



A STUDY ON IMPACT OF DIGITAL MARKETING ON TECHNOLOGY

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Abstract

Digital marketing is a very important topic in developing and democratic nations like India. Digital marketing is crucial if India is to grow in comparison to the rest of the world. Compared to India, the whole world is occupied by digital marketing. Digital marketing tools are being used in many companies in India. In an age of increasing competition, digital marketing is a key issue for Indian companies to achieve maximum success. Without digital marketing, it is impossible for Indian companies to achieve much. If Indian companies are to succeed, it is imperative to maximize their marketing potential and sell their products to the world.

Introduction:

It is imperative to develop modern marketing tools instead of traditional marketing tools and to build many industries based on digital marketing. Digital marketing requires the use of many sophisticated tools. Proper communication is essential for digital marketing. For this research, the researcher has researched many researches in India as well as schools, colleges, colleges and universities using all the secondary resources at different levels. This topic is very useful for digital marketing as well as to explain the importance of digital marketing to researchers. Many technical elements are used for digital marketing including web analytics marketing automation content writing techniques popularized phone pay google pay social media marketing etc. Many elements are used for digital marketing. In 2015, we saw the rapid growth of digital marketing. Expansion of digital marketing The number of users of digital marketing technology has been studied. It is very important to do digital marketing on the

knowledge of the consumers. Consumer knowledge includes many factors such as consumer needs and demand for goods and supply of goods.

Impact of Technology on Traditional Market:

With the advent of traditional technology in the modern age, modern technology has begun to have a major impact on traditional marketing. Older and more traditional marketing methods are being discontinued due to the widespread use of various devices such as televisions, radios, telephones, telephones, etc. Growing social media has given rise to modern technology. Today's modern age market technology is extremely profitable. The current state of digital marketing is essential to reach millions of people. The use of digital marketing as well as positivity is on the rise. The digital market is very effective in calculating the cost of architecture as well as the success of all. The role of digital marketing in the current era of value is appropriate to reach consumers. Registration requires digital marketing for higher returns. Marketing is a must have, for any Affiliate, promoting any program.

Review of the Literature:

The researcher has used a number of secondary tools for this research as follows. The use of many types of smartphones and tablets for digital marketing has increased. High quality smartphones are being used by many businesses in big companies as well as organizations for digital marketing so digital marketing is going to be very important in the future and digital marketing is going to be the need of the hour.

In the current scenario, no product is sold from one person to another without digital marketing. So it is very important to be honest in digital marketing. Consumers in many companies need to be careful that digital marketing does not deceive consumers, but that honestly, digital marketing does not deceive consumers.

Problems of the Study:

Digital marketing is very expensive and difficult for old or traditional marketing companies. Traditional marketing companies are not aware of the current situation of digital marketing, so it is very difficult to do digital marketing from the point of view of traditional marketing companies. Consumers

can be deceived by digital marketing. Also, there is no guarantee that consumers will get what they expect. Demand for this specialty has grown significantly as a result of recent corporate scandals. Therefore, the researcher has chosen this topic for research.

Objectives of the Study:

The main objective of this research is to study digital marketing in India and some specific objectives are given by the researcher as follows.

1. To Study the digital marketing in India.
2. To Study the digital marketing and its impact on traditional marketing.
3. To suggest the remedies.

Significance of the Study:

Digital marketing has a very important place in today's world. Digital marketing is playing an important role in reaching out to the customers who are creating new products or services in the company. Through digital marketing, customers can easily access services and products of their choice. Many companies can easily supply goods and services to their customers through digital marketing. So digital marketing is very important. The number of companies doing digital marketing is growing. Without digital marketing, many companies may lag behind other companies.

Digital marketing is playing an important role in providing better information about the products produced in many companies. In the current situation, many companies are forced to abandon the old or traditional methods of marketing and adopt the methods of digital marketing. As the present age is of internet and digital, in this digital world there are many career opportunities available to the unemployed but it is very important to have qualified knowledge and skills.

Period of the Study:

The researchers reviewed a number of companies in India to conduct research, including a study of companies that used digital marketing extensively between 1st April, 2021 and 31st March, 2022.

Limitation o the Study: The limitation of this research is that the researcher has selected certain companies inIndia for this research and has only studied for one year in the selected company.

Research Methodology:

Researchers have used a number of secondary tools to conduct research papers, including a series of books, reference books, government reports, annual reports, digital information of India, research papers, research journals, research articles, research institutes, and so on. These researchers have used analytical methods to conduct research. The researcher has prepared a research paper by reviewing companies in India.

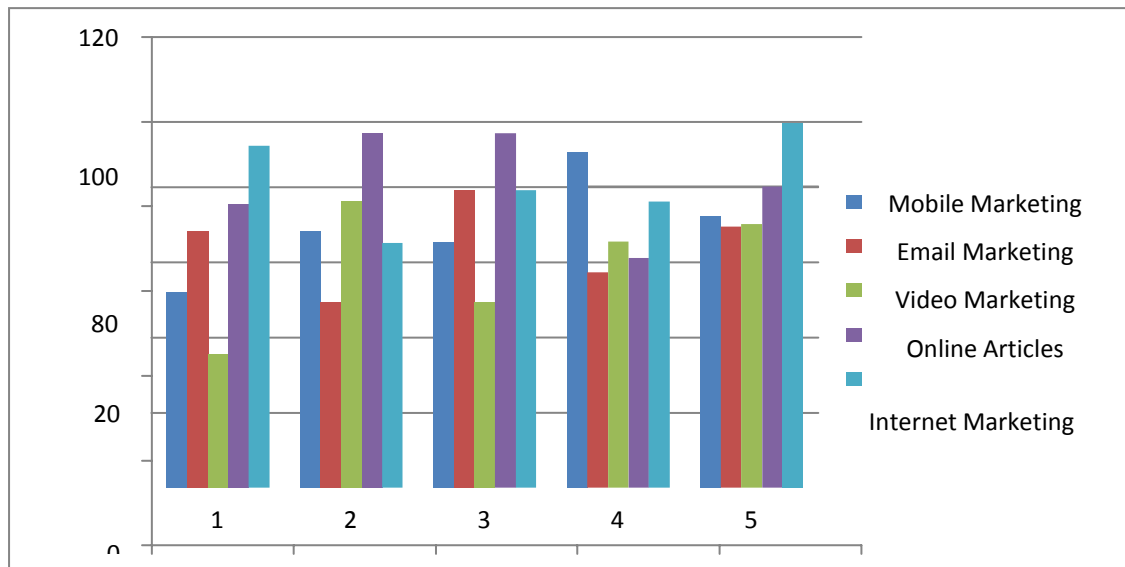
Results and Discussion: Researchers have studied the use of digital marketing in India and the impact of modern technology on the recruitment of traditional technology through mobile marketing, emailmarketing, video marketing, online articles and internet marketing. From the above discussion, according to the researchers, digital marketing has been used extensively by companies in India, including online marketing.

Table No. 1: Use and Impact of Digital Marketing in India

Content	Reliance Industries	Indian Oil Corporation	Natural Gas Corporation	Bharat Petroleum	IndianGas
Mobile Marketing	52.23	68.30	65.39	89.45	72.35
Email Marketing	68.44	49.42	79.14	57.35	69.45
Video Marketing	35.45	76.45	49.25	65.45	70.20
Online Articles	75.45	94.36	94.36	61.25	80.15
Internet Marketing	91.03	65.23	79.15	76.19	97.16

Source: Data Collection

Chart No. 1: Use and Impact of Digital Marketing in India



Source: Based on Data

Table 1 show that researchers have shown the use of digital marketing and the repetitive effect of traditional technology. To do this research, the researcher has selected five of the many companies in India for the research. Researchers have studied the growing use of mobile marketing, email marketing, video marketing and online marketing, and the impact it has had on five companies. The table above shows that mobile marketing is most used by Bharat Petroleum in India. Also, e-mail marketing is used extensively by Natural Gas Corporation of India.

Video marketing is widely used by Indian Gas Company of India. Articles by Indian Oil Corporation and Natural Gas Corporation are widely marketed online across India, accounting for 94.36 per cent. In India, the way to digitally market Indian Gas through internet is maximum. The researcher has selected five companies from India for conducting this research paper as follows.

Trends of Digital Marketing in India:

The researcher has shown the trend of digital marketing by various factors as follows.



Conclusion:

Digital marketing has been growing in India for many years. You see, digital marketing has become more and more popular since 2015. Many companies seem to be expanding the reach of digital marketing to all segments of the business community. In today's world digital marketing is a necessity. There is a need for digital marketing in many of these places, from business people to business teachers to farmers.

Digital marketing is reaching out to a wide variety of businesses, including women and men selling vegetables, grocery shoppers, insurance agents, petrol pumps. The use of digital marketing is essential in the current situation as digital marketing is becoming a necessity of the times.

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