

To Study the Government Initiatives of Digital Marketing

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Abstract: Digital marketing, which is commonly done through the Internet but may also be done through, display advertising, mobile phones and other digital media, is the practice of selling goods or services through digital technologies. Internet and search engine websites are typically the origins of digital marketing. Technology is always evolving at a rapid pace, which is inextricably linked to human life. Businesses and other organizations now communicate with their consumers in different ways because of digital marketing. As the name implies, it can also be referred to as a marketing and branding effort. It involves expanding a product, a brand, or a service online. As the name implies, it can also be referred to as a marketing and branding effort. Digital marketing campaigns are more prevalent and effective as a result of the steady greater integration of digital platforms into daily life and business strategy, as well as the fact that more people are using digital campaigns instead of going to physical stores. As digital platforms are more included in marketing strategies and daily life, and as more consumers use digital strategy instead of visiting physical stores, digital marketing efforts are becoming more significant and effective. One of the advertising tactics used by businesses to influence their customers is digital marketing. Due to the high level of connectivity, digital marketing offers many-to-many connections and is normally used to maintain products or services in a timely, appropriate, more specialized, and cost-effective manner. Digital marketing is profitable and has a significant marketable impact on the company. The current study analyzes the numerous government-launched digital marketing initiatives. It usually learns about the government's plan and the many platforms that are available in the digital markets.

Keywords: BharatNet, Digital locker, Digital marketing, E-Education, E-Health, E-Sampark, My.Gov.in, Public Wi-Fi hotspots, UMANG.

I. INTRODUCTION

The increase of digitalization has brought a new viewpoint to execute in all walks of life to ease up their day-to-day life with the same probable efficiency. Different people diversely use digital marketing concepts. The 'digital' term can be expressed as electronic data transmission which is non-variable and finite. Digital marketing is a form of communication that uses different media activities of digital transmission that create a direct link between the circumstances or customer as an individual and the company. The term medium within digital marketing refers to applications, channels, manners, instruments, and devices that function based on digital codes [1]. Social media marketing is the promotion of goods with the help of technology. It is also termed Internet marketing, e-marketing, online marketing, and web marketing. It also involves the managing of digital buyer data and electronic customer relationship management (e-CRM) systems. Social Media marketing allows the situation of medium beside many unrelated stages of the buyer commitment cycle [2]. Digital marketing preserve defined as marketing actions together with branding by different web-based media. Digital marketing is described as the use of digital expertise to accomplish marketing objectives as well as actions taken to broaden or apply the marketing concept itself, talk on a global scale, and alter how businesses interact with their customers. Digital marketing is marketing by the significance of digital equipment [3]. As per the details of IMAI-Kantar ICUBE 2020 research published in the Economic Times, in the next five years, the figure of active Internet users in India is likely to have around 900 million total active users by 2025, which was approximately 622 million in 2020. The reference of the International Journal of Advance Research Foundation has explained that India has been experiencing a golden time of digital marketing expansion since 2013 and the development is predictable to keep on at least through 2020. As per a report by Statistics (2020), there are 700 million internet users in India in the year 2020, and this is going to raise approx. 974 million users, which will indicate a big marketplace for internet services. India was scheduled as the world's largest internet marketplace in 2019, trailing only China. The number of internet users is

probable to increase in both city and rustic areas, viewing a lively enlarge in internet admittance [4]. Nowadays digital advertising is in concert a vital role in the whole world. With the assistance of one click, customers can move everywhere in the world. No necessitate leaving physically to some shop for trade any product. Digital marketing is generous amenities to consumers for buying products and services without going to any shop. Digital marketing also facilitates the customer with numerous payment options and also gives the credit facility, the pricing of the product and service can be compared by the customer. Customers can make sure of the appraisal and remark before trading any product; customers can go through the utmost product. Each firm uses diverse e-advertisement methods using Facebook, Twitter, and other media. With the commencement of 3G/4G services with limitless download, the internet is currently obtainable to almost everyone who owns a mobile phone [5].

II. LITERATURE REVIEW

Internet searches for website rankings gave rise to the idea of digital marketing. Using the Gopher system protocol for query and search, the first search engine was operational in 1991. Companies continued to improve their rating on the website after the launch of Yahoo in 1994 e-government implementation from a macro perspective is examined while looking into the Singapore government's meticulous efforts to adopt it. For such a macro-focused investigation, the information was gathered from several sources [6]. By performing research on the predecessor of t-government, e-government services, and linking members of a digital, the United States has added a digital division and t-government. Self-reported evaluations and practice served as the basis for the findings [7].

The researcher looked at the elements that made it possible or impossible for SMEs in central Finland to accept and use digital marketing channels and also provided insights into how these tools function. The researcher employed many case studies as part of her study strategy. Thirteen semi-structured online concept interviews with 16 managers employed at SMEs were conducted by the researcher in September 2012. The 3650 emails sent to the CEOs, owners, and board chairs of SMEs frequently mentioned the review [8]. The crucial contrast between traditional and digital marketing also covers the effects of various types of digital marketing on the company's sales and other activities. The researcher suggested that the business survey to get crucial consumer feedback needed to improve their goods or services in the future. Both primary and secondary data sources were used to create this study [9]. Researchers investigate how digital technology improves marketing. Owners of businesses believe that the need to expand advertising is one of the commercial functions that emerging information technologies have significantly benefited. The descriptive research design was employed. Non-probability sampling was the sample selection technique used in the investigation. According to convenience sampling, the

respondents were chosen [9]. The use of digital marketing was investigated by researchers. A descriptive observational study design was adopted. Through the use of purposeful sampling, the researcher chose 30 MSMEs. The researcher assembled the data from primary sources. By looking at the MSMEs' owners and the digital media they were using, the data was supplemented. In June 2017, the study was carried out [10].

The techniques used in digital marketing a government program that measures the usefulness of digital marketing in India. The study relied on secondary data, which was analyzed and gathered from journals, books, websites, online databases, academic articles, reports, and newsletters published by the Ministry of Electronics & Information Technology of the Government of India [11]. The EKB sculpture was employed by the researcher to understand the influence on customer decision-making. The researcher used a mixed research methodology [12]. The study looked into the influences on small and microbusinesses' use of digital technology. The researcher used both primary and secondary sources of information. In Hyderabad city, the researcher focused on 10 to 12 small microbusinesses. The majority of business recognition has moved online, under the direct control of the government, where precise information about savings, property, sales revenues, etc. can be easily accessed and businesses are feeling eager to provide information on this digital platform [13]. The way that digital marketing was used by MSMEs and how it affected them. The researcher conducted a descriptive study using a qualitative methodology. The focus of the investigation was primarily Manado City. The information gathered from primary and secondary based on the results and discussion from the previous chapter [14].

The motivation behind digital marketing for MSMEs in Kenya was investigated by the researcher. When choosing the data and gathering information from respondents, the researchers followed a review study plan. Simple random sampling techniques were used. In Kenya's manufacturing sector, there were intended to be 500 hundred SMEs. Positive experimental philosophy served as the study's main guidance [15]. The researchers used a descriptive survey approach. Researchers looked at how e-commerce and digital marketing affected SMEs' marketing strategies. Using both primary and secondary data, the researcher employed deliberate sampling. The researcher collected the samples from 154 respondents [16]. When promoting and expanding digital types of trade and digital marketing in Malaysia, problems and challenges such as education, governmental policies, public awareness, and user data security were studied. The researcher also looked at the opportunities and constraints in terms of implementing digital marketing in the Malaysian context. Researchers suggested that in the digital market, effective digital marketing requires active government participation, and it's crucial to make sure the required structural adjustments are created to ensure this industry takes off [17] the success of digital marketing initiatives among MSMEs in the subdistrict. 90% of Dayeuhluhur MSMEs, according to research, used social media like Facebook, Instagram, and Whatsapp to sell their goods, however some also used more traditional methods like

dealing with collectors or middlemen, especially for food and agricultural items [14].

III. OBJECTIVE AND METHODOLOGY

The intention of this paper is to examine Indian government initiatives for digital marketing and its constituent parts. The research is supported by secondary data. Information is gathered from the Ministry of Electronics and Information Technology, Government of India's websites, periodicals, publications, reports, and newsletters.

IV. FEATURES OF DIGITAL MARKETING

It is also necessary to know the top six features of successful digital marketing which are as follows:

Additionally, it's significant to know the top six characteristics of effective digital marketing, which are as follows:

Quality Website: At the moment, having a quality website is required before starting an internet business. It serves as a digital destination for audiences who can access it 24 hours a day, seven days a week, and not only aids the trade-in overcoming geographical limits to accomplish newer forecasts.

Strong Social Media Presence: Sites like LinkedIn, Twitter, Facebook, and Instagram help companies connect with and communicate openly with their audience. Being present on these platforms not only aids brands in generating reliability but also provides customers with better insight.

Search Engine Optimization: Today, SEO is an essential part of digital marketing. A company's online popularity and ability to drive more traffic to its website are both influenced by how well-positioned it is throughout different search engines. Many people incorrectly think that SEO efforts would produce quick results. Understanding that SEO is a continuous process that takes time to produce results is essential. Employing a motivated workforce will help businesses ensure that both on-page and off-page SEO methods are implemented.

Email Marketing: Email marketing isn't just about flooding audiences' inboxes with emails. To produce precise maximum profits, it must be estimated and done properly. Sharing customized emails with users enhances the likelihood of receiving quick responses in addition to the response that a business cares about. Depending on where each user group is in the business association cycle, you should tailor your offerings and communications to them.

Engaging Content: The utilization of engaging content across a range of online venues ought to enhance obligation rates. Businesses must ensure that relevant content is posted at the appropriate time across a variety of platforms. Blogging is a powerful tool for connecting with audiences and moving beyond simple product promotion.

Mobile-Friendly: Today, every aspect of a business' digital operations should be mobile-friendly. The majority of people

who access the internet today do so via their mobile devices, therefore every aspect of online marketing should take this into account [18].

V. BENEFITS OF DIGITAL MARKETING

Digital marketing has changed consumers' purchasing patterns as a result of quick technology advancements. It has provided consumers with a variety of advantages, some of which are listed below:

- *Stay Informed about Products or Services:* Thanks to digital marketing tools, customers can continue to access streamlined company information. Many consumers now have the freedom to utilize the Internet at any time and any place, and businesses regularly inform information about their goods or services.
- *Greater Engagement:* Customers can benefit from the company's varied endeavors by utilizing digital marketing. Customers can browse the company's website, read details about the goods or services, make purchases online, and leave feedback.
- *Clear Information about the Goods or Services:* Consumers who engage in digital marketing receive apparent information about the goods or services. The Internet offers complete product information that shoppers can rely on when making buying selections. It is possible to somewhat misinterpret the data obtained from a salesperson in a physical store.
- *Comparison with Others:* While many companies find it laborious to support their goods or services through digital marketing, it is ideal for the customer's maximum benefit in that customer can compare goods or services by different providers in a time- and cost-effective way. Without having to visit numerous retail locations, customers can learn more about the products or services.
- *Constant Buying:* Despite the fact that the internet is available constantly, there is no specific period of time when a customer must make an online purchase.
- *Share Content:* Inform them about the products or services. Digital marketing enables the audience to spread the word about the product or service's content. Through digital media, information on the features of the goods or services may be quickly obtained and shared with others.
- *Apparent Pricing:* The Company displays the costs of its goods and services through a digital marketing channel, making those costs transparent and easy for customers to understand. Customers are always privileged because they can acquire information immediately by simply glancing at any one type of digital marketing, even when companies frequently modify the prices or make enticing offers on their goods or services.
- *Allows for Immediate Purchase:* With traditional marketing, customers must first see the advertisement

before finding the right physical location to buy the products or services. However, clients can purchase the goods or services right away using digital marketing [9].

VI. DIGITAL INITIATIVES UNDERTAKEN BY THE GOVERNMENT

By guaranteeing digital access, digital enclosure, digital empowerment, and closing the digital gap, the federal government hopes to convert India into a society that is digitally enabled and a knowledge-based nation. The three main goal areas for the initiative are digital transportation as a fundamental utility for every citizen, on-demand government and services, and citizen digital empowerment. The ultimate goal is to ensure that digital technologies improve everyone's quality of life, expand India's digital economy, open up new investment and job opportunities, and create digital technological capacity in India.

BHIM: The National Payments Corporation of India's (NPCI) Unified Payment Interface (UPI) served as the basis for the smartphone app BHIM (Bharat Interface for Money). It was presented by Narendra Modi on December 30, 2016, at a Digi Dhan Mela in New Delhi. It is meant to facilitate open e-payments through banks and is named in honor of Dr. Bhimrao R. Ambedkar as a part of the 2016 Indian banknote demonetization and a shift toward cashless commerce. This ground-breaking software educates users about all Indians. Users who do not have a bank that supports UPI can use BHIM to send or receive money to other UPI payment addresses by scanning a QR code, account number with an IFSC code, or MMID (Mobile Money Identifier) Code.

Digital Locker: With this program, it is no longer necessary for people to own physical copies of the certificates that state, local governments, and other organizations issue. Digital copies of birth certificates, college diplomas, school records, marriage licenses, and even PAN cards will be made available. Accordingly, it is anticipated that the government will establish a national repository to house these records. Every private locker will house every user's important document that has been digitally verified by the authorities. Now, the link of that cloud folder containing digital copies of verified certificates can be transferred instead of physically transferring copies. Once individuals use this technology, assurance will be created for online financial transactions, which are crucial to the expansion of e-commerce operations. It was introduced in 2015 to create a cloud-based platform to manage, swap out, and validate crucial papers or certificates. India had 60.09 million registered DigiLocker users as of April 2021.

E-Money: By December, the Department of Posts (DoP) hoped to offer electronic money order service to 70% of all of its post offices. Officials claim that this service will make it easier for India Post to deliver money the following day to doorsteps where it previously took nearly a week. Additionally, it will

make the entire procedure quick and secure. A maximum of Rs 5,000 can be sent using an e-money order.

Twitter Samvaad: One of the most well-liked programs is the Twitter Samvaad, which will allow individuals to be the first to recognize new government initiatives and acts. It is a service that enables public people and governmental entities to tweet and SMS with the general public. The same platform is used in digital marketing to provide inspirational messages that promote any product.

GeM: The government's initiative to encourage online procurement of general-use goods and services by various Government Departments, Organizations, and PSUs includes the construction of a one-stop Government e-marketplace (GeM) by DGS&D. To improve public procurement, GeM attempts to increase accuracy, competence, and speed. It offers the e-bidding, repeal e-auction, and demand aggregation capabilities necessary for government users to easily get the best value for their money. Following the successful delivery of Goods and services, DGS&D took the necessary steps to support the current system and cater to GeM, as well as to expedite payment to Suppliers.

UMANG: E-governance will be made possible through the Unified Mobile Application for New Age Governance (UMANG). It offers a single platform for all Indian citizens to access pan-Indian e-Gov services from central to local government organizations and other citizen-centric services. Major services will be made accessible by UMANG to local authorities, departments of the federal and state governments, and other utility providers. It offers a unified approach where citizens can create a single application to access several government services. Such an app instills confidence in less computer-knowledgeable citizens, strengthening the benefits and requirements of online buying [11].

Aadhaar: Aadhaar offers 12-digit biometric and demographic IDs that are permanent, authenticable online, and unique. Additionally, on March 26, 2016, the "Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016" was notified to offer legal backing for Aadhaar. Residents have registered more than 135.5 crore. To give each resident of India a distinctive identification, or Aadhaar number, it was introduced in 2009. As of April 2021, 129 crore Indian citizens will have Aadhaar, according to the Unique Identification Authority of India (UIDAI).

E-Sign: With the help of the e-Sign service, citizens may quickly and legally sufficiently sign forms and documents online. Many applications leveraging UIDAI's OTP-based authentication services are making use of the services. All agencies collectively issued more than 31.08 crore e-Signs, of which CDAC alone issued 7.01 crore.

MyGov: MyGov is a platform for citizen engagement created to support democratic participation. The number of people registered with MyGov at this time is over 2.76 crore, and they take part in a variety of activities offered on the MyGov

platform. It was introduced in 2014 to facilitate communication between the government and the populace by offering an online arena for idea sharing.

MeriPehchaan: To simplify and provide citizens with the right to utilize government portals, the National Single Sign-on (NSSO) platform MeriPehchaan was introduced in July 2022. The NSSO has merged 4419 services from different Ministries and States overall.

Digital Village: The “Digital Village Pilot Project” was launched by MeitY in October 2018. Under the project, 700 Gram Panchayats (GPs)/Villages would be enclosed, with at least one GP/Village in each district, state, and UT. Education services, financial services, skill development services, digital health services, solar-powered street lights, and business-to-citizen (B2C) services are among the digital services that are currently available.

Co-Win: Co-Win is an open platform for managing COVID-19 registration, appointment scheduling, and immunization certificate oversight. 110 billion people have been registered, and it has made it possible to administer 220 billion immunization shots.

E-Hospital: A building called e-hospital will connect all hospitals in India. Any person who wishes to make an appointment with a hospital must use the Aadhaar-based Online Registration System (ORS). We can obtain an OPD appointment, check the status of our blood, and obtain lab results from any government hospital via e-hospital, all of which can be done online.

Wi-Fi Hotspots: The earliest burst of human growth was predicated on water availability; civilizations grew where there were rivers. Roads were crucial in the second wave of expansion because they allowed people to move to areas having access to them and enabled industrialization. The third stage of human evolution is now upon us, and it will be built on connectedness and knowledge. People will want to live in areas with reliable technology and internet access. According to DigiAnalysis, there will likely be 2.1 million public Wi-Fi hotspots in India by 2021, up from 0.3 million in 2019. As part of this ambition, India has just launched the largest initiative to date, announcing plans to bring out free Wi-Fi in 2500 cities nationwide and creating a dedicated fund of Rs 7000 crore for the project.

E-Sampark: By using mailers, outbound dialing, and SMS marketing, e-Sampark connects the government directly with Indian individuals around the country. Informational and public service messages are distributed through the platform. To foster proactive communication through the digitization of campaigns, the idea of e-Sampark has been established. The flexible platform not only enables faultless communication between the government and the people, but it also keeps a database of the contacts for the nodal officers, representatives, and people. Users can also view the results of earlier campaigns that have been run. E-Sampark stands for the heart of the Indian digital economy. It enables the government to communicate with the people about a variety of projects and activities.

E-Education: This is the ongoing practice of providing online education in remote and populated regions using tools like cell phones, apps, and Internet access. A program for multimode access to digital/online education called PM E-VIDYA was introduced by the government in May 2020. NISHTHA - Phase II, which modifies modules for online distribution, was introduced at the secondary level in the fiscal year 2021. According to the Union Budget 2021-2022, 5.6 million teachers would receive training through the NISHTHA program in Fiscal Year 2022.

VII. CONCLUSION

The findings imply that professionals in India have more reservations about digital marketing strategies and tools. They are not completely aware of the advantages of digital marketing for business growth and cost-efficiency. For many businesses, using the digital channel for marketing has become essential. Today, there are highly effective and affordable ways for business owners of all sizes to market their goods and services. No limits apply to digital marketing. Digital marketing in India encountered many issues despite being well-known. However, it seems as though the future has bright prospects. The government's efforts to advance the practice through digital marketing on several levels are commendable. The government has pledged to link all individuals and transactions in a circular path, creating ease in conducting business and primarily aiding individuals in positively utilizing digital endeavors. Despite the government's unquestionable efforts, it is now more important than ever to teach people how to use digital platforms. The government should simultaneously develop clear incentive programs in order to attract and keep a wider consumer base as more people become involved in technological transformation. In the foreseeable future, the digital world would be a fact. Additionally, it is believed that this work would be useful for other research in terms of benchmarking and streamlining objectives for digital marketing campaigns. If user demands are prioritized, digital marketing may be more successful. Therefore, success in digital marketing also requires effort and trial (and error). All digital marketing initiatives should be driven by the tenets of new, learn, and evolve. As various types of literature have shown, the primary indication of successful digital marketing initiatives in the digital marketplace demands active government participation, thus it is crucial to ensure the required structural adjustments are made for this industry to take off. Companies should create unique customer experiences and targeted media strategies in order to identify the best strategy for enhancing the success of their digital marketing campaigns.

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