting lessons learned from previous successful campaigns, such as delivering branded messages that promote healthful alternative behaviors. Evans also outlines a message strategy to promote "smart media use" to parents, children, and adolescents and suggests a brand based on personal interaction as a desirable alternative to "virtual interaction".[51]

52. *Dwivedi.K.Y,and Kapoor.K.K,at.el.,,(2008),* "Social media has recently gained tremendous fame as a highly impactful channel of communication in these modern times of digitized living. It has been put on a pedestal across varied streams for facilitating participatory interaction amongst businesses, groups, societies, organizations, consumers, communities, forums, and the like. This subject has received increased attention in the literature with many of its practical applications including social media marketing (SMM) being elaborated, analysed, and recorded by many studies. This study is aimed at collating the existing research on SMM to present a review of seventy one articles that will bring together the many facets of this rapidly blooming media marketing form. The surfacing limitations in the literature on social media have also been identified and potential research directions have been offered.[52]

53. *Lokhande.A and Dr.Lokhande.A.M.,(2003),* " being a social and managerial process, it must have social environmental approach, unfortunately very few business organisations cared for it. Social Marketing came into being as a separate discipline in the 1970s as a result of the acceptance of environmental approach by the Western countries. Now days, social marketing principles are being used in developing countries in areas such as health promotion, population control environment conservation, economic development, racism and human rights. Social Marketing is not a new phenomena as its roots can be seen in development strategies, social reform campaigns in olden days. In ancient Greece and Rome anti-slavery campaigns were launched. During industrial revolution period, campaigns were launched to grant voting rights to woman and abolition of child labour in Great Britain.1 Notable social reforms movements, such as, abolition of sati (Self immolation) system, abolition untouchability, prevention of child marriages, woman education etc. were successfully organised during Pee-independence era in India.[53]

## Chapter 3

### Conclusion

In this Literature Review the view about the digital and social media marketing .The author focuses on the two concept that are important now days to fulfill the need of customer.Digital Marketing uses digital technologies and media to acheve marketing goals.These reviews aims to exmine the effect of various digital marketing tools that can significantly impact the business of the restaurant industry.Restaurants have used various facets of digital marketing to attract and influence customer decisions.The result indicates that social media ,online branding ,online advertisements and post-service quality have a significant impact on the competitiveness of the restaurant industry.This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing,the difference between traditional and digital marketing.

The Era of globalization has ensured that the world market is shrunk to the size of human palms all the markets are accessible with the touch of our fingertips.With 53 journal articles as the base of this review. Various channels that constitute digital marketing such as mobile, search engine optimization, content marketing, social media marketing and media marketing need to be utilised by companies effectively to reach out to their consumers and in also ensure the success of the business. Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Considering the numerous ways social media affects individuals and businesses alike, in this article, the authors focus on where they believe the future of social media lies when considering marketing-related topics and issues.

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