

# Perceiving Emerging Digital Marketing Practices in Business Ecosystem: An Exploratory Study

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## Abstract

One of the phenomenally growing ventures of the Indian economy is characterised by e-marketing trends symbolising online marketing behaviour in the organisational hemisphere. The study highlights the prime aspects of e-marketing strategies, digital marketing benefits, buyers' behaviour, social media networking and e-marketing trends. Rethinking and restructuring prospective marketing strategies enable present-day business houses to strengthen customer loyalty with smarter marketing decisions. The study explores the fundamental structure of e-marketing and its governing variables and consumer behaviour backed by digital platforms. The research design is exploratory, involving the usage of primary and secondary data collected through a non-probabilistic convenience sampling techniques. The study utilises a quantitative research design applying Exploratory Factor Analysis (EFA) and multiple regression analysis to evaluate the effect of each factor. The results reveal that consumer buying behaviour is directly dependent on the factors viz., digital media marketing effectiveness, loyalty, influence on purchasing decision, engagement and trust. The coverage of the paper makes a realistic attempt to determine e-marketing strategies that help better understand customers' marketing mechanisms, shaped in a strategic, smart, and steady mode in the digitalised era. Digital marketing has immense potential to impact

and create opportunities with innovative techniques in the marketing horizon in the days to come.

**Keywords:** E-Marketing, Digital, Customers, Buying

## Following Footsteps of E-Marketing Platform: An Outlook

The catastrophic effect of worldwide pandemic has revolutionised marketing demographics and strategies resulting in a striking transformation in the global marketing ecosystem. The present era is characterised through a virtual world connecting people, plant, and profit. The web-based platform has replaced the real-world social communication with a paradigm shift from traditional to e-marketing proponents in the business hemisphere (Kaushik, 2016). One of the prominent trends rapidly emerging in business economies can be witnessed through digital marketing, encircled with digital, online, virtual market, e-retail replacing conventional market places to e-centric businesses for effective marketing progression. Significantly, developing countries like India are characterised through e-commerce mechanism and thus making an ideal target for online business opportunities and potential business model. In the last few decades, the gradual development in information technology, computer science, media,

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internet and communication induced businesses to convert their market into a digitalised mode with greater accessibility facilitating targeted customers anytime, anywhere on multiple social media platforms (Ajani, 2021). It can be widely accepted that the internet, web and related information technologies have proved to be transformational and also revived age-old marketing approach to adopt diverse e-marketing strategies in today's rapidly changing business landscape. Most surprisingly it can be witnessed that e-marketing has a wide impact on all the dimensions of marketing spectrum building exceptional customer experiences and strong relationship in the ever-changing digital business world. The conceptualisations of internet marketing toward e-marketing are synonymous (Singhal, 2016). The 'e-dilemma' can be clarified as exploration of marketing proponents in terms of e-marketing, digital marketing and internet marketing. Explicitly digital marketing can be referred as "A method that provides relevant marketing communication addressed to a specific individual with an email address, a mobile phone number or a web-browser cookie". In present times identifying e-marketing opportunities and emphasising e-marketing platforms creates a fundamental shift in business and consumer behaviour impacting on marketing thought and practices (Verma & Nagpal, 2021). The growing trend of adapting and accepting e-marketing practices in developing countries like India creates prospective markets enabling cost reduction and expanded reach with growing penetration of innovative e-marketing strategies uniqueness. Thus, the benefits of e-marketing proponents and its impact is highly relevant and will embrace changes in the marketing horizon in the ever-evolving world of digital marketing.

## Review of Literature

### Tracing Tracks of E-Marketing Phases: Transition and Evolution

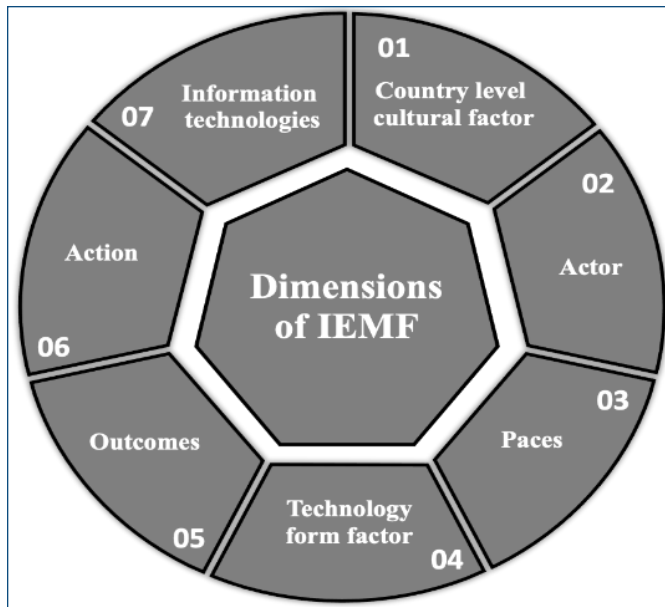
Marketing entails the business of selling goods and services with profit as the epicenter of marketing strategy. With the aftermath of the COVID-19 pandemic, the doctrines, testaments, and age-old principles that shape the marketing domain transformed into virtual world of innovative marketing practice with social networks as the popular approach in business ecosystem. The terrain of the post-pandemic business platform is exploring

marketing tactics in the diversity of social marketing realm and induced a drastic makeover in marketing practices and promotion across the globe (Umamageswari & Krishnaveni, 2019). Understanding the knowledge and information of marketing redesigned through e-marketing draws attention towards all section of the community at large. The transition from marketing to e-marketing stands on the foundation of the widespread use of electronic communication technology by the prospective consumers in contemporary times. Nevertheless, e-marketing or electronic marketing provides opportunities to create fruitful business networks, integrating databases, web design, and analytics as potent tool in e-marketing growth & development.

In recent years there has been a striking breakthrough in technologies and modernisation. With the changing waves, the notion of e-marketing is changing rapidly with new practices and strategies emerging in the marketing horizon. Interestingly, e-marketing has spread its wings in the business hemisphere with vibrant tools viz., web page and site design, website marketing, server-side programming and management, telephoning and video conferencing, macro environmental issues, information and networking strategies required for the e-marketing business and employability in the digital marketing arena. The prospects and potential of the e-marketing business are developing at first pace and it can be apprehended that marketing strategies in the developing countries of the world should be nurtured with proper understanding and practices as prediction always poses a question in the years to come.

### Identifying Foundations of International E-Marketing Framework: An Insight

E-marketing is emerging rapidly and significantly impacting customer and business market behaviour. Digitised information and technologies have transformed marketing towards a fundamental shift in building e-marketing prospects across boundaries (Krishnamurthy, 2005). Recognising and acknowledging the impact of e-marketing on the global platform has resulted in the exploration of the future of global e-marketing through the international e-marketing framework (IEMF). The IEMF acts as a guiding tool in the domain of international e-marketing making intellectual contribution worldwide. The dimensions of IEMF comprise seven components and are portrayed in Fig. 1.



Source: Authors creation.

**Fig. 1: Dimensions of IEMF**

Potential linkages of IEMF can be understood with the effectiveness and influence gap, which drives e consumer behaviour (Kucuk, 2002). The user-oriented access between different technologies and computing environments in different corners of the globe has produced fascinating results in the communication flow, either in a direct way, (i.e., via email) or in an indirect way (i.e., through communities). The relevance and benefits of IEMF acts as a bridge-way in building blocks of internationalisation e-marketing operations in global e-marketing business (Rayport & Sviokla, 1994). It is quite imperative that the area of global e-marketing is burgeoning domain and necessity of IEMF guidelines serves as an evolutionary path towards new transitions in e-marketing from possibility to reality.

### Linking Productivity and Economic Growth with E-Marketing Management Strategies

The dynamic factors of economic growth are embedded within the layers of capital stock, budget investment in GDP, and the size of the labour force, all enabling faster economic development in developing nations worldwide. The new growth theory with the proponents of neo-classical theory emphasises growth of investment in human capital and knowledge (Lu, 2001). Over the last few decades institutional development and productivity factors of developing countries have focuses on product

market and labour market policies contributing towards growth in human capital assets. While studying the economic phenomenon, it can be opined that e-marketing strategies help to demonstrate the models of economic growth more accurately corresponding to data-centric comparison with the classical model (D'Andrea, Ferri & Grifoni, 2012). A comparative cross-country analysis of the economic growth rate clearly indicates an econometric equation linking GDP and the related factors for economic progression. In the changing digitised platform of an open national economy market, the necessity and reliability of the considered variables and on the factors truly reflects economic growth trends assuming total capital as the combination of physical and human capital (Bajpai, Pandey & Shriwas, 2012). Backed by an innovative level of technological development e-marketing tools and techniques quite significantly showcase path dependence and behavioural attributes taking into accounts various factor viz., political, social, environmental and many more. With the overwhelming response and acceptance of business operations based on e-marketing analysis it provides a stimulus on economic growth with increasing production capabilities in the long run. After the recovery of economic crisis with the occurrence of devastating pandemic, most of the developing countries coincided with the overall weak growth of the economy (Rosario & Cruz, 2019). With the emergence and evolution of e-marketing mechanisms, there has been an active diversification of the economy, resulting in accurate numerical estimates of model parameters, which will foster economic system and market in the long run.

### Collaborating Social Media Marketing and E-Marketing

Business dynamics have been significantly influenced by the recent growth of digital economy worldwide. Social networking sites in the last two decades have continuously promoted marketing strategies for impactful product promotion and marketing management. Nevertheless, social media marketing is an upcoming phenomenon initiating innovative business strategies and creating strong physiological and emotional connection that is mutually beneficial to both buyer and marketer (D'Andrea, Ferri & Grifoni, 2012). Against the backdrop of social media platforms, social media marketing campaign impact effective marketing promotional messages promoting a strong brand image and satisfying customer expectations

through online relationship. The traditional concept of word of mouth has been replaced by electronic word-of-mouth for higher commitment and greater consumer engagement in the marketing environment (Tiago & Verissimo, 2014).

A perfect integration between social media strategies with marketing strategies through diverse digital component like Facebook page, Twitter accounts, LinkedIn, and Quick Response (QR) codes, creates an affinity and opportunity for the product and its promotion in the social network domain. To reach the wider horizons of marketing landscape social media connectivity and marketing techniques are the way to reach prospective customers integrating information and communication at broader prospective. In the present digitised marketing terrain marketers, marketing and marketability need to be realistically understood and implemented to balance the benefits and challenges in the present competitive business climate. In the post pandemic era there has been a revolutionary transformation in the marketing channels linking internet marketing techniques with social media linkages for maximising marketing goals going forward (Bresser, 2016). The relevance of social media marketing through e-marketing requires careful assessment and evaluation for building vibrant marketing behaviour beneficial for all the layers of marketing hierarchy i.e., from producers to consumers, and the economy at large.

### **E-Marketing Prospective and Competitiveness in Major Economics: An Outline**

Nations across the world are inclining towards performing digital business in a competitive mode. In recent times, the world of business is more enthusiastic and proactive in adopting new methods of marketing management to gain a competitive edge. Business dynamics are continuously evolving and changing to satisfy future market needs and create new opportunities to easily adapt to the dynamics of technical environment in the long run. E-businesses primarily engage with the activities that use digital technologies initiating distinctive branding strategies, search words use by the consumer and products, to advertise the e-commerce website – all consequently end towards achieving the needs and desires of the target market (Sharif & Butt, 2017). The notion of competitive advantage is gaining momentum into the global economy with the policies of openness and market liberalisation.

To achieve the potential advantage of competitiveness, company's survival, existence and worth are the key elements and are determined by the notch of competitive advantage.

Multiple dimensions of competitive advantage include cost leadership, differentiation and concentration, through which organisations seek to achieve economic savings, value addition, and targeted marketing over other competing companies. Studies reveal that most of the Asian and American companies are not willing towards e-marketing economies (Biegel, 2009). Recent data indicates that in Japan, the majority of businesses have been less enthusiastic about web-based commercial activities due to less access cost and the reluctance by Japanese consumer to use anything other than cash. Surprisingly, more studies show that in Australia and in UK are less prone towards digital business. In Australia, e-marketing activities concentrate on small businesses to the exclusion of medium and large business whereas in UK the use of internet from a strategic marketing view point is not prominent and popular. At this juncture, the need for a systematic inter-country business comparison on use of internet technologies as an integral part of competitive marketing strategies requires careful understanding and priority (Holliman & Rowley, 2014). At present, e-marketing firms are struggling to build interactive media and marketing logistic networks as a direct response tool for e-marketing activities worldwide.

In the developed and developing economies of the world newer online business model are generating new avenues and business processes which create possibilities and commitment in online relationship marketing management. It has been witnessed that smaller firms in the developing economies, due to a lack of marketing effectiveness, have failed to gain sustainable competitive advantage (Rowley, 2008). The enforcement of strategies concerning use of technologies to restructure e-marketing business needs strategic use of internet and e-marketing methods to obtain a customer database for a promising return for most of the developing economics globally.

### **Essentiality of the Study**

As digital marketing practices rapidly evolve, businesses face ongoing challenges in adapting to the changing online landscape. The growing reliance on digital platforms, which significantly influence

consumer behaviour, loyalty, and purchasing decisions, simultaneously highlights the importance of exploring emerging digital marketing strategies (Bala, Madhu & Varma, 2018). Understanding these dynamics is essential

for business houses to maintain a competitive edge in an increasingly digital market. Studies reveal there has been an upward trend in online shopping platforms, as projected in Fig. 2.



Source: statista.com

**Fig. 2: Trend of Annual Online Shoppers in India**

By examining factors such as digital media engagement, loyalty, and trust, the present investigation aims to help businesses leverage digital platforms to enhance customer experiences and build lasting relationships. In summary, the present study is crucial for exploring how e-marketing strategies can evolve to meet the demands of the digital age, offering valuable guidance for businesses to navigate consumer behaviour influenced by digital interactions and to optimise their marketing efforts accordingly (Sawicki, 2016).

## Objectives of the Study

In the present fluctuating phase of market climate in the business hemisphere, planning successful e-marketing strategies on a digitalised platform is highly relevant for achieving a long-term competitive age for the business houses worldwide. The broader objective of the study focuses on:

- To examine and analyse the structure of e-marketing and its role in shaping interactions between variables such as social media engagement, brand loyalty, and trust in consumer behaviour.
- To identify and evaluate the effectiveness of digital marketing strategies that drive consumer

engagement and customer brand loyalty in building long-term brand–consumer relationships.

- To understand and assess the implications of innovative digital marketing approaches for better consumer insights aligned with digital trends in a competitive market.

## Research Methodology

The research is exploratory in nature, as it offers a thorough grasp of the respondents' demographic traits. Additionally, it defines quantitative research as the process of collecting and analysing data that has been quantified in order to guarantee statistically valid outcomes. A structured, self-administered questionnaire was employed to collect the study's primary data. To identify the different thoughts along with emotions observed by buyers from different sectors, specific questions were drafted. To measure the variance in the frequency and intensity of the described opinions, the responses are collected using a five-point Likert scale. The study focused on the fact that hierarchy, behavioural patterns, and aspirations of people living in rural and urban areas differ greatly. Therefore, the study only looked at the urban population in order to prevent complications. To complete the survey, a sample size

of 128 respondents was selected. Because the research region was broad and it was challenging to get in touch with prospective buyers and marketing people, the sample elements were chosen using the snowball sampling approach. The respondents who were familiar with the concept of e-marketing were chosen carefully to achieve the highest level of data collection accuracy.

## Findings and Data Analysis

### Factor Analysis

To investigate the different characteristics that the respondents exhibited in relation to digital media marketing, factor analysis was conducted. This process supports data in a more comprehensive manner and enables to lower the number of variables.

### Application of Factor Analysis

#### Step I: Analysis of KMO and Bartlett’s Test

To determine the main elements impacting the use of digital media marketing, the authors employed the Exploratory Factor Analysis (EFA). This approach lowers the overall number of variables while revealing the underlying structure of the interactions between them. The data’s linearity, multicollinearity, and normality were all investigated. The Kaiser-Meyer-Olkin (KMO) test and Bartlett’s test of sphericity were employed in this study to evaluate the data’s suitability for factor analysis, which is a measure of sampling adequacy. The KMO and Bartlett’s Test results are displayed in Table 1.

**Table 1: Result of KMO and Bartlett’s Test**

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy.		.893
Bartlett’s Test of Sphericity	Approx. Chi-Square	1936.801
	df	325
	Sig.	0.000***

Source: Authors’ computation.

According to the KMO value of 0.893, the variables are suitable for the factor analysis. Additionally, the chi-square value is significant at the 1% level ( $p < 0.001$ ), demonstrating that there is sufficient relationship between the variables to extract components and that the correlation matrix is not an identity matrix.

#### Step II: Analysis of Rotated Component Matrix

The Rotated Component Matrix in the Table 2 shows the factor loadings following Varimax rotation. This rotation optimises loading variations among components, leading to a more logical and comprehensible structure.

**Table 2: Result of Rotated Component Matrix**

	Component				
	1	2	3	4	5
S1	.779				
S2	.776				
S3	.776				
S4	.623				
S5	.839				
S6	.709				
S7		.560			
S8		.727			
S9		.688			
S10		.705			
S11		.692			
S12		.624			
S13					.640
S14					.807
S15					.759
S16				.617	
S17				.634	
S18				.450	
S19				.779	
S20				.645	
S21			.673		
S22		.553			
S23			.500		
S24			.694		
S25			.812		
S26			.706		

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalisation.

Source: Authors’ computation.

Therefore, based on the Table’s results, it can be concluded that five distinct elements were gathered from the different statements answered by the respondents which explained their contributions to digital media marketing. Depending on the type of assortment of statements in each of these five distinct elements, labels were assigned. The specification of the five distinct elements are as under:

### Digital Media Marketing Effectiveness (DMME)

The statements in this category centre on the relative efficacy of traditional and digital media marketing strategies.

### Digital Media Loyalty (DML)

These statements concern the attitudes that loyal customers have towards companies which employ digital media to promote their business.

### Digital Media Influence on Purchasing Decisions (DMIPD)

These statements explain how attention-grabbing and behaviourally impacting digital media affects consumers' decisions to buy.

### Digital Media Engagement and Influence (DMEI)

This collection of statements focuses on how consumers interact with digital media content, including sponsored content, influencer posts, and promotions, and how such interaction affects their behaviour.

### Digital Media Trust (DMT)

This set of statements focuses on how communication, openness, digital media involvement, and societal challenges foster trust between companies and customers.

### Digital Media-Driven Consumer Behaviour (DMDCB) (Dependent Variable)

The dependent variable represents consumer behaviour that is directly impacted by digital media, including price comparisons, impulse purchases, and modifications to purchasing habits.

### Step III: Regression Analysis

Table 3 presents the results of the regression model that examined how the different variables affected digital media-driven consumer behaviour.

**Table 3: Regression Result**

Model	Unstandardised Coefficients		t-Stat	Sig.
	$\beta$ Value	Std. Error		
(Constant)	3.379	0.006	540.241	.000***
DMME	0.369	0.006	58.628	.000***
DML	0.360	0.006	57.261	.000***
DMIPD	0.291	0.006	46.341	.000***
DMIE	0.270	0.006	42.974	.000***
DMT	0.245	0.006	39.011	.000***

Source: Authors' computation.

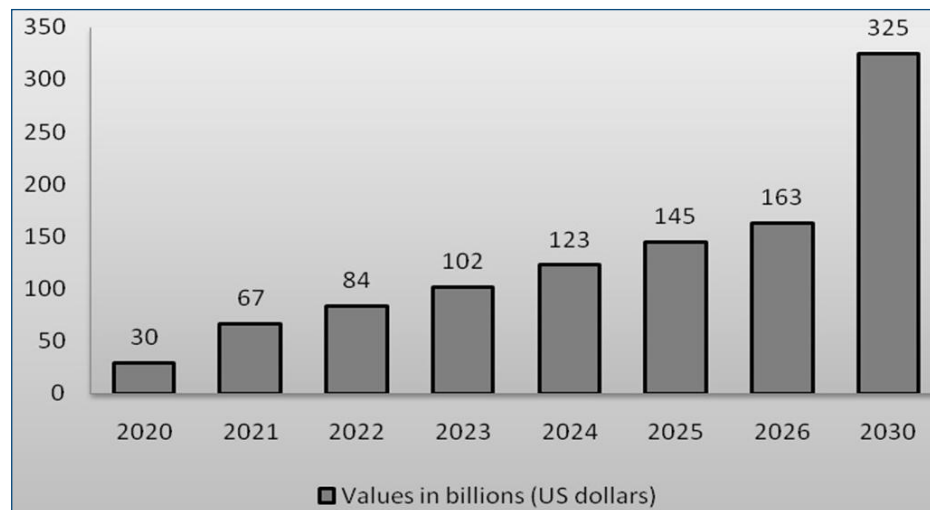
According to the regression analysis, a number of digital media marketing factors have significant effects on Digital Media-Driven customer Behaviour (DMDCB), emphasising how purposeful digital engagement may change customer behaviours including price comparisons, impulse purchases, and buying patterns. The best indicator was Digital Media Marketing Effectiveness (DMME) ( $\beta = 0.369$ ), suggesting that effective digital media strategies significantly influence how consumers behave. Additionally, there is a strong positive effect of Digital Media Loyalty (DML) ( $\beta = 0.360$ ), indicating that media-influenced purchase behaviours are more likely to be displayed by loyal consumers who participate in digital media promotions. Digital Media Engagement and Influence (DMEI) ( $\beta = 0.270$ ) and Digital Media Influence on Purchasing Decisions (DMIPD) ( $\beta = 0.291$ ) demonstrate that consumer decisions are further influenced by digital material that draws attention and promotes interaction (e.g., influencer posts). Finally, the effect of Digital Media Trust (DMT) is less but still significant ( $\beta = 0.245$ ), suggesting that trust developed through open digital communication influences changes in consumer behaviour. These results together highlight how important strategic digital marketing, loyalty-building, and trust-building programmes are in influencing customer behaviour in digital spaces.

### Implications of the Study

Embracing state-of-the-art technology with innovative networking dynamics is one of the key initiatives of the

developed nations, predominantly India, and reflects a robust economic trend with ecological preservation trend in the coming days. In the era of digitalised marketing effectiveness harnessing tech-marketing proponents in digital marketing landscape is the call of the hour. In the fast-changing online climate the potential of e-marketing strategies creates opportunities for a better tomorrow,

envisioning India's transformation towards Viksit Bharat. The present study highlights dimensions of electronic marketing, promoting innovation and placing a premium on consumer trust and brand values. Indian economy has revolutionised in marketing sphere transforming commerce to e-commerce, as projected in Fig. 3.



Source: ibef.org

**Fig. 3: Forecasting E-Commerce Growth in Indian Economy**

Prioritising and adopting new trends and technology a marketer needs to negotiate the intricacy of digital terrain to propel success in the coming days. The future of digital marketing is boundless with existing possibilities and the marketing pathway is driven by adaptive, creative, and visionary waves in the changing phases of the business environment. In the digital marketing landscape new breakthrough technologies and strategies will create a productive dialogue of exploration, novelty and fine-tuning with promising insights in the marketing horizon in the future timeline.

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