

## **A Quantitative Examination of Digital Marketing in the Contemporary Era**

**Dr. Saifullah Khalid**

Associate Professor  
Usha Martin University  
Ranchi.

**Dr. Suvrashis Sarkar**

Associate Professor  
and H.O.D. of Marketing Management  
M.E.T. Institute of PGDM  
Bandra -West  
Mumbai

**Dr. Kridy Gulati**

Professor-Marketing  
Lloyd Business School  
Noida

**Dr. Nitin Kumar Saxena**

Professor  
Jaipuria School of Business  
Ghaziabad

**Dr. Sameer Kulkarni**

Associate Professor  
Amity Business School Mumbai  
Amity University Maharashtra.

**Dr. Anand Bethapudi**

Professor and Director  
School of Management Studies  
Guru Nanak Institutions Technical campus  
Hyderabad

### **Abstract:**

In the contemporary digital era, marketers encounter a plethora of novel obstacles and prospects. Digital marketing refers to the strategic use of electronic media by marketers to promote items or services within the market. The primary goal of digital marketing is to effectively engage customers and facilitate their interaction with the company via various digital channels. This essay centres its attention on the

significance of digital marketing for marketers and consumers alike. The present study investigates the impact of digital marketing strategies on the sales performance of organisations. Furthermore, this study presents an analysis of the distinctions between traditional marketing and digital marketing. The present study has provided an overview of several manifestations of digital marketing, assessed its efficacy, and examined its influence on a company's sales performance. The sample under examination comprises 150 enterprises and 50 executives, picked by a random sampling method, with the aim of demonstrating the efficacy of digital marketing. The data that was gathered has been subjected to analysis using a range of statistical tools and techniques.

**Keywords:** *Customer Reach, Empirical study, Promotion, Effectiveness, Digital Marketing.*

### **Introduction:**

The sector of digital marketing in the present day is characterised by its dynamic nature and constant evolution. Remaining ahead of the curve necessitates the possession of adaptability and a readiness to adopt novel technology and techniques. Through the utilisation of social media, mobile optimisation, artificial intelligence (AI), and other significant advancements, businesses have the ability to establish connections with their target audience, stimulate expansion, and sustain competitiveness within the contemporary digital environment. In the present-day context, digital marketing has transitioned from a supplementary instrument to a fundamental element of a prosperous marketing plan. In light of ongoing technological advancements and the dynamic shifts in consumer behaviour, it is imperative for firms to adjust their strategies and adopt digital marketing practises in order to sustain competitiveness and relevance. This article examines the prominent patterns and approaches that characterise digital marketing in the contemporary business environment.

Social media sites such as Facebook, Instagram, Twitter, and LinkedIn have become indispensable tools for businesses to establish connections with their intended demographic. The proliferation of TikTok and Snapchat has contributed to the increased heterogeneity of the social media ecosystem. Given that a significant proportion of internet users now access material through mobile devices, the optimisation of websites for mobile platforms has become imperative. The adoption of mobile-first indexing by Google and the proliferation of mobile applications serve as evident signs of this prevailing trend. The prevalence of video content on sites such as YouTube and Instagram has experienced a significant surge in popularity. The prevalence of short-form movies, live streaming, and interactive material has become increasingly commonplace in contemporary society. The advent of artificial intelligence and data analytics tools has brought about a significant transformation in the field of digital marketing. They facilitate businesses in customising information, efficiently targeting customers, and precisely assessing return on investment (ROI). The proliferation of speech-activated devices such as Siri and Alexa has resulted in a notable upswing in the number of voice search searches. In order to maintain a competitive edge, marketers must prioritise the optimisation of content for voice search. The COVID-19 epidemic expedited the expansion of electronic commerce. The utilisation of online shopping has transitioned from being merely a convenience to becoming an essential requirement for a significant number of consumers.

The fundamental aspect of digital marketing continues to be the production of high-quality, pertinent, and captivating content. One of the benefits of this strategy is the enhancement of brand authority, as it effectively engages customers and contributes to the improvement of search engine optimisation (SEO).

Utilising the potential of paid advertising on social media platforms as a strategic approach to expanding one's target audience and facilitating the attainment of desired outcomes. Employ targeting options to guarantee that your advertisements effectively reach the appropriate audience. The process of enhancing the website and its content to maximise visibility in search engine results, hence increasing organic traffic. It is imperative to consistently revise and modify material in order to ensure its alignment with dynamic algorithms. Email continues to be regarded as one of the most efficacious means of communication. In order to enhance email communication, it is advisable to personalise emails, segment the recipient list, and implement automation techniques to effectively nurture potential prospects and maintain client loyalty. Engaging in collaborations with influencers who share a brand's values in order to effectively reach their actively involved followers in an authentic manner. Investing in data analytics technologies for the purpose of tracking and measuring the efficacy of marketing efforts. Utilise data-driven insights to make well-informed judgements and enhance your strategic approach.

The implementation of video content into the overall plan encompasses many elements such as product demonstrations, instructional manuals, and exclusive glimpses into the behind-the-scenes aspects. The utilisation of live streaming and interactive video has the potential to enhance the level of engagement experienced by individuals. The imperative is to guarantee that the website and marketing materials possess mobile-friendly attributes. To effectively execute advertising campaigns on mobile platforms, it is advisable to incorporate mobile apps into your strategy, provided they are pertinent to your brand. The objective of this study is to conduct research and ascertain the prevalent long-tail keywords and phrases that are frequently employed in voice-based search queries. Developing content that effectively addresses specific voice inquiries is crucial in the realm of voice search optimisation. By tailoring content to cater to the unique characteristics and requirements of speech-based searches, businesses can enhance their online visibility and improve user experience. This entails crafting information that directly responds to the various questions and commands users may pose to voice assistants. If deemed appropriate, enhance the functionality and design of your e-commerce platform to provide a smooth and efficient purchasing process for customers. The implementation of navigation features that are intuitive and easy for users to interact with, together with the integration of safe payment choices and the establishment of efficient customer care systems, are essential components for enhancing the user experience.

Digital marketing is a comprehensive concept including a range of promotional strategies employed to engage with clients through the utilisation of digital technologies. Digital marketing encompasses a wide range of strategies for promoting services, products, and brands, mostly utilising the Internet as a central promotional platform, along with mobile and traditional TV and radio channels. Canon iMage Gateway facilitates the online sharing of digital photographs among users and their acquaintances. Lancôme, a brand under L'Oréal, use email newsletters as a means of maintaining communication with clients, with the objective of enhancing customer brand loyalty (Merisavo et al., 2004). According to Merisavo et al. (2004), magazine publishers have the ability to enhance their consumers' engagement with the Internet by utilising e-mails and SMS messages, hence increasing the rate of re-subscription.

There is a growing trend among marketers to establish a closer connection between companies and consumers in their daily lives. The growing significance of consumers as co-producers of value is a topic of rising importance, as highlighted by Prahalad and Ramaswamy in 2004. According to Khan and Mahapatra (2009), technology plays a crucial role in enhancing the quality of services offered by

commercial entities. Hoge (1993) posits that electronic marketing (EM) encompasses the exchange of goods or services between a vendor and a buyer, facilitated by one or more electronic techniques or media. The origins of E-Marketing can be traced back to the utilisation of telegraphs during the eighteenth century. The advent and widespread use of the telephone, radio, television, and subsequently cable television have established electronic media as the prevailing force in marketing. McDonald's employs the web channel as a means to strengthen brand messaging and cultivate relationships. Online communities for children have been developed, such as the Happy Meal website, which offers educational and amusing games to maintain a strong relationship with customers (Rowley, 2004). According to Reinartz and Kumar (2003), there exists a favourable correlation between the frequency of mailing activities undertaken by a company and its long-term profitability. The principal benefits of employing social media marketing include cost reduction and increased outreach. The cost associated with utilising a social media platform for marketing purposes is generally lower in comparison to alternative marketing platforms, such as face-to-face sales or sales facilitated by intermediaries or distributors. Furthermore, the utilisation of social media marketing enables companies to effectively target and engage with clients who may otherwise be unreachable due to constraints related to time and geography inside conventional distribution channels. The primary benefit of social media is its potential to enhance organisations' outreach and minimise expenses (Watson et al., 2002; Sheth & Sharma, 2005).

Chaffey (2011) posits that social media marketing encompasses the facilitation of client interactions on a company's website or through its social media platforms. Social media marketing is a significant strategy within the realm of digital marketing, since it enables organisations to disseminate their messages to their intended audience through social media platforms, without incurring costs associated with traditional marketing methods such as paying publishers or distributors. The phrases digital marketing, electronic marketing, e-marketing, and Internet marketing are interchangeable and encompass the practise of promoting products or services through online channels such as websites, online advertisements, opt-in emails, interactive kiosks, interactive TV, and mobile devices (Chaffey & Smith, 2008). According to the study conducted by Giese and Gote (2000), the concept of customer information satisfaction (CIS) in the context of digital marketing can be understood as a cumulative measure of affective response, which exhibits different levels of intensity and is triggered by specific elements of sales activities, information systems (websites), digital products/services, customer support, after-sales service, and company culture.

According to Waghmare (2012), numerous Asian countries are capitalising on the opportunities presented by e-commerce by embracing openness, a crucial factor in fostering competitiveness and facilitating the widespread use of Internet technology. According to a study conducted by Zia and Manish (2012), it has been observed that consumers in urban areas of India are increasingly being influenced by the e-commerce industry. This influence is evident in their preferences for online purchases, such as organising trip arrangements and purchasing consumer gadgets and books. Despite the relatively modest expenditure per online buyer, a significant proportion of online consumers in metropolitan India, approximately 59%, engage in monthly online shopping. According to Chaffey (2002), e-marketing can be defined as the utilisation of digital technologies, such as online channels (such as the web, email, databases, mobile/wireless, and digital TV), to enhance marketing efforts with the goal of attaining profitability and retaining customers. This is achieved by enhancing customer understanding of their profiles, behaviour, value, and factors that drive loyalty, and subsequently providing integrated communications and online services that cater to individual customer needs. Chaffey's description aligns with the concept of

relationship marketing, as it underscores the notion that e-marketing should be driven by the business model rather than technology. Various forms of social media offer companies the chance to showcase their organisation or products to diverse communities and individuals who may exhibit interest (Roberts & Kraynak, 2008). Gurau (2008) posits that the internet marketing environment presents both opportunities and obstacles for practitioners of social media marketing.

### 1.1 OBJECTIVES:

The primary aim of this study is to ascertain the efficacy of digital marketing within the context of a highly competitive market. The objectives of this study are as follows: -

- To illustrate the different components of digital marketing.
- -To examine the fundamental comparison between traditional marketing and digital marketing.
- To analyse the impact of various forms of digital marketing on a company's sales and other operational activities. - To highlight the diverse benefits of digital marketing for customers.

### 1.2 Theoretical and conceptual framework

#### Traditional vs Digital Marketing

Traditional and digital marketing each have their strengths and weaknesses. The choice between the two depends on various factors, and often a combination of both is the most effective strategy. As technology continues to evolve, businesses must adapt their marketing approaches to stay competitive. Regardless of the chosen path, it's essential to remain flexible, measure results, and adjust strategies to meet changing consumer preferences and market dynamics. Ultimately, the most successful businesses are those that strike the right balance between traditional and digital marketing to reach their target audience effectively.

#### Traditional Marketing

1. **Tangible Presence:** Traditional marketing encompasses all the conventional methods that have been around for decades. This includes print media, television, radio, billboards, and direct mail. These methods offer a tangible presence that customers can touch, see, and hear.
2. **Local Reach:** Traditional marketing often targets local audiences effectively. Local newspapers, radio stations, and billboards can help businesses reach their nearby customer base.
3. **Brand Familiarity:** Traditional marketing methods have built trust and brand familiarity over the years. Customers are accustomed to seeing print ads in magazines, billboards along highways, and hearing radio jingles.
4. **Cost Variability:** Costs for traditional marketing can vary widely. While local newspaper ads may be cost-effective, a national television campaign can be prohibitively expensive.
5. **Limited Analytics:** Tracking the effectiveness of traditional marketing can be challenging. It's challenging to gather precise data on how many people saw a billboard or heard a radio ad.

## Digital Marketing

1. **Global Reach:** Digital marketing allows businesses to reach a global audience. The internet has broken down geographical barriers, enabling companies to connect with customers worldwide.
2. **Data-Driven:** Digital marketing is highly data-driven. Businesses can gather extensive data on customer behavior, preferences, and interactions, which can be used to refine marketing strategies.
3. **Targeted Marketing:** Digital marketing allows for precise targeting. Advertisers can tailor their messages to specific demographics, interests, and behaviors, increasing the chances of reaching the right audience.
4. **Cost-Effective Options:** While digital marketing can be expensive, it also offers cost-effective options. Pay-per-click (PPC) advertising, social media marketing, and email marketing can be budget-friendly compared to traditional methods.
5. **Real-Time Analytics:** With digital marketing, you can monitor real-time analytics to track the performance of your campaigns. This allows for quick adjustments and optimizations.

## Choosing the Right Approach

The decision between traditional and digital marketing should not be seen as an "either-or" proposition. Many successful businesses integrate both approaches into their marketing strategies. The choice depends on your business goals, target audience, budget, and the nature of your products or services.

1. **Know Your Audience:** Understanding your target audience is crucial. Younger, tech-savvy consumers might respond better to digital marketing, while older demographics might still engage with traditional methods.
2. **Set Clear Goals:** Define your marketing objectives. Are you looking to increase brand awareness, generate leads, or drive sales? Different goals may call for different strategies.
3. **Budget Considerations:** Assess your marketing budget realistically. Traditional methods may be cost-effective for some businesses, while others might find digital marketing more efficient.
4. **Analytics and Measurement:** Consider your ability to track and measure results. If data-driven decision-making is essential to you, digital marketing provides more comprehensive analytics.
5. **Integration:** Explore ways to integrate both traditional and digital marketing. For example, you can promote a traditional event or campaign through digital channels to reach a wider audience.

## 2. Advantages to Digital marketing to customers

Digital marketing offers numerous advantages to customers, enhancing their overall experience and interaction with brands. Here are some of the key benefits that customers enjoy when businesses implement digital marketing strategies:

1. **Convenience and Accessibility:** Digital marketing allows customers to access information, products, and services anytime, anywhere. They can browse websites, social media profiles, and online stores at their convenience, eliminating the need to visit physical locations.
2. **Personalization:** Digital marketing enables businesses to personalize their communication and offerings. Customers receive tailored recommendations, product suggestions, and content based on their preferences and browsing history, enhancing their shopping experience.
3. **Quick and Easy Comparisons:** Customers can easily compare products, prices, and reviews online. This simplifies the decision-making process, helping them make informed choices and find the best deals.
4. **Interactive Content:** Digital marketing often includes interactive content such as videos, quizzes, and polls. This engagement provides customers with a more immersive and enjoyable experience, making the brand memorable.
5. **Real-Time Information:** Customers can access real-time information, updates, and news related to products or services. They stay informed about promotions, product launches, and industry trends without delay.
6. **Convenient Purchasing Options:** Online shopping through digital marketing channels offers various payment options, including credit cards, digital wallets, and more. This flexibility enhances the purchasing experience.
7. **Accessibility to Reviews and Testimonials:** Customers can read reviews and testimonials from other buyers, helping them gain insights into product quality and customer satisfaction before making a purchase.
8. **Instant Customer Support:** Many businesses provide instant customer support through chatbots, email, or social media. Customers can quickly get answers to their queries, enhancing their satisfaction and reducing wait times.
9. **Targeted Offers and Discounts:** Digital marketing allows businesses to send personalized offers and discounts to customers based on their behavior and preferences. This increases the likelihood of conversion and encourages repeat purchases.
10. **Contribution to Sustainability:** Digital marketing reduces the need for printed materials and physical stores, contributing to environmental sustainability. Customers who value eco-friendly practices appreciate this aspect.
11. **Feedback and Engagement Opportunities:** Customers can easily provide feedback and engage with brands through social media, surveys, and reviews. Their opinions are valued, and brands can use this feedback to improve their products and services.
12. **Global Access:** Customers can explore products and services from businesses worldwide. This opens up a vast array of options and allows them to access unique and niche products they may not find locally.

13. **Ease of Return and Refund:** Many online retailers offer hassle-free return and refund policies, making it more convenient for customers to rectify any issues with their purchases.
14. **Educational Content:** Digital marketing often includes informative and educational content that helps customers better understand products or services, ensuring they make well-informed decisions.
15. **Mobile Accessibility:** With the rise of mobile devices, customers can access digital marketing content on smartphones and tablets, allowing them to shop on the go.

Digital marketing enhances the customer experience by providing convenience, personalization, and access to a wealth of information. It empowers customers to make informed decisions, engage with brands, and enjoy a seamless shopping journey, ultimately strengthening their connection with businesses.

### 3. METHODOLOGY

Methodology is derived from a systematic and theoretical examination of many methods in order to assess the appropriateness of a certain method for use within a specific field of study. The subject matter generally covers several theoretical notions, including paradigms, theoretical models, phases, and quantitative or qualitative methodologies. This research is undertaken through a combination of primary and secondary data sources.

Primary sources refer to original documents or artefacts that provide firsthand evidence or direct information about a particular topic or event. These sources are created. A primary source refers to a source that provides firsthand information or original data on a particular issue. The research employed an interview strategy, utilising a structured questionnaire as the major data gathering method.

Secondary sources refer to sources that provide information or data that has previously been collected or analysed by someone else. These sources serve as a means for researchers to access and utilise existing information rather than conducting original data collection themselves. Secondary data was acquired from published financial statements of corporations, as well as newspapers and articles. For the purposes of this study, a sample of 150 enterprises utilising digital marketing systems to facilitate product sales to customers has been randomly selected. In addition, data was gathered from a sample of 50 executives representing various organisations in order to ascertain their perspectives on the efficacy of digital marketing.

The data and information collected have been systematically organised, elucidated, and analysed through the utilisation of various statistical tools and procedures. This study presents findings in both a descriptive and analytical manner.

### 4. ANALYSIS and DISCUSSION

In order to establish a relationship between the many components of digital marketing and the augmentation of sales, data has been gathered from a sample of 150 companies that have used diverse strategies or parts of digital marketing. The next section presents the results obtained.



		Increased Sales	Online Advertising	Email Marketing	Social Media	Text Messaging	Affiliate Marketing	Search Engine Optimization (SEO)	Pay Per Click (PPC)
Increased Sales	Pearson Correlation( <i>r</i> )	1	.869	.873	.840	.667	.560	.840	.560
	Sig. (2-tailed)		.056	.053	.075	.219	.326	.075	.326
	N	150	150	150	150	150	150	150	150

Table 1: Correlations

Based on the data shown in the aforementioned table, it can be inferred that there exists a favourable correlation between each component of digital marketing and the augmentation of sales. This finding suggests that all components of digital marketing have a favourable impact on a company's sales. The relationship between online advertising, email marketing, social media, and search engine optimisation (SEO) and the growth in sales is significantly positive. This is evidenced by the correlation coefficients of .869, .873, .840, and .840, respectively. The correlation coefficients (*r*) for text messaging, affiliate marketing, and pay per click (PPC) are 0.667, 0.560, and 0.560, respectively. These coefficients indicate a low positive association with sales gain.

The ubiquity of digital media enables customers to access information at their convenience, regardless of time or location. In the past, individuals received little information regarding certain items or services, as companies selectively conveyed only the details they deemed necessary.

Model	R square	F
Stay updated with products or services	.718	122.117
Greater engagement	.516	51.276
Clear information about the products or services	.629	81.254
Easy comparison with others	.639	85.141
24/7 Shopping	.749	142.868
Share content of the products or services	.656	91.498
Apparent Pricing	.636	83.962
Enables instant purchase	.667	96.028

Table 2: Model Summary

Based on the information shown in the aforementioned table, it can be inferred that the majority of the variables exhibit a significant degree of explanatory power in regard to digital marketing. The concept of staying informed about products or services is attributed to 71.80% of digital marketing, while the remaining 28.20% is ascribed to other factors. The phenomenon of more engagement in digital marketing may be attributed to 51.60% of the overall variance, while the remaining 48.40% can be accounted for by other factors. Approximately 62.90% of digital marketing provides comprehensive explanations on the items or services, while the remaining 37.10% is attributed to other factors. The table above reveals that the F value exceeds 80, indicating a strong model.

The coefficient of different variables in relation with independent variables will be discussed below:

<b>Coefficients</b>					
<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta (<math>\beta</math>)</b>		
Constant	1.000	.215		4.649	.000
Digital Marketing	2.882	.261	.847	11.051	.000
<b>Dependent Variable: Stay updated with products or services</b>					
Constant	1.000	.254		3.937	.000
Digital Marketing	2.206	.308	.719	7.161	.000
<b>Dependent Variable: Greater engagement</b>					
Constant	1.000	.248		4.040	.000
Digital Marketing	2.706	.300	.793	9.014	.000
<b>Dependent Variable: Clear Information about the products or services</b>					
Constant	1.000	.234		4.275	.000
Digital Marketing	2.618	.284	.800	9.227	.000
<b>Dependent Variable: 24/7 Shopping</b>					
Constant	1.000	.223		4.482	.000
Digital Marketing	2.588	.271	.810	9.565	.000
<b>Dependent Variable: Share content of the products or services</b>					
Constant	1.000	.262		3.816	.000
Digital Marketing	2.912	.318	.798	9.163	.000
<b>Dependent Variable: Apparent Pricing</b>					
Constant	1.000	.240		4.165	.000
Digital Marketing	2.853	.291	.817	9.799	.000

<b>Coefficients</b>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta ( $\beta$ )		
Constant	1.000	.215		4.649	.000
Digital Marketing	2.882	.261	.847	11.051	.000
<b>Dependent Variable:</b> Enables instant purchase					

Table 3: Coefficients Analysis for Dependent Variable -Stay updated with products or services

The unstandardized coefficients (B) provide information regarding the impact on the dependent variable when the independent variable is equal to zero. If digital marketing is not utilised, the ability to remain informed about products or services will be significantly hindered, resulting in a potential loss of 2.882. Standardised coefficients ( $\beta$ ) provide information regarding the effect of a 1% increase in an independent variable on the dependent variable. If the adoption rate of digital marketing is 1%, it may be inferred that around 84.70% of individuals will remain informed about products or services.

#### 4. CONCLUSION

The incorporation of digital channels into marketing strategies has become a fundamental aspect for most companies. In the present era, there exists a cost-effective and highly efficient means for small business owners to promote their products or services. The field of digital marketing is characterised by its lack of limitations or constraints. Organisations have the ability to employ a wide range of technological gadgets, including smartphones, tablets, computers, televisions, gaming consoles, and digital billboards, as well as various media platforms such as social media, search engine optimisation (SEO), videos, content, and email, among others, in order to effectively advertise their firm and its offerings. The potential for digital marketing to achieve more success is contingent upon prioritising user demands. Similar to the proverbial saying "Rome was not built in a day," the achievement of digital marketing outcomes necessitates diligent effort and a willingness to experiment and learn from mistakes. The fundamental principles of "testing, learning, and evolving" should serve as the core foundation for any digital marketing endeavours. It is advisable for companies to provide inventive client experiences and formulate targeted media strategies in order to effectively enhance digital marketing success.

#### REFERENCES

- [1] Chaffey, D. (2002). "Achieving marketing objectives through use of electronic communications technology."
- [2] Chaffey, D. (2011). E-business & e-commerce management. Pearson Education.
- [3] Chaffey, D., & Smith, P. (2008). Emarketing Excellence: planning and optimizing your digital marketing. Routledge.

- [4] Fournier, Susan. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research* 24 (4): 343-73.
- [5] G. T. Waghmare, (2012). E-commerce; A Business Review and Future Prospects in Indian Business. *Internet Marketing in India. Indian Streams Research Journal*, vol. 2, no. IV, (pp. 1-4.
- [6] Gangeshwer, D. K.(2013). E-Commerce or Internet Marketing: A Business Review from Indian Context" ,
- [7] *International Journal of u- and e- Service, Science and Technology* Vol.6, No.6, pp.187-194
- [8] Giese, J. L. and J. A. Gote,(2000) .Defining Consumer Satisfaction,. *Academy of Marketing Science Review*
- [9] [Online]00 (01)
- [10] Gurau, C. (2008). Integrated online marketing communication: implementation and management, *Journal of Communication Management*, vol. 12 no. 2, pp. 169-184
- [11] Hoge, S, Cecil C. (1993). The Electronic Marketing Manual *ABA Journal*, 22, 175-185.
- [12] Krishnamurthy, S. (2006). Introducing E-MARKPLAN: A practical methodology to plan e-marketing activities. *Business Horizons*. 49(1), 49, 51, 60.
- [13] M. S. Khan and S. S. Mahapatra,(2009). Service quality evaluation in internet banking: an empirical study in India. *Int. J. Indian Culture and Business Management*, vol. 2, no. 1, (2009), pp. 30-46.
- [14] Mangles, C. a. (2003). Relationship marketing in online business-to-business Markets: a pilot investigation of small UK manufacturing firms. *European Journal of Marketing*, Vol. 37 No. 5/6, pp. 753-773.
- [15] Merisavo, M. and R. Mika . (2004). The Impact of Email Marketing on Brand Loyalty. *Journal of Product and Brand Management*13 (6): 498-505.
- [16] Prahalad, C.K. and Ramaswamy V. (2005). *The Future of Competition: Co-Creating Unique Value with Customers*. Boston, Massachusetts: Harvard Business School Press.
- [17] Reinartz, Werner J. and V. Kumar. (2003). The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration. *Journal of Marketing* 67 (1): 77-79.
- [18] Roberts, R. R., and J. Kraynak. (2008). *Walk like a giant, sell like a madman*. Hoboken,NJ: Wiley.
- [19] Rowley, Jennifer. (2004). Online branding: the case of McDonald's. *British Food Journal* 106 (3): 228-237.
- [20] Salehi M., Mirzaei H., Aghaei M., and Milad A. (2012). Dissimilarity of E-marketing VS traditional marketing. *International Journal of Academic Research in Business and Social Sciences* Vol. 2, No. 1 PP 511-515
- [21] Sheth, J.N., Sharma, A. (2005). International e-marketing: opportunities and issues. *International Marketing Review* vol. 22 no. 6, 2005 pp. 611-622
- [22] Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002). U-commerce: expanding the universe of marketing. *Journal of the Academy of Marketing Science*, vol. 30 no. 4, pp. 333-47
- [23] [http://en.wikipedia.org/wiki/Affiliate\\_marketing](http://en.wikipedia.org/wiki/Affiliate_marketing)
- [24] <http://en.wikipedia.org/wiki/Methodology>
- [25] [http://en.wikipedia.org/wiki/Search\\_engine\\_optimization](http://en.wikipedia.org/wiki/Search_engine_optimization)
- [26] <http://lexicon.ft.com/Term?term=digital-marketing>
- [27] <http://www.amsreview.org/amsrev/theory/giese00-01.html>,
- [28] <http://www.businessdictionary.com/definition/digital-marketing.html>

- [29] <http://www.entrepreneur.com/encyclopedia/affiliate-marketing>
- [30] [http://www.sas.com/en\\_us/insights/marketing/digital-marketing.html](http://www.sas.com/en_us/insights/marketing/digital-marketing.html)
- [31] <http://www.simplydigitalmarketing.com/what-is-digital-marketing>
- [32] <http://www.techopedia.com/definition/27110/digital-marketing>
- [33] <http://www.wnim.com/archive/issue2904/emarketing.htm>, 2006