

A Project Report on
**“The Study of the New Trend in Digital Marketing and its Role in Changing
Consumer Behaviour and Market Expansion”**

Submitted to
Department of Management Sciences & Research (DMSR)
G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)

Affiliated to:
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by
Ms. Aditi Tiwari

Under the Guidance of
Dr. Madhuri V. Purohit

Department of Management Sciences and Research,
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NAAC Accredited “A” Grade Institution



Academic Year 2023-24

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

CERTIFICATE

This is to certify that **Ms. Aditi Tiwari** has submitted the project report titled, "**The Study of the New Trend in Digital Marketing and its Role in Changing Consumer Behaviour and Market Expansion**", under the guidance of **Dr. Madhuri V. Purohit** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he/she has ingeniously completed his/her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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Place: Nagpur

Date: 18/05/24

**Department of Management Sciences and Research,
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Academic Year 2023-24

DECLARATION

I, **Ms. Aditi Tiwari** here-by declare that the project with title “**The Study of the New Trend in Digital Marketing and its Role in Changing Consumer Behaviour and Market Expansion**”, has been completed by me under the guidance of **Dr. Madhuri V. Purohit** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Ms. Aditi Tiwari

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Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

Ms. Aditi Tiwari

Place: Nagpur

Date: 18/05/24

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CHAPTER- I

INTRODUCTION

INTRODUCTION



Digital marketing has completely changed how companies function and interact with their clients. Companies in India are rapidly recognizing the need to implement effective digital marketing strategies to reach their target audience, generate brand recognition, and drive company success in today's digital world. As the digital environment develops, organizations and marketers must keep on top of developing digital marketing trends to remain competitive and capitalize on possibilities (Makrides et al., 2020) This study offers a comprehensive literature analysis to identify and analyze new digital marketing trends in India. The evaluation discusses the advantages, disadvantages, and tactics utilized across digital marketing, including the effect of the COVID-19 outbreak on buyer behavior along with the growth of internet marketing across India. This study gives significant insights into India's growing digital marketing environment by synthesizing research articles with practical implications for organizations and marketers (Deekshith & Kinslin, 2016)

The significance of digital marketing in India cannot be emphasized. With a population of over 1.3 billion people and a constantly rising internet user base, India represents a sizable opportunity for companies looking to harness digital platforms and interact with customers. On the other hand, the dynamic nature of the digital world presents significant difficulties and possibilities. This research sheds light on the major trends and techniques influencing digital marketing practices in India by evaluating the

available literature (Gautam & Sharma, 2017)

The following parts will dive into the benefits and drawbacks of digital marketing in India and the numerous methods and approaches used in this industry. The evaluation will also look at the influence of the COVID-19 epidemic on consumer behavior and the consequent changes in purchasing habits. The paper will also cover the expansion of e-commerce and online platforms, the importance of personalization and targeted marketing, and the problems that firms face when adopting digital marketing tactics (Rashi et al., 2021)

Understanding growing digital marketing trends in India is essential for organizations and marketers to manage the changing environment and make educated choices. Businesses may embrace opportunities, solve problems, and build compelling digital marketing campaigns that connect with their target audience by keeping up to speed on the newest trends. This comprehensive literature review aims to contribute significantly to a repository of information in online marketing while also providing useful information to organizations and communicators who serve the Indian market (“The New Rules of Marketing and PR,” 2015)

Rationale of the Study

Marketing trends are shifting regularly, especially with the rising number of competitors, buying capacity, regular innovation, increasing platforms and growing needs of the consumers. The online platform has built a strong foundation in India since the accessibility to internet graphed up till date. India is the second largest country after China to have the largest number of internet users till date and the access has expanded ever after the introduction

of 4G network concept in India. Such a wide customer base provides robust

place for an online market to set up the entire business operations and professionally provide services of handling the online market for several companies who seek to market their offerings online. The research on the topic was necessary to outline the

recent trends that are affecting the market behavior on part of consumers and is also leading to the market expansion. The research will also help to identify the base reasons of the traffic of the internet and its conversion from a visitor to a consumer. Digital marketing has changed the face of traditional marketing involving bigger scale of competition in offering the marketing services to the business companies by giving tough competition in terms of design, promotion, providing reliable cardinals of change in market, building strong PR and rapport and creating hard hitting promotional strategies. The early access to internet was meant for military and government specific activities, but in the modern world the general activities only occupy a majority area of a pie chart which depict the usability index of daily internet usage of any random person.

1.2 Introduction to the Industry

Marketing as rightly said by Philip Kotler “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures

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and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.” (Zumbroich, 2020). However with changing platforms of market have created newer opportunities since 2000 when the visual media began to expand its user base. The world scaled up to digital platforms since 2008 at an astonishing rates with a growing market with digits counting more over 100 percentages.

Since 2000, the word digital marketing bloomed like anything. With the rise of digital medium of media like radio, televisions and telephones the initial scale of digital marketing circled the offline mediums only. But soon as the user and interaction base of internet spiked the graphs and internet began to occupy people’s leisure time by involving the role of social media and other platforms, the online mode of digital marketing created a new industry with bigger opportunities. Digital marketing is a wide

concept aims to digitally satisfy the 4 P's of marketing. It aims to promote the right thing at right place over the right platform. Digital marketing has no specific definition, instead it the digital application of the marketing definition given by the Father of Marketing Philip Kotler.

The Digital marketing buzzed during the early 2000 and rose in the offline and online method. The modern understanding of digital marketing on surface levels is limited with the face of social media and websites only. But on the brighter side the term digital marketing is unimaginably wide with its scope expanding in both the methods. The offline method includes promotions on offline tools like television, radio, telephone. It includes anything which is digitally alive and includes no internet facility. There are various subheads to offline digital marketing but the research is restricted to the concept of online digital marketing.

Digital Marketing- Digital marketing or popularly online marketing is using the online sources like web spaces, social media, emails etc. where business can connect with people on individual space or general platform and fulfill the marketing functions. Essentially whenever a marketing campaign is run n digital platforms using digital sources, it is called digital marketing. (Mail Chimp, 2020)Tools of Digital Marketing

1. SEO – Search Engine Optimization
2. SEM- Search Engine Management
3. SMM-Social Media Marketing
4. Content Marketing
5. PPC Marketing- Pay Per Click Marketing
6. Email Marketing
7. Google Display Ads
8. Marketing Analytics

Consumer Behavior- people who are looking for products and services in the market and their purchasing pattern and decision process of these consumers is known as consumer behavior. Information of consumer behavior is essential to the marketers since they gather information to provide relevant content to the consumer to increase the conversion rate. (THE IMPACT OF DIGITAL MARKETING ON CONSUMER

BEHAVIOUR, 2020)

Market Expansion is expanding the consumer base by selling the current stream of product and services to new consumers.

1.3 Evolution of digital marketing in India

Digital marketing in India has experienced rapid growth over the past decade, driven by factors such as increased internet penetration, the rise of social media, and the growing adoption of smartphones. Here's a brief overview of the background:

1. Early Adoption: Digital marketing gained traction in India in the early 2000s with the emergence of internet usage. Initially, it was primarily focused on email marketing, banner ads, and search engine marketing.

2. Mobile Revolution: The advent of affordable smartphones and cheaper mobile data plans led to a significant shift in consumer behavior. Mobile marketing, including SMS marketing and app-based advertising, became prominent.

3. Social Media Boom: Platforms like Facebook, Twitter, and Instagram gained popularity, providing businesses with new avenues for marketing and customer engagement. Influencer marketing also became a notable trend, especially among younger demographics.

4. E-commerce Growth: The rise of e-commerce giants like Flipkart, Amazon, and Snapdeal further fueled digital marketing activities. Brands started investing heavily in online advertising to reach their target audience on these platforms.

5. Content Marketing: With the increasing importance of content in digital marketing, businesses began focusing on creating high-quality, engaging content to attract and retain customers. Blogging, video marketing, and podcasts gained prominence as effective content marketing strategies.

6. Search Engine Optimization (SEO): As more consumers turned to search engines like Google to find products and services, SEO became crucial for businesses to improve their online visibility and rank higher in search engine results pages (SERPs).

7. Data-driven Marketing: With the availability of advanced analytics tools, marketers started leveraging data to gain insights into consumer behavior and preferences. This led to the rise of personalized marketing campaigns tailored to individual customer segments.

8. Regulatory Changes: The introduction of regulations such as the General Data Protection Regulation (GDPR) and India's Personal Data Protection Bill prompted businesses to reassess their digital marketing strategies to ensure compliance with data protection laws.

Overall, digital marketing in India continues to evolve rapidly, driven by technological advancements, changing consumer behavior, and regulatory developments. It has become an integral part of the marketing mix for businesses of all sizes across various industries.

1.4 Impact of COVID-19 on Consumer Behavior and Digital Marketing

The pandemic of COVID-19 has had a significant influence on consumer behaviour and digital marketing. Brands had to modify their tactics to remain connected with consumers in a quickly changing context as the globe faced lockdowns and social distancing measures. Economic uncertainty, job losses, and supply chain disruptions affected consumer purchasing habits, resulting in fewer impulsive purchases and a higher emphasis on necessities (Rashid & Ratten, 2020)

Many firms employed crisis marketing methods during the first crisis reaction, flipping their message and offerings to meet with changing customer requirements and priorities. They demonstrated sensitivity, ingenuity, and agility when adjusting to the

new normal. Adidas and Guitar Centre effectively connected customers with advertisements that addressed the issues of remaining at home and self-improvement (Rosenbusch et al., 2023)

As the epidemic alters consumer behaviour, companies must acknowledge the long-term consequences and embrace new virtual behavior's. Consumers have acquired new habits due to their greater dependence on digital and mobile platforms, such as online buying, virtual communication, and contact-free services. Brands that have deliberately adapted to these virtual behavior's, such as Pizza Hut and MAC, have discovered novel methods to communicate with consumers and suit their changing requirements (Goel et al., 2022)

As a consequence of the epidemic, consumer requirements have evolved as well. People are spending more time at home and shopping for comfort and nostalgia. They are also becoming more self-sufficient, seeking alternatives to outsourced services. Brands that recognize these transitions and aggressively show their values and relevance to changing customer lives have a better chance of developing long-term connections (Kakabadse & Kakabadse, 2002)

The pandemic allows marketers to restore and reinvent their customer ties. Brands can build meaningful touch points and adjust their marketing efforts to fit individual requirements by investing in artificial intelligence, machine learning, and personalized experiences. Empathy has become a brand requirement, and true empathy must be at the heart of their message and behaviour. Moving ahead, companies must address the possibility of long-term shifts in customer behaviour. Health and safety concerns, as well as the ease of online activities, are predicted to endure. Marketers must understand customers' behaviour and preferences across different geographic locations and appropriately tailor their message. The epidemic has reminded companies of the value of human connection and the need to prioritize client relationships. Brands may emerge from the crisis with better relationships and long-term consumer loyalty if they monitor customer opinion, embrace change, and look for chances to provide value. The key to success in the post-COVID age is to be adaptive, imaginative, and sensitive to customers' changing demands and expectations (Hadi et al., 2020)

1.5 Justification of the Topic

The purpose of this comprehensive study is to paint a comprehensive picture of India's emerging developments in digital marketing. The study intends to critically analyze and synthesize current research articles to acquire insights into the benefits, drawbacks, and digital marketing methods in the Indian environment. The research tries to identify the important trends, difficulties, and possibilities linked with digital marketing in India by studying the Literature (Kshetri, 2014)

The new era of digital marketing has changed the outlook of online digital marketing with trends changing every year and sometimes months. The new content prevailing on the internet has not only influenced customers to rely and get habited to the online market but also has increased the market revenue not only by increasing the spending ability of a consumer but by also bringing new customers to the market.

Fetching existing customers on new platforms or converting casual surfers to visitors and then to customers is a function of a marketer. Digitally handling and sustaining consumers on tough market competition and in an uncertain environment where forgery is common and easy, involves significant efforts and adjacent to this converting casual web surfers and other users who do not use the world wide web frequently for general purposes into visitors and customers involves high level or understanding of the online and offline market. For e.g. the mega sales of Amazon, Flipkart, and Myntra etc. are not just advertised over online sources but also on offline digital and non-digital sources like television ads, radio ads, mobile applications, newspapers, billboards and SMS thus having a keen understanding to create offline demand is a significant factor these days.

Not only this, online digital marketing includes various hidden operations that help the optimization of search engines to understand what is in trend and what to show first! But to understand that under these tough circumstances of market competition, what are the key trends of digital marketing which are playing key role to change the

consumer behavior and increase the online market exponentially.

With this study we will analyze what new behavioral changes occurred in last few technological years by obtaining data through primary sources and secondary sources. We will also cover the newest trends in digital marketing which are responsible for the change in consumer behavior, helps to understand and provide content and solutions accordingly and leads to expansion in market. However we will be covering the online growth statistics only in this study and no offline trends will be engaged.

CHAPTER -II
LITERATURE REVIEW

1. “Innovative digital marketing trends”

Author Name: P. Jaya Mary

Year: 2016

Conclusion: At the start of each Year, there is always a lot of interest in predictions for the Year ahead and the latest marketing trends. Without marketing, organizations cannot sell and without sales there is no revenue and without revenue people cannot run business. The Digital marketing is a very diverse marketing platform used by most business for marketing all types of products and services. Digital marketing includes social marketing, word ads, banner ads, video advertisement etc.

2. “Contemporary Issues in Digital Marketing: New Paradigms, Perspectives, and Practices”

Authors Name: John Branch, Marcus Collins

Year: 2018

Conclusion: We live in the digital age. There are more than 3 billion people connected to the internet. For every 100 people on the planet, there are 96 mobile telephone subscriptions. And more and more of our everyday objects--cuddly toys, cars, even kettles--have created an "internet of things." Marketers, in particular, hope that so-called digital marketing will allow them to gain new customer insights, refine customer segmentation, and communicate to customers more efficiently and effectively.

3. “A study on Assessment of trends in the application of digital marketing”

Author Name: Giteshi Chatterjee

Year: 2019

Conclusion: The availability and mobility of technologies affect consumer habits and contribute to the transformation of classical business models. Digital transformation could be characterised as the ability of consumers and individuals to adapt to technologies. Digital transformation also affects the development and application of digital marketing instruments. In 2018, according to the Central Statistical Bureau, trends in online shopping have not considerably changed, meaning that shoppers have certain habits of shopping online

4. “the role of digital marketing in Consumer Behaviour”

Authors Name: Sachin S Bhosale, Mrs Ashwini Salunkhe, Mr Lalitkumar Ghavat

Year:2020

Conclusion: Using the internet, social media, mobile apps, and other digital communication technologies has become a part of billions of people’s daily lives. For instance, the present number of internet users in India is about 323 Million and around 3.2 Billion on this planet. Earlier people—the next generation of mass consumers—have also high levels. People also spend collective time online. For example, in the India, an over the last period of the number of hours spent online by people has more than gathered, and now averages 20.5 hours per week.

5. “The Development and Current Trends of Digital Marketing and Relationship Marketing Research”

Authors Name: Thaichon, P. and Ratten, V.

Year: 2021

Conclusion: New information and communication technologies have transformed the ways businesses communicate and maintain relationships with their customers. In this chapter, we review the main topics in academic research pertaining to digital marketing and relationship perspectives. The discussion involves email and website marketing, search engine marketing, user-generated content, co-creation marketing, social media marketing, presumption marketing in the sharing economy, immersive marketing and AI-based marketing.

6.“The impact of digital marketing on consumer behavior and market expansion”

Authors Name: Sahar Karimi, Holland Hunte

Year: 2021

Conclusion: Digital marketing has significantly changed consumer behavior, leading to increased market expansion. Personalized advertising, social media influence, and mobile optimization are key factors driving these changes.

7. “Advanced introduction to digital marketing”

Authors Name: Utpal Dholakia

Year:2022

Conclusion: The Advanced Introduction to Digital Marketing identifies the core concepts of research on digital marketing and provides theoretical frameworks and empirical findings. Topics such as digital product evolution, marketing strategy, and research on place, price, and promotion are thoroughly reviewed alongside controversial areas such as the harmful effects of technology on consumers. It also suggests research opportunities for those wishing to explore a particular area in greater depth.

8. “A SURVEY ON DIGITAL MARKETING AND ITS IMPLICATIONS”

Authors Name: Mrs V Manjuladevi, P Periyasamy

Year: 2023

Conclusion: The goal of this review paper is to investigate the impact of digital marketing and its significance for both consumers and marketers. This paper begins with an introduction to digital marketing, followed by a discussion of the mediums of digital marketing, the differences between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's world. Marketing is no exception to the world's shift from analogue to digital. As technology advances, so does the use of digital marketing, social media marketing, and search engine marketing. Internet users are rapidly increasing, and digital marketing has benefited the most because it is primarily dependent on the internet. Consumer purchasing habits are shifting, with a preference for digital marketing over traditional marketing.

9. “An Investigation into Digital Marketing and its Effects on Contempered Markets”

Authors Name: Vishal Patil

Year: 2023

Conclusion: The goal of this review article is to examine the significance of digital marketing for both consumers and marketers. This essay starts with a brief introduction to digital marketing before focusing on the various forms it can take, the ways in which it differs from traditional marketing, as well as its advantages and disadvantages as well as its significance in the modern world.

10. “The Efficacy of Digital Marketing Strategies”

Authors Name: Partho Banerjee, Akhilesh Upadhyay

Year:2023

Conclusion: In the digital age, marketers are presented with new opportunities and problems. The power of the internet is used by digital marketing to create demand, which is then met in novel and creative ways. To put it another way, digital marketing is the use of electronic media by marketers to advertise their products and drive sales. Digital marketing can provide value in the forms of consumer time, attention, and advocacy. Utilizing the advantages and difficulties provided by the digital media, digital marketing techniques build upon and adapt the ideas of traditional marketing. This essay emphasizes the value of digital marketing to both businesses and consumers. This essay also discusses the distinctions between traditional and digital marketing

11.. “Digital Marketing's Impact on Consumer Behavior: A Comprehensive Analysis”

Authors Name: Swati Agrawal

Year: 2023

Conclusion: The main objective of this literature review is to comprehensively analyze the field of electronic marketing (e-marketing) from 2003 to 2023. This review aims to explore various research themes and methodologies found in published articles during

this period. By collecting and categorizing a broad spectrum of prior research within the marketing domain, it seeks to contribute to the existing body of literature. This literature review follows a three-part structure, utilizing the Hanson Internet marketing framework as a guiding structure.

12.. “In a world created by digital communication, the role of digital marketing in consumer behaviour”

Authors Name: MÜŞFİK Akarcan

Year:2024

Conclusion: From a broad perspective, digital marketing empowers brand marketers to tailor their products and services to different consumers across various online platforms in line with current demand. The advantage of digital marketing is that it makes it easier for customers to review products, provides more up-to-date and comprehensive information, and provides quick answers to their questions.

13. “A Study on Digital Marketing and it's Impact on E-Business’

Authors Name: Sanskriti Agarwal

Year:2024

Conclusion: This study examines the transformative shift from traditional to digital marketing in response to the growing influence of technology and the internet on consumer behavior and business strategies. It delves into various forms of digital marketing, including social media and search engine marketing, highlighting their impact on consumer purchasing decisions and the expansion of e-business. Through comparing traditional and digital marketing, it underscores the unique advantages and challenges posed by digital platforms. Ultimately, the study sheds light on the crucial role of digital marketing in contemporary business landscapes, emphasizing its significance as a tool for global reach and market penetration.

CHEPTER - III

RESEARCH

METHODOLOGY

PROBLEM STATEMENT:

The New Trends of Digital Marketing and Its Role in Changing Consumer Behaviour and Market Expansion.

Need of study

- ❖ Studying the new trends in digital marketing is crucial because it helps businesses stay competitive in a rapidly evolving landscape.
- ❖ Understanding how these trends impact consumer behavior enables companies to tailor their strategies effectively, ultimately leading to market expansion and increased profitability.

Objectives of study:

- ❖ To provide a detailed overview of the digital marketing trends in India.
- ❖ To understand the nature and reasons for market expansion.
- ❖ To identify new digital marketing techniques which are currently under trend.
- ❖ To understand the impact of newly introduced digital marketing techniques on consumer.

Research Hypothesis

Marketing techniques, strategies and its tools change over time with both the physical and digital world. The research will identify the new digital marketing trends and its effect on consumer behavior which is the reason of the constant expansion of digital market. This research will analyze the relationship between the two variables where the first independent variable remains the new trends of digital marketing and the other two dependent variables which are the consumer behavior and market expansion.

A null hypothesis arises with the statistical hypothesis testing and is denoted by a conventional sign 'Ho'. It is a formal way to describe the asset of the data and to explain that the data is valid unless the actual behavior of the data contradicts the assumption of the study.

NULL HYPOTHESIS (H0)- There is no significant relationship between the new trends of digital marketing media & its impact on changing the consumer behaviour & expansion of market.

ALTERNATIVE HYPOTHESIS (H1)- There is a significant relationship between the new trends of digital marketing media & its impact on changing the consumer behaviour & expansion of market.

Research methodology

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives.

Method of data Collection: The data will be collected in various forms such as questionnaire, interviews and secondary data analysis. The data collected through these methods can then be analyzed and used to support or refute research hypotheses and draw conclusions about the study's subject matter.

- Questionnaire
- Interview
- Research papers

PRIMARY DATA:

POPULATION: The research will be limited within the Indian boundaries and the highest number of primary data samples will be from Nagpur City and other sample can be traced Pan India in heterogeneous pattern.

SAMPLING SIZE- The sample sizes will be 95 units.

SAMPLING TECHNIQUE- Convenience Sampling Method will be used in the research design since the random number of people will be forwarded with the

questionnaire and the outputs will be obtained only from volunteers.

SAMPLING SELECTION- Only samples from people over 17+ years of age and under 60 years will be considered.

SECONDARY DATA:

Secondary data has also been collected from various articles scholar archives, reports, newspapers, journals and research papers etc.

Limitations of the Study

- ❖ Only online parameters are considered- Digital marketing encompasses both the online and offline parameters both in terms of traffic sources and in terms of transactions which affects the results.
- ❖ Age set- Respondents of primary data are concentrated to a particular age set which in this study is 15-20 which saturates the results for this age sets.
- ❖ Demographical barriers- Primary and Secondary data may contradict due to geographical barriers since secondary data encapsulates results from bigger geographical spaces whereas primary data only to Central India.
- ❖ Primary Data represents only consumer side- the data collected via. Online questionnaire collects only the data which can represent the behavior of the consumer to the various channels of Digital marketing.

CHEPTER – IV
DATA ANALYSIS
&
INTERPRETATION

1. Age

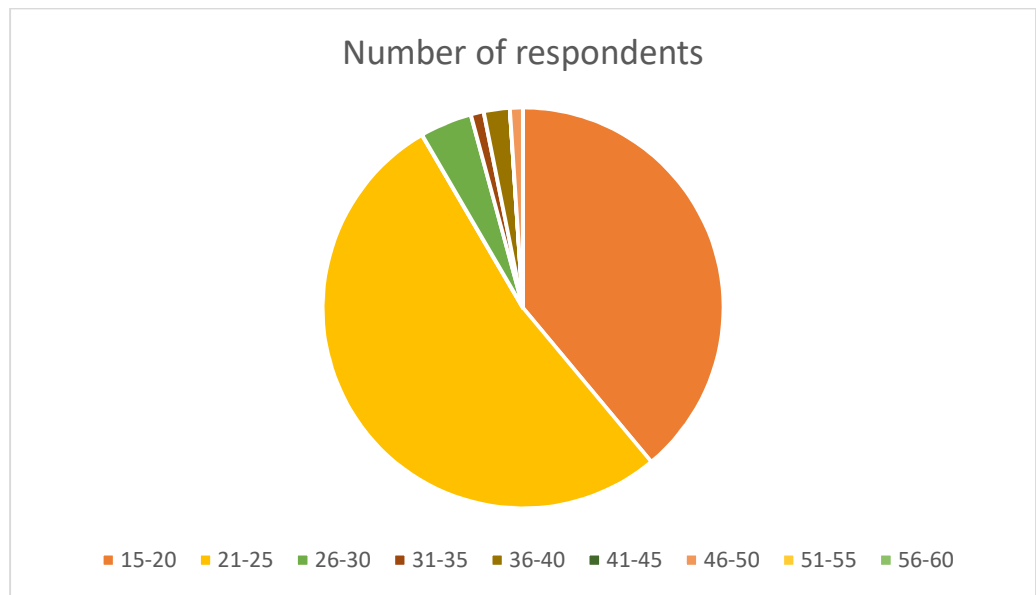


Figure 3.1.1: Age group of surveyed respondents

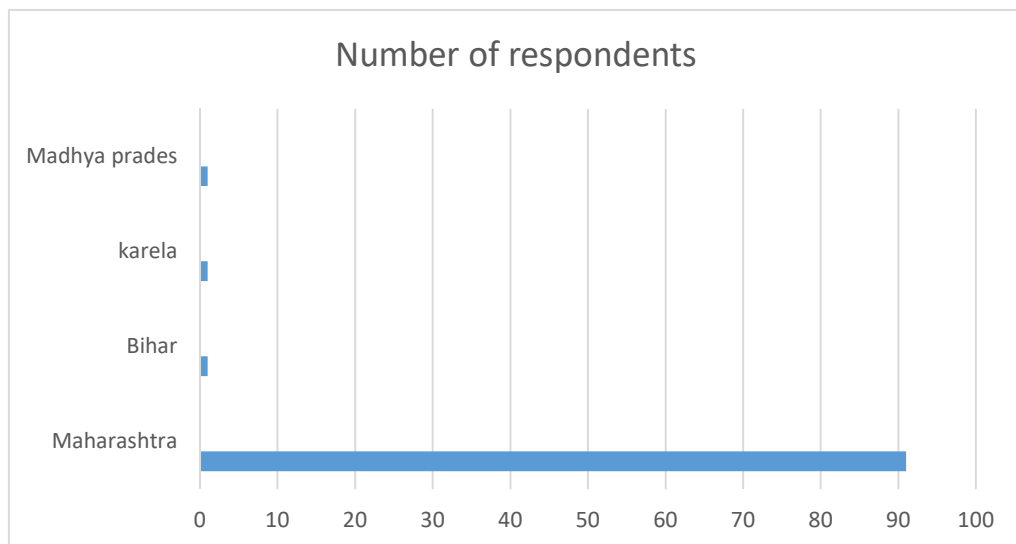
Responses	Number of respondents	Percentage of respondents
15-20	37	39%
21-30	50	53%
26-30	4	4%
31-35	1	1%
35-40	3	2%
41-45	0	0%
46-50	1	1%
51-55	0	0%
56-60	0	0%

Interpretation:

From the chart above we find that 47% of the respondents fall in the age group of 18 – 25 years, 25% fall in the age group of 26 – 35 years and 17% fall in the age group of 36 – 49 years. Therefore most of the respondents are relatively young (below 26 years of age). And 6% respondent's age are 50-60 years and 2% respondent's age are 60 to above years.

However, we also have responses from the age groups of 26-30, 31-35, 36-40, and 46-50.

2. State

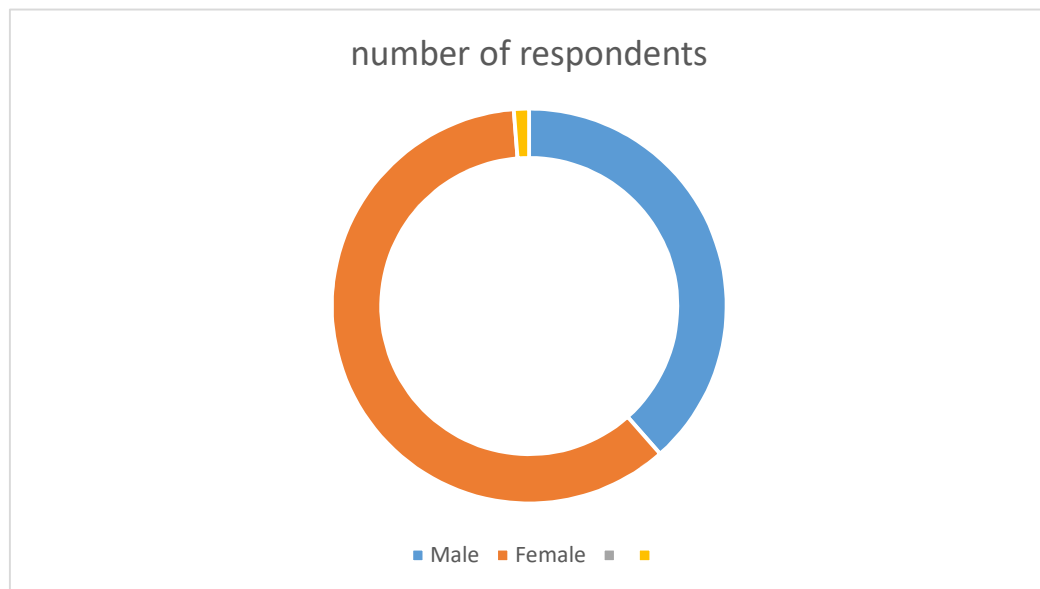


Responses	Number of respondents	Percentage of respondents
Maharashtra	91	96%
Bihar	1	1%
Kerela	1	1%
Madhya Pradesh	1	2%

Interpretation:

Most of the data have been collected from central India so on an aggregate scale the results will be inclined towards the consumer behavior of central India. Also, we retrieved a few responses from southern states like Maharashtra and Kerela and also from Bihar, situated in northern India. We must remember that the results obtain will represent the behavior of central India only.

3. Gender

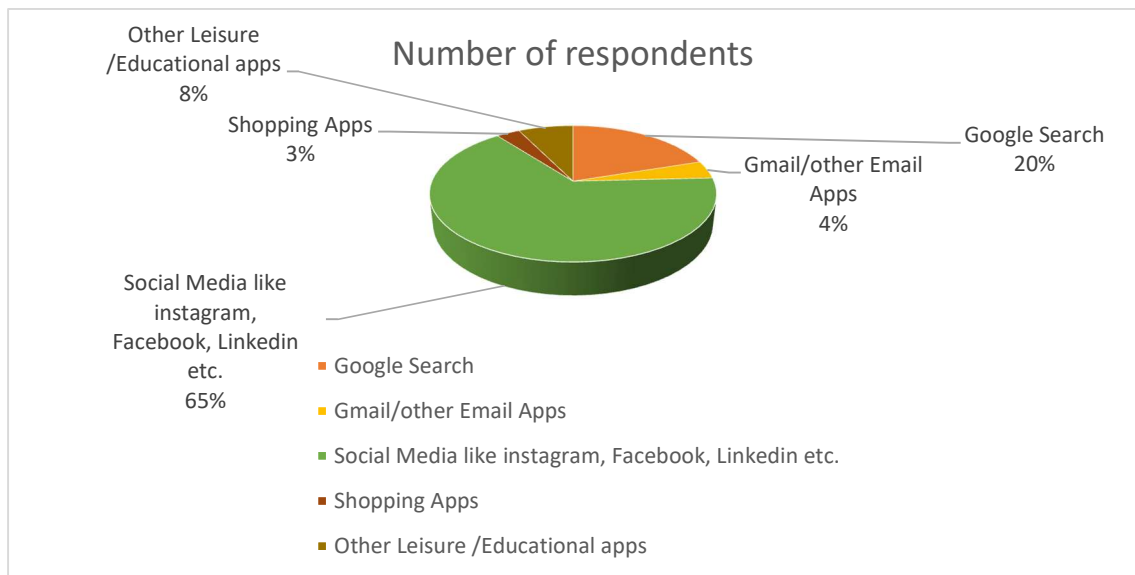


Responses	Number of respondents	Percentage of respondents
Male	37	39%
Female	58	61%

Interpretation:

The majority of respondents were female with a response rate of 61%. However absolute majority has not been achieved on either side, therefore the results will remain balanced between both the genders and will not be inclined to any of the side.

4. Which of the following occupies your time on the Internet



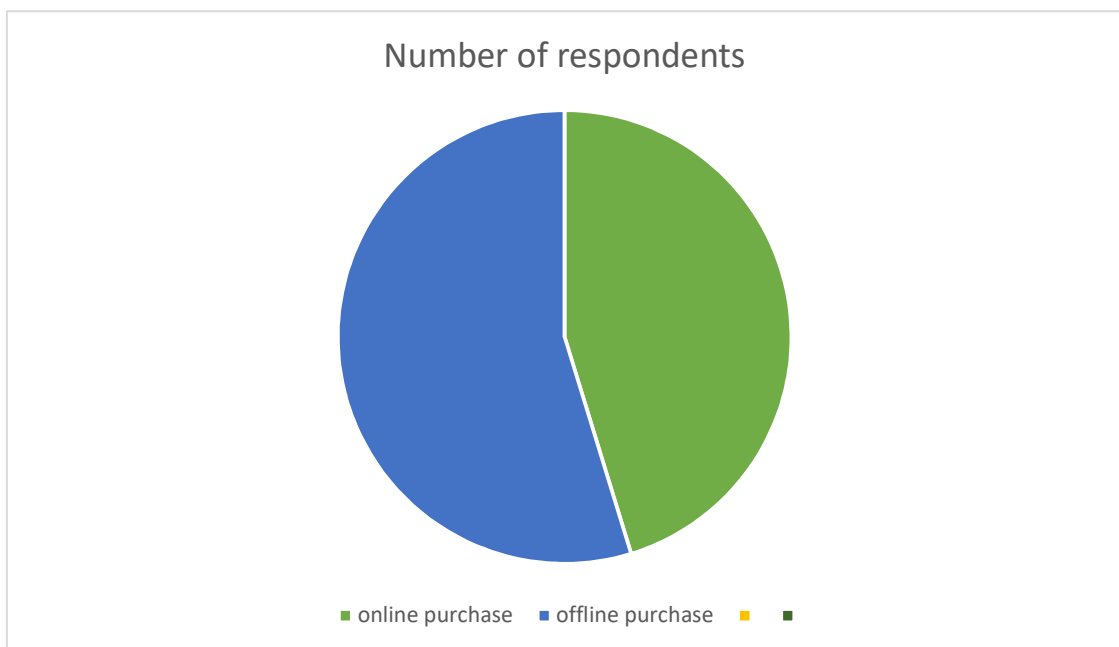
Responses	Number of respondents	Percentage of respondents
Google Search	19	20%
Gmail/Other Email Apps	4	4%
Social Media like Instagram, Facebook, LinkedIn etc.	62	65%
Shopping Apps	3	3%
Other Leisure / Educational Apps	7	8%

Interpretation:

Majority of the respondents spend their time on social media whenever they use their gadgets to access internet. Then the second slot which occupies the time is using search engines for obtaining results to various queries like searching for a meaning of a word or phrase, searching a solution to a problem, searching for information, products etc.

Mentioning that very few respondents spend their majority of time in emailing, using other leisure and educational apps and surf on shopping apps

5. Which of the following you prefer more ?

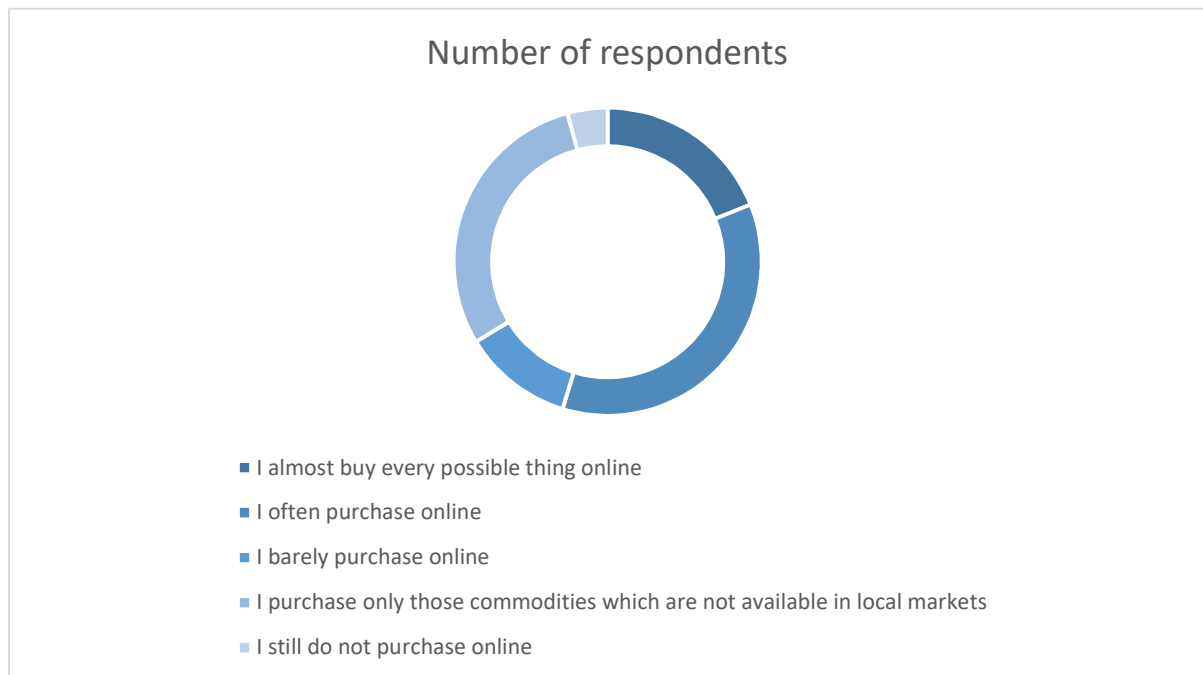


Responses	Number of respondents	Percentage of respondents
Online purchase	43	45%
Offline purchase	52	55%

Interpretation:

Majority of the respondents said that they prefer offline purchase more over online purchase. However the results didn't inclined absolutely towards a particular preference.

6. How much you have inclined towards online shopping 5 years before till date?

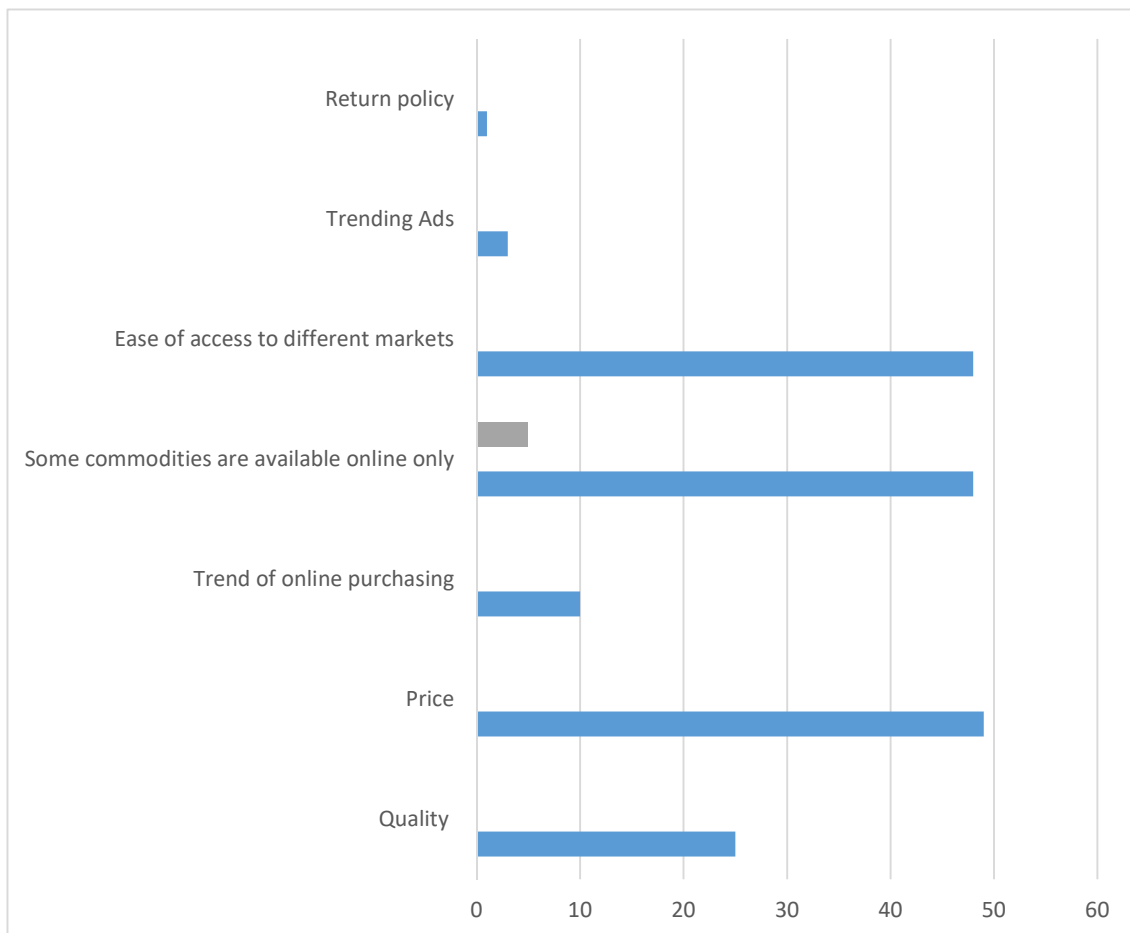


Responses	Number of respondents	Percentage of respondents
I almost buy every possible thing online	18	19%
I often purchase online	34	36%
I barely purchase online	11	11%
I purchase only those commodities which are not available in local markets	28	29%
I still do not purchase online	4	5%

Interpretations

It is very interesting to notice on the first hand that only 4 respondents said that they do not purchase anything online and from the rest of the 91 respondents 18 said they almost. purchase everything online. 28 of them said they only purchase those items which aren't available in local market. 34 being the extreme value of the response said that they 'often' or generally purchase items online and 11 on the other hand mentioned that they generally purchase offline.

7. What motivates you to shop your commodities online ?

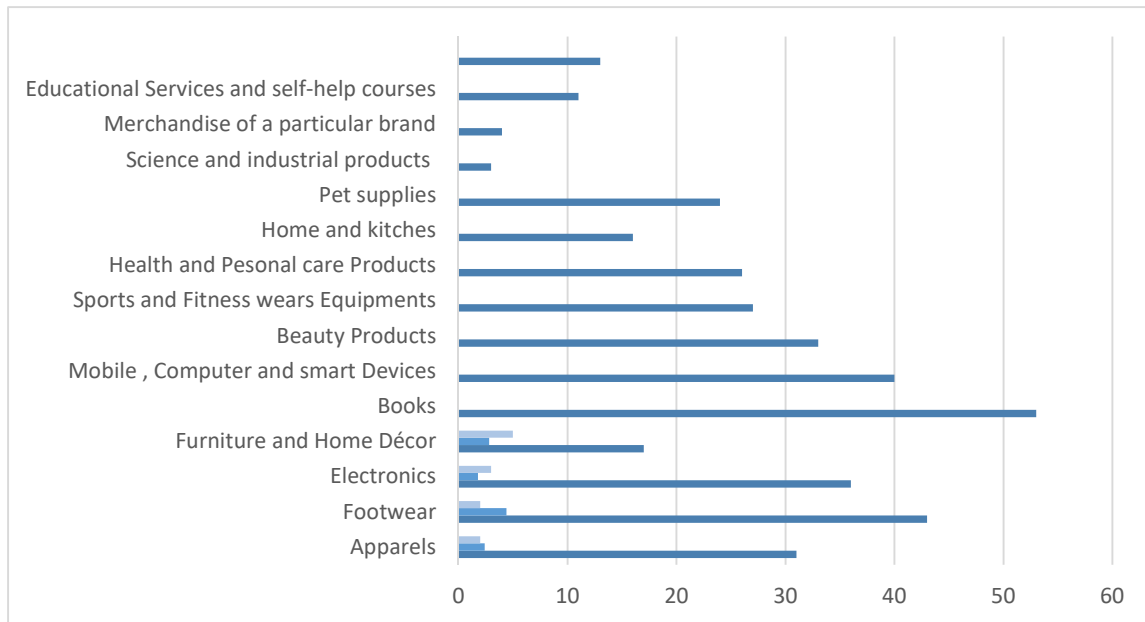


Responses	Number of respondents	Percentage of respondents
Quality	25	26%
Price	49	51%
Trend of online purchasing	10	11%
Some commodities are available online only	48	51%
Ease of access to different markets	48	51%
Trending Ads	3	3%
Return policy	1	3%

Interpretation

This question can have multiple collective answers and therefore respondents can provide a combined choice of multiple factors affecting their behaviour as per the question. Maximum respondents said that price is one of the key factor of purchasing online and also stated that other than price, some commodities are only available online and online provides ease to access different market over one platform. Factors like trending Ads and return policy which are considered as key ingredients of marketing mix had been given very low consideration by the respondents. Quality is also one of the most unentertained factor which affects the buying behaviour of respondents over online platforms.

8. Which of these commodities you usually order online ?

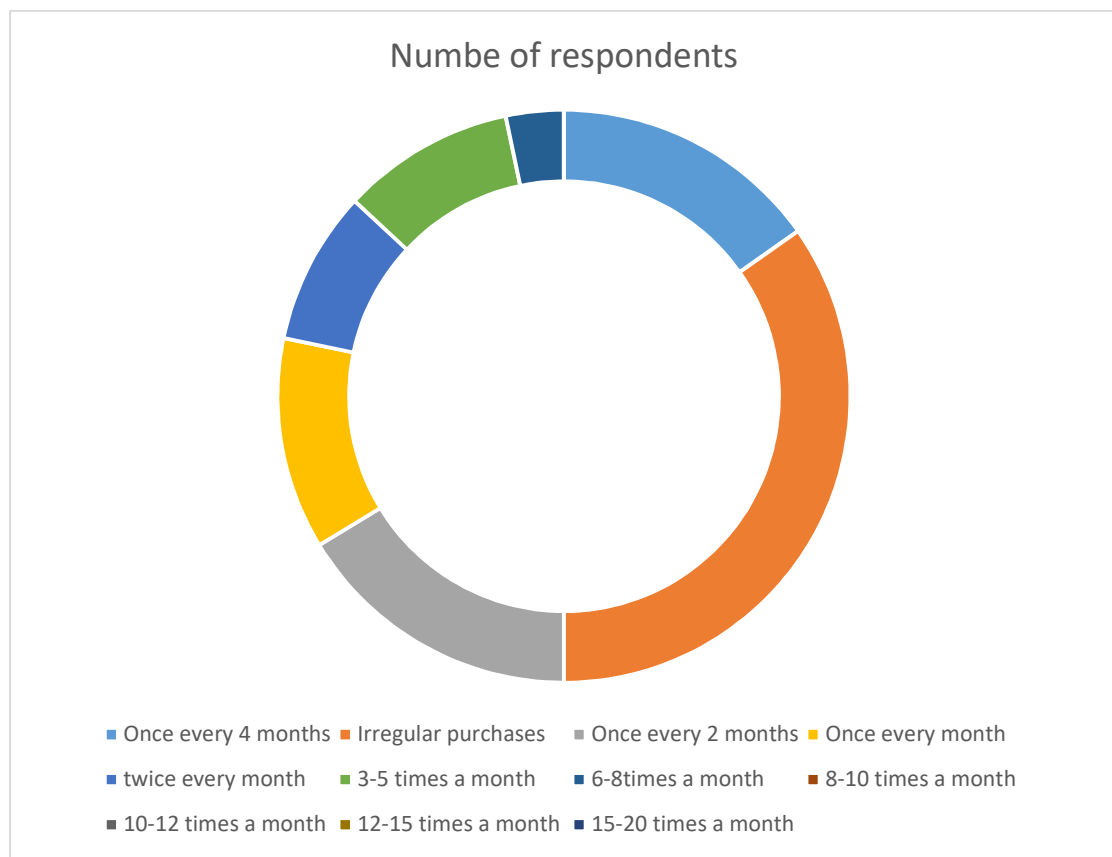


Responses	Number of respondents	Percentage of respondents
Apparels	31	33%
Footwear	43	45%
Electronic	36	39%
Furniture and Home Decore	17	18%
Books	53	56%
Mobile. Computer and smart Devices	40	42%
Beauty Products	33	35%
Sports and fitness wears and Equipment's	27	28%
Health and Personal care Products	26	27%
Grocery and Gourmet Products	16	17%
Home and kitchen	24	25%
Pet Supplies	3	3%
Science and industrial Products	4	4%
Merchandise of a particular brand	11	12%
Educational services and self help cources	13	14%

Interpretation:

The commodities most preferred by the respondents to order online is books. However it only occupied 53 units of cover out of 95. Footwear, Gadgets and electronics are other items that are purchased online. On a medium selection respondents order apparels, sports and fitness equipments, personal care products and home and kitchen related products. Grocery and gourmet, educational services, furniture and home décor and merchandise fall under low purchase scale and the least purchased includes pet supplies and science and industrial use

9, How often do you place an online order ?



Responses	Number of respondents	Percentage of respondents
Once every 4 months	14	15%
Irregular purchase	32	34%
Once every 2 months	15	16%
Once every month	11	12%
Twice every month	8	8%
3-5 times a month	9	9%
6-8 times a month	3	3%
8-10 times a month	0	0%
10-12 times a month	0	0%
12-15 times a month	0	0%
15-20 times a month	3	3%

Interpretation:

The majority of the respondents said that their online purchases are very irregular however few of the respondents were able to map their buying period interval. 15 out of 95 said that they placed an online order only once every two months. 14 of them responded that they placed the order once every 4 months. The frequency of placing orders in a single month decreases as we increase with rising number of orders placed within a month. The interpretation says that more orders are placed in a bigger time span. Frequent purchases are not present in the buying behavior of the respondents. Also not to be missed out that the respondents buying behavior on online mode is irregular.

10, What is the source of searching the commodity ?

Number of respondents



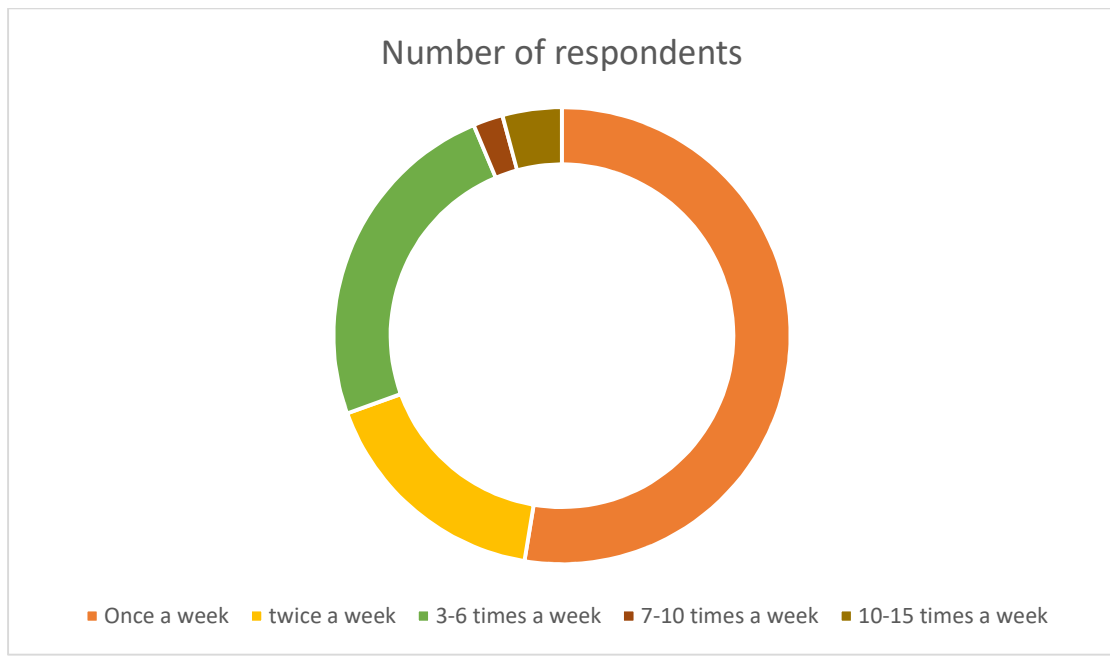
- whatsapp/Telegram/Mobile Text forwarded link
- Ads running on webpages or mobile applications
- You Tube videos links in Description
- Links from Blog Articles
- Google /Yahoo/Bing Search
- Email Ads
- Through social media like Instagram , facebook etc.

Responses	Number respondents	Percentage of respondents
WhatsApp/Telegram/Mobile Text forwarded link	6	6%
Ads running on webpages or mobile applications	17	19%
You Tube Video links in Description	5	5%
Links from Blog Search	0	1%
Google /Yahoo/Bing Search	33	35%
Email Ads	6	6%
Through social media like Instagram, Facebook etc.	29	31%

Interpretation:

Majority of respondents said that they directly search the commodity that they wish to purchase online, they do it via. Search engines. Moreover 29 of them said that navigate through social media. 17 of them clicked the Ads running on webpages or mobile application. Very few respondents emphasized and paid attention upon links that are forwarded on messengers, YouTube link in description, Link from Blogs and Articles and Email Ads.

11. How often you search a commodity ?



Responses	Number of respondents	Percentage of respondents
Once a week	50	53%
Twice a week	16	17%
3-6 times a week	23	24%
7-10 times a week	2	2%
10-15 times a week	4	4%

Interpretation:

The frequency of searching a commodity online was more in once a week. However to add- on respondents were saturated between the categories of 3-6 times a week to once a week. Total of 89 respondents fell in this category. It can be interpreted that the searching frequency is not more than 3-6 times a week.

CHAPTER -V

FINDING &

SUGGESTIONS

Findings



Major Findings

1. The survey gathered responses from 95 participants and majority of respondents fell within the age range of 15-25 years.
2. Data gathered from all over Maharashtra state from which 70-80% data was gathered only from Nagpur city.
3. In all over survey the contribution of female respondents is almost 61% and remaining is male respondents i.e., 39%.
4. Majority of respondents spends their time on social media platforms.
5. Majority of respondents believes in the offline purchasing over the online purchasing.
6. 4% of respondents never purchase anything from online shopping platforms.
7. The majority of respondents considers price of the commodities as a most important factor while purchasing anything online.

8. Books are the most preferred commodity for online purchases, followed by footwear, gadgets, and electronics, while items like grocery and gourmet, educational services, and pet supplies are the least purchased online.
9. The majority of respondents exhibit irregular online purchasing habits, with infrequent and sporadic buying patterns, and a significant portion placing orders only once every two to four months.
10. Most respondents prefer using search engines to find products online, while fewer rely on social media, ads, or links from other sources like messengers and blogs.



1. Empirical Data and Case Studies:

While the study discusses various digital marketing trends and their potential effects, it would be beneficial for the companies to incorporate more empirical data and real-world case studies to substantiate the claims made.

2. Regional and Cultural Considerations:

Understanding regional nuances and cultural differences would provide valuable insights for businesses operating in diverse markets and help them tailor their digital marketing strategies accordingly.

3. Ethical Considerations and Privacy Concerns:

As digital marketing becomes increasingly data-driven and personalized, it is crucial to address ethical considerations and privacy concerns related to data collection and usage.

4. Emerging Technologies and Future Trends:

Digital marketing trends should include the role of artificial intelligence (AI), machine learning, and the Internet of Things (IoT) in shaping future digital marketing strategies and consumer experiences.

CHAPTER -IV

CONCLUSION



In conclusion, I can say that digital marketing has a vast scope in every field of advertisement. In this research, I have studied the nature and reasons for market expansion, identifying emerging marketing techniques, and analyzing their impact on consumer behavior and also collected the data from various businesses with valuable insights to develop effective marketing strategies. Ultimately, this study will enable companies to leverage the potential of digital marketing trends, adapt to evolving consumer behavior, and unlock new opportunities for market growth and expansion in the Indian market.

After proper data analysis I conclude that **Null Hypothesis (H0)** is rejected i.e. there is no significant relationship between the new trends of digital marketing media & its impact on changing the consumer behaviour & expansion of market. Hence, **Alternate Hypothesis (H1)** is accepted i.e. there is a significant relationship between the new trends of digital marketing media & its impact on changing the consumer behaviour & expansion of market.

CHAPTER- VII

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CHAPTER- VII

ANNEXURE

1. Name

2. Email

3. Age

15-20

41-45

21-25

46-50

26-30

56-60

31-35

61-65

36-40

4. Gender

Male

Female

Other

5. Which of the following occupies your time on the Internet?

Google Search

Gmail/Other Email Apps

Social Media like Instagram, Facebook, and LinkedIn etc.

Shopping Apps

Other Leisure/Educational Apps

6. Which of the following you prefer more?

- Online purchase
- Offline Purchase

7. How much you have inclined towards online shopping from 5 years before till date?

- I almost buy every possible thing online
- I often purchase online
- I barely purchase online
- I purchase only those commodities which are not available in local markets
- I still do not purchase online

8. What motivates you to shop your commodities online?

- QUALITY
- PRICE
- TREND OF ONLINE PURCHASING
- SOME COMMODITIES ARE AVAILABLE ONLINE ONLY
- EASE OF ACCESS TO DIFFERENT MARKET
- TRENDING ADS.

9. Which of these commodities you usually order online?

- Footwear
- Electronics
- Furniture and Home Decor
- Books
- Mobile, Computer and Smart Devices
- Beauty Products
- Sports and Fitness wears and Equipment
- Health and Personal Care Products
- Grocery and Gourmet Products
- Home and Kitchen
- Pet Supplies
- Science and Industrial Products
- Merchandise of a particular brand
- Educational services and self-help courses