

# Impact of Digital Marketing on Buying Behavior of Customer

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**Abstract - Digital Marketing is a dynamic concept which is used by new generation marketers to promote their products and services towards the marketplace. In this digital age, marketers are faced several new challenges and opportunities. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. Another purpose of this concept is concerned with the consumers and allows the customers to intermingle with the product by virtue of digital media. This research paper emphasizes on the importance of digital marketing for both marketers and consumers. This study also describe the effect of digital marketing on the buying behavior of Customers. This article also described various forms of digital marketing and its effectiveness.**

**Keywords: Digital Marketing, Buying Behavior, Promotion and Advertising**

## I. INTRODUCTION

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.

Digital marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Influencer Marketing, Content Automation, Campaign Marketing, Data-driven Marketing, E-commerce Marketing, Social Media Marketing, Social Media Optimization, E-mail Direct Marketing, Display Advertising, E-books and Optical Disks and Games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to *non*-Internet channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online.

## Use in the Digital Era

There are a number of ways brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era not only allows for brands to market their products and services, but also allows for online customer support through 24/7 services to make customers feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them. As such, digital marketing has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand. It has become increasingly popular for businesses to use and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately.

Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences. Examples can be that social media users share food products and meal experiences highlighting certain brands and franchises. This was noted in a study on Instagram, where researchers observed that adolescent Instagram users' posted images of food-related experiences within their social networks, providing free advertising for the products.

It is increasingly advantageous for companies to use social media platforms to connect with their customers and create these dialogues and discussions. The potential reach of social media is indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users.

## II. LATEST DEVELOPMENTS AND STRATEGIES

One of the major changes that occurred in traditional marketing was the "emergence of digital marketing" (Patruti Baltes, Loredana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (Patruti Baltes, Loredana, 2015).

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

- **Segmentation:** more focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.
- **Influencer Marketing:** Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Salesforce CRM. Many universities now focus, at Masters Level, on engagement strategies for influencers.

To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

- **Online Behavioral Advertising** is the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences.
- **Collaborative Environment:** A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications.

Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organizations relationship with their customer as well as spawn ideas that would otherwise be overlooked. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organization.

- **Data-driven Advertising:** Users generate a lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' Data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand's mobile app), brands can also collect data from real world customer interactions, such as brick and mortar stores visits and from CRM and Sales engines datasets. Also known as People-based marketing or addressable media, Data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customers' moment and actions.

An important consideration today while deciding on a strategy is that the digital tools have democratized the promotional landscape.

- **Remarketing:** Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.
- **Game Advertising:** Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted

post to be seen by. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products and services, This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

### Ways to further increase the effectiveness of digital marketing

A strategy that is linked into the effectiveness of digital marketing is **content marketing**. Content marketing can be briefly described as "delivering the content that your audience is seeking in the places that they are searching for it". It is found that content marketing is highly present in digital marketing and becomes highly successful when content marketing is involved. This is due to content marketing making your brand more relevant to the target consumers, as well as more visible to the target consumer.

Marketers also find email an effective strategy when it comes to digital marketing as it is another way to build a long term relationship with the consumer. Listed below are some aspects that need to be considered to have an effective digital media campaign and aspects that help create an effective email system.

**Interesting Mail Titles** differentiate one advertisement from the other. This separates advertisements from the clutter. Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement.

**Establishment of Customer Exclusivity:** A list of customers and customer's details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer's previous buyer behavior. This is effective in digital marketing as it allows organizations to build up loyalty over email.

**Low Technical Requirements:** In order to get the full use out of digital marketing it is useful to make you advertising campaigns have low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign.

**Rewards:** The lucrative offers would always help in making your digital campaign a success. Give some reward in the end of the campaign. This would definitely invite more engagement and word of mouth publicity.

### Channels

Digital marketing is facilitated by multiple channels, as an advertiser one's core objective is to find channels which result in maximum two-way communication and a better overall ROI for the brand. There are multiple digital marketing channels available namely.

- **Affiliate Marketing** - Affiliate marketing is perceived to not be considered a safe, reliable and easy means of marketing through online platform. This is due to a lack of reliability in terms of affiliates that can produce the demanded number of new customers. As a result of this risk and bad affiliates it leaves the brand prone to exploitation in terms of claiming commission that isn't honestly acquired. Legal means may offer some protection against this, yet there are limitations in recovering any losses or investment. Despite this, affiliate marketing allows the brand to market towards smaller publishers, and websites with smaller traffic. Brands that choose to use this marketing often should beware of such risks involved and look to associate with affiliates in which rules are laid down between the parties involved to assure and minimize the risk involved.
- **Display Advertising** - As the term infers, Online Display Advertisement deals with showcasing promotional messages or ideas to the consumer on the internet. This includes a wide range of advertisements like advertising blogs, networks, interstitial ads, contextual data, ads on the search engines, classified or dynamic advertisement etc. The method can target specific audience tuning in from different types of locals to view a particular advertisement, the variations can be found as the most productive element of this method.
- **Email Marketing** - Email marketing in comparison to other forms of digital marketing is considered cheap; it is also a way to rapidly communicate a message such as their value proposition to existing or potential customers. Yet this channel of communication may be perceived by recipients to be bothersome and irritating especially to new or potential customers, therefore the success of email marketing is reliant on the language and visual appeal applied. In terms of visual appeal, there are indications that using graphics/visuals that are relevant to the message which is attempting to be sent, yet less visual graphics to be applied with initial emails are more effective in-turn creating a relatively personal feel to the email. In terms of language, the style is the main factor in determining how captivating the email is. Using casual tone invokes a warmer and gentle and inviting feel to the email in comparison to a formal style. For combinations; it's suggested that to maximize effectiveness; using no graphics/visual alongside casual language. In contrast using no visual appeal and a formal language style is seen as the least effective method.



- **Search Engine Marketing** - Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate Search Engine Optimization, which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.
- **Social Media Marketing** - The term 'Digital Marketing' has a number of marketing facets as it supports different channels used in and among these, comes the Social Media. When we use social media channels (Facebook, Twitter, Pinterest, Instagram, Google+, etc.) to market a product or service, the strategy is called Social Media Marketing. It is a procedure wherein strategies are made and executed to draw in traffic for a website or to gain attention of buyers over the web using different social media platforms.
- **Social Networking Service** - A social networking is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections
- **In-game Advertising** - In-Game advertising is defined as "inclusion of products or brands within a digital game." The game allows brands or products to place ads within their game, either in a subtle manner or in the form of an advertisement banner. There are many factors that exist in whether brands are successful in their advertising of their brand/product, these being: Type of game, technical platform, 3-D and 4-D technology, game genre, congruity of brand and game, prominence of advertising within the game. Individual factors consist of attitudes towards placement advertisements, game involvement, product involvement, flow or entertainment. The attitude towards the advertising also takes into account not only the message shown but also the attitude towards the game. Dependent of how enjoyable the game is will determine how the brand is perceived, meaning if the game isn't very enjoyable the consumer may subconsciously have a negative attitude towards the brand/product being advertised. In terms of Integrated Marketing Communication "integration of advertising in digital games into the general advertising, communication, and marketing strategy of the firm" is an important as it results in a more clarity

about the brand/product and creates a larger overall effect.

- **Online Public Relations**

**Video Advertising** - This type of advertising in terms of digital/online means are advertisements that play on online videos e.g. YouTube videos. This type of marketing has seen an increase in popularity over time. Online Video Advertising usually consists of three types: Pre-Roll advertisements which play before the video is watched, Mid-Roll advertisements which play during the video, or Post-Roll advertisements which play after the video is watched. Post-roll advertisements were shown to have better brand recognition in relation to the other types, where-as "ad-context congruity/incongruity plays an important role in reinforcing ad memorability". Due to selective attention from viewers, there is the likelihood that the message may not be received. The main advantage of video advertising is that it disrupts the viewing experience of the video and therefore there is a difficulty in attempting to avoid them. How a consumer interacts with online video advertising can come down to three stages: Pre attention, attention, and behavioral decision. These online advertisements give the brand/business options and choices. These consist of length, position, adjacent video content which all directly affect the effectiveness of the produced advertisement time, therefore manipulating these variables will yield different results. Length of the advertisement has shown to affect memorability where-as longer duration resulted in increased brand recognition. This type of advertising, due to its nature of interruption of the viewer, it is likely that the consumer may feel as if their experience is being interrupted or invaded, creating negative perception of the brand. These advertisements are also available to be shared by the viewers, adding to the attractiveness of this platform. Sharing these videos can be equated to the online version of word by mouth marketing, extending number of people reached. Sharing videos creates six different outcomes: these being "pleasure, affection, inclusion, escape, relaxation, and control". As well, videos that have entertainment value are more likely to be shared, yet pleasure is the strongest motivator to pass videos on. Creating a 'viral' trend from mass amount of a brands advertisement can maximize the outcome of an online video advert whether it be positive or a negative outcome.

It is important for a firm to reach out to consumers and create a two-way communication model, as digital

marketing allows consumers to give back feed back to the firm on a community based site or straight directly to the firm via email. Firms should seek this long term communication relationship by using multiple forms of channels and using promotional strategies related to their target consumer as well as word-of mouth marketing.

### Advantages of Digital Marketing for the Customers

There are lots of advantages of Digital Marketing for the customers, which are as follows:

- Customers are stay updated with the products and services provided by the customers.
- Greater engagements of the customers.
- Clear information about the products and services to the customers.
- Easy comparison with other products and services.
- 24 x 7 shopping environment.
- Share content of the products and services to the others.
- Apparent pricing of the products and services.
- It helps to purchase products instantly.

### Research Objectives

- ❖ To study the impact of Digital Marketing on Buying Behavior of the Customers.
- ❖ To study the usefulness of Digital Marketing in the Competitive World.

## III. RESEARCH METHODOLOGY

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. A research methodology is the way of defining the activity of research, the procedure of research, determining the elements of such research in terms of scientifically adopted models or approaches, designs and tools (Kothari, 2014). The present study has made an attempt to fulfill the rational requirements of a scientifically conducted research to the maximum possible extent. Based on the identified research gaps as derived through an extensive review of literature, research objectives have been set up and the research hypotheses have been framed. Subsequently, decision points pertaining to specific research approach, specific

research and sampling design have been adopted. The data related to research methodology is shown in table 1.

**Table 1 Research Methodology**

S. No.	Particulars	Data
1.	Data type	Primary and Secondary Data
2.	Sampling Unit	Consumer Durable Products
3.	Sampling Type	Random Sampling
4.	Sample Size	80
5.	Research Tool	Questionnaire
6.	Type of Research	Analytical and Descriptive Research
7.	Data Collection Method	Survey
8.	Area	Western part of Uttar Pradesh

### Formulation of Research Hypothesis

**H<sub>0</sub>:** There is no impact of Digital Marketing on Buying Behavior of the Customers.

### Data Analysis through Statistical Techniques

To analyze of the data, following statistical techniques have been used:

- Mean
- Standard Deviation
- Z - Test

### Survey Findings and Testing of Hypotheses

#### I. Profile of the Customers

The following description shows in table 2 about the profile of the Customers:

**Table 2 Profile of the Customers**

S. No.	Particulars	Results	
1	Profession	Businessman	23
		Employee	31
		Students	15
		Others	11
2	Age	Less than 18 years	07
		18 - 25 years	37
		25 – 35 years	24
		More than 35 years	12
3	Gender	Male	53
		Female	26
		Transgender	01

#### II. Impact of Digital Marketing on Buying Behavior of the Customers

The following description shows in table 3 about the impact of Digital Marketing on Buying Behavior of the Customers:

**Table 3 Buying Behavior of the Customers**

			Different points related to impact of Digital Marketing on Buying Behavior of the Customers					Total
			Awareness of Online Shopping	Availability of Online Information about Product	Different Reasons for choosing Online Shopping (Lower prices, easy buying procedures and wide variety of products)	Social Media Marketing	Display Advertising	
Answer	Strongly Agree	Count	34	15	32	17	32	130
		% within	42.50	18.75	40.00	21.25	40.00	
	Agree	Count	26	10	30	16	30	112
		% within	32.50	12.50	37.50	20.00	37.50	
	Neutral	Count	10	48	8	34	10	110
		% within	12.50	60.00	10.00	42.50	12.50	
	Disagree	Count	8	6	8	10	4	36
		% within	10.00	7.50	10.00	12.50	5.00	
	Strongly Disagree	Count	2	1	2	3	4	12
		% within	2.50	1.25	2.50	3.75	5.00	
Total	Count		80	80	80	80	80	400
	% within		100	100	100	100	100	100

The above table 3 depicts about the impact of Digital Marketing on Buying Behavior of the Customers:

**a) Awareness of Online Shopping**

The findings of this statement have been depicted in the following table:

HYPOTHESIS AND TEST RESULTS						
Q. No.	Null Hypothesis	N	Mean	Standard Deviation	df	Sig. (2-tailed)
4.12.1	Digital Marketing doesn't provide the awareness about online shopping to the customers.	80	4.025	1.084	79	0.045

**Null Hypothesis: Rejected**

**Interpretation:** It has been observed from the frequency table that 75% respondents are agreeing with the above statement and this is further justified by the value of mean (4.025) and standard deviation (1.084). For testing this hypothesis, the calculated significance value of Z-test is 0.045 which is less than the p-value (0.05). So, it is interpreted that the null hypothesis is rejected. Therefore, digital marketing provides the awareness about online shopping to the customers.

**b) Availability of Online Information about Products**

The findings of this statement have been depicted in the following table:

HYPOTHESIS AND TEST RESULTS						
Q. No.	Null Hypothesis	N	Mean	Standard Deviation	df	Sig. (2-tailed)
4.12.2	Digital Marketing doesn't provide the online information about the products.	80	3.4	0.917	79	0.000

**Null Hypothesis: Rejected**

**Interpretation:** It is clear from the frequency table that 31.25% respondents are agreeing but 60% respondents are found neutral with the above statement and the value of mean and standard deviation are 3.4 and 0.917 respectively. To test the hypothesis, Z-test has been carried out and the computed significance value (0.000) is smaller than the p-value (0.05). So, it is interpreted that the null hypothesis is rejected. Therefore, digital marketing provides the online information about the products.

**c) Different Reasons for choosing Online Shopping (Lower prices, easy buying procedures and wide variety of products)**

The findings of this statement have been depicted in the following table:

HYPOTHESIS AND TEST RESULTS						
Q. No.	Null Hypothesis	N	Mean	Standard Deviation	df	Sig. (2-tailed)
4.12.3	Digital Marketing has no reasons for choosing online shopping.	80	4.025	1.06	79	0.04

**Null Hypothesis: Rejected**

**Interpretation:** It has been observed from the frequency table that 77.5% respondents are agreeing with the above statement and this is further justified by the value of mean (4.025) and standard deviation (1.06). For testing this hypothesis, the calculated significance value of Z-test is 0.04 which is less than the p-value (0.05). So, it is interpreted that the null hypothesis is rejected. Therefore, digital marketing has several reasons for choosing online shopping such as lower prices of the products, easy buying procedures and wide variety of products.

**d) Social Media Marketing**

The findings of this statement have been depicted in the following table:

HYPOTHESIS AND TEST RESULTS						
Q. No.	Null Hypothesis	N	Mean	Standard Deviation	df	Sig. (2-tailed)
4.12.4	There is no impact of Social Media Marketing on buying behavior of customers.	80	3.425	1.069	79	0.004

**Null Hypothesis: Rejected**

**Interpretation:** It is clear from the frequency table that 41.25% respondents are agreeing but 42.5% respondents are found neutral with the above statement and the value of mean and standard deviation are 3.425 and 1.069 respectively. To test the hypothesis, Z-test has been carried out and the computed significance value (0.004) is smaller than the p-value (0.05). So, it is interpreted that the null hypothesis is rejected. Therefore, there is positive impact of Social Media Marketing on buying behavior of customers.

**e) Display Advertising**

The findings of this statement have been depicted in the following table:

HYPOTHESIS AND TEST RESULTS						
Q. No.	Null Hypothesis	N	Mean	Standard Deviation	df	Sig. (2-tailed)
4.12.5	There is no role of Display Advertising in purchasing behavior of Customer.	80	4.025	1.084	79	0.045

**Null Hypothesis: Rejected**

**Interpretation:** It has been observed from the frequency table that 77.5% respondents are agreeing with the above statement and this is further justified by the value of mean (4.025) and standard deviation (1.084). For testing this

hypothesis, the calculated significance value of Z-test is 0.045 which is less than the p-value (0.05). So, it is interpreted that the null hypothesis is rejected. Therefore, there are several roles of display advertising in purchasing behavior of customers.



#### IV. LIMITATIONS

The following limitations have been acknowledged during the course of the present research:

- The research area of the study is the western part of Uttar Pradesh but it is very difficult to cover each and every city of the western part of the state.
- The research topic is very wide and the researcher has limitation of time to cover each and every aspect related to Digital Marketing. Thus time factor can be considered as one of the limitations.
- This research is completely based on the information provided by the respondents. Therefore, the accuracy of findings and results of this research are not foolproof.
- The results of this study may change due to demographic characteristics and time of the study.

#### V. CONCLUSIONS

This research paper explain about the impact of digital marketing on buying behavior of the customers. This study test the several hypotheses such as digital marketing doesn't provide the awareness about online shopping to the customers, digital marketing doesn't provide the online information about the products, etc. The results of these hypotheses are all rejected. So the interpretation of these hypotheses are showing the positive results. The researchers also explain several advantages of digital marketing which are helpful for the decision making of the Customers. During the survey, researchers ask different questions about the awareness of online shopping, availability of online information about products, etc. from the customers. The respondents provide their response positively. At last, researchers concludes their research after showing the results in terms of hypotheses testing, which is very helpful for those customers which are taking interest in online shopping.

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