

“Digital Marketing Role In Indian Business And Their Profit”

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Abstract

Digital marketing plays an essential role in business transactions and politics in India. Entrepreneurs have utilized innovative technologies to reach and expand their market segments. Digital marketing has enabled businesses to market and compete against other brands. This is achieved by monitoring their competitions, engaging with their customers and suppliers, developing their brands and saving time and other resources. The use of interactive media has enabled multinational companies India to connect with more customers to increase their market size and profits. Comparably, digital marketing has enhanced Indian democracy by directly connecting the politicians with the people to update them about policies, development programs, candidates and government's general performance. The use of interactive tools has significantly assisted in predicting different election polls in India, for instance, it helped determine the party which won the majority of seats in the 2014 general election. This article aims to show how digital marketing has enhanced the interaction of businesses and politicians with the Indian people.

Keyword:- Digital Marketing, India,SEO,E-business,PPC

1. INTRODUCTION

Digital marketing is a broad marketing concept that describes the marketing of products or services using digital technologies, mainly on the Internet, but also includes display advertising, mobile phones, and any other digital medium. Digital marketing is the promotion of products or brands through one or more forms of electronic media and it differs from conventional marketing in that it involving the use of channels and methods that allow a business to analyze marketing campaigns and understand what is working and what isn't in a quicker and more authentic way.



Typically digital marketers examine things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. Internet is the most widely use channel in digital marketing, yet there are other means including wireless text messaging, electronic billboards, mobile instant messaging, mobile apps, podcasts, digital television and radio channels, etc. The overall digital marketing concept actually covers all the digital platforms and modern technologies in interaction, use, execution and control of marketing strategies and plans for better customer satisfaction and to reach organizational goal.

2. E-BUSINESS STRATEGY ON RETURN ON INVESTMENT

Businesses set their e-marketing strategy to generate more traffic to their website to promote the company's products, brands and services. This can be realized by implementing SEO or PPC or even both. In this section, we describe several factors that can help businesses in choosing the most effective e-marketing technique.

The cost of a PPC campaign can be considerably higher than an SEO due to the constant acquisition and bidding on keywords. PPC requires regular monitoring of keywords' positions and bidding to maintain a lead over competing adverts. PPC involves recurring cost which depends on the number of clicks. On the other hand, SEO only requires investment in optimizing the website. It does not involve any recurring cost in contrast to PPC.

A PPC campaign can be set up promptly and it can provide a ROI within days .Whereas, SEO may take several weeks or a month before it can produce any beneficial results because it depends on when the website is crawled by the search engine. Although, SEO does not provide immediate ROI, it can generate more traffic and eventually more profit once a high ranking has been achieved. This is because search engine users tend to click on organic links rather than paid links. This is backed up by research by iProspect that showed 72.3% of Google users click on links generated through searching, compared to 27.3% who clicked on paid listings [8].

To investigate the amount of attention that users pay to different areas on the SERP a study was performed by Hotkiss et al from Enquiro, an American search marketing company [10]. Hotkiss et al used eye tracking to determine the attention paid to organic results and paid links.

On the SERP main attention is given to the top left of the page in a triangular shape to the bottom "above the line" of visible results as shown in Figure 1. This proves the most important areas of user attention on SERP. As can be seen in Figure 1, attention of all experimental user was focused on the three top listings on the SERP and this was reduced to 85% of users at the bottom of the above the (red) line listings. Attention appears to decrease sharply downwards on the SERP for organic listings. Attention then dropped dramatically below the line from 50% of users to just 20% of users. On the other hand, attention on the sponsored PPC adverts is considerably less. Attention starts at 50% of the experimental users and it gradually drops to 10% at the bottom [9]. This clearly illustrates the imperative of SEO for the ongoing sales and brand recognition.

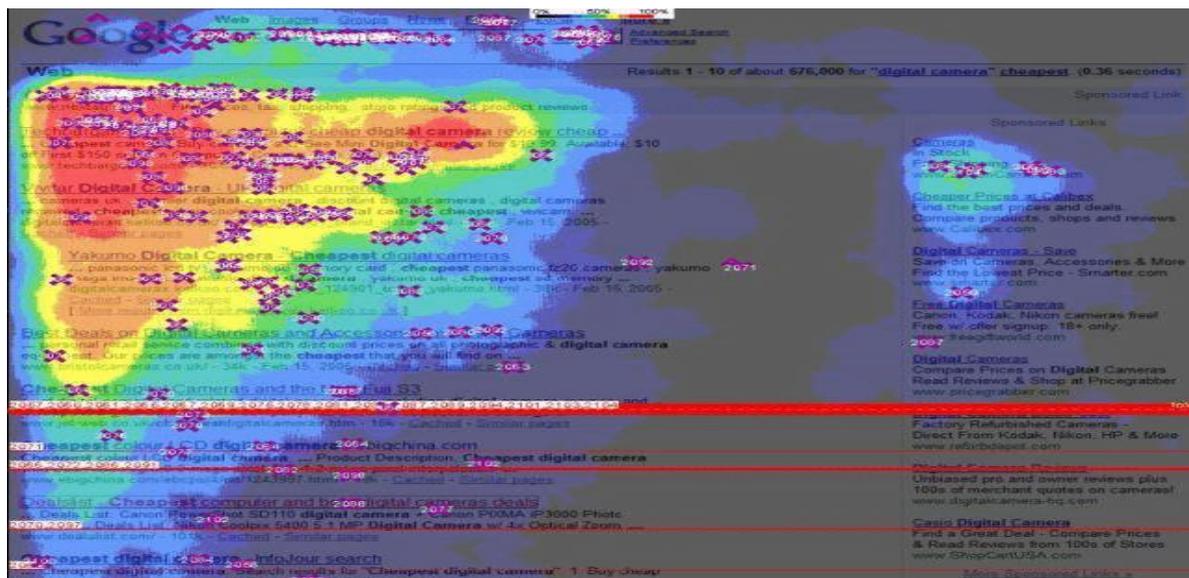


Figure 1. Google results page Heat Map displaying eye activity [9]

SEM relies on the use of keywords related to products, brands and services. For a PPC campaign, Google allows up to 2,000 keywords to be added per campaign (with a maximum of 25 campaigns). This provides flexibility in the design of the campaign. On the other hand, SEO only focuses on four to five most representative keywords for a product or service. This provides the search engine with a clear indication of the page content. Once crawlers have located keywords on an optimized site, these are indexed and become a free source of traffic, as there is no cost per click involved.

ROI is the key metric when comparing PPC and SEO, as the cost of investment can vary between the two. ROI is calculated as a difference of “gain from investment” and a “cost of investment”, divided by “cost of investment”.

Powerful Digital Platforms for All Business

As the cost of technology drops, the access to powerful software that was only in the past accessible by the big end of town has become a reality for all. They are customer CRM and digital marketing automation software such as Infusion soft, Ontraport, Hubspot and Marketo and many more. Once they have been acquired by the business the next challenge is learning how to use them.

3. SEARCH ENGINE OPTIMISATION

Search Engine Optimization consists of optimizing a web site to improve its performance within organic listings on a search engine. “SEO is the science of customizing elements of your web site to achieve the best possible search engine ranking.” [7]. SEO involves analyzing and implementing techniques for constructing search engine friendly web pages to be indexed by the search engines. The obvious target for a website is to be ranked number one (or highly) on a SERP for specific keywords, therefore greatly enhancing the opportunity to generate traffic. SEO differs from PPC as it is not a paid insertion method to promoting a website online.

There are two main types of SEO, “off page” SEO and “on page” SEO. On page SEO is concerned with the text and content of the site ensuring pages are “search engine friendly”, which means that the content of the page is perceived by the search engine crawler as having a high value for designated keywords. The search engine, when marking the page, assesses the content of the page by calculating its distance from the search query, as well as the elements of accessibility of pages that are being crawled. The accessibility is being assessed on several factors such as the network of internal links between pages on the portal, the presence of a site map, usage of appropriate heading tags in HTML and the overall quality of the page HTML. Other recommended “on page” techniques include generating unique content, using title, description and header tags, ensuring no duplication, URL friendly complete links, images employing the “alt” tag, using relevant anchor text and general well written site code to ensure usability, accessibility and overall good site performance.

Off page SEO concentrates on every other aspect of optimizing a site, for example keyword selection, obtaining valuable external links, inbound links and quality link exchanging. Other aspects of off-page SEO are search engine and directory submission, local listing submission, social networking interaction, publishing on forums and blogs and the inclusion of product feeds through programs such as Google Base in order to feature on Google Product Search.

The techniques mentioned above are not aimed at manipulating the results of the search engine, but rather improving the quality of the content and as a consequence increasing the rank of the page. Search engine providers encourage such practices by providing the webmasters with best practice information that aims to help them create content.

There exist a number of techniques that are intended to manipulate the ranking algorithm used to assess the page. The implementation of bad or unethical SEO techniques can severely impact a sites ranking position on a search engine or even result in a removal from a search engines index. The difference between good SEO implementation, or white hat, and bad SEO implementation, or black hat, is required to be established at an early stage before developing an SEO plan.

Black hat SEO techniques are considered to be the SEO tricks used in an attempt to deceive search engine spiders and indexers to gain a higher SERP. Implementing black hat techniques may result in a short term rise in organic listings. However, if it is discovered by the search engine that black hat techniques are being used, the site may be penalized (by demoting it further down the rankings) or removal from its index completely. Being penalized will obviously have a major impact on a site's reputation and performance in the future. Black hat SEO techniques include using hidden words and links (invisible to the user) in attempt to deceive search engines. Keyword stuffing consists of over loading a web page with keywords or irrelevant keywords in order to manipulate a site ranking. Ideally 4 or 5 keywords per page should be focused when generating quality content.

Creating "doorway" pages for "spamdexing" (spamming a search engine index) consists of redirecting visitors to a different page without their knowledge. This is considered a form of "cloaking". Cloaking is a technique where users see a different content site to the search engine crawler, by redirecting from a site that will perform highly in SERP. Another form of "spamdexing" is linking to or including link farms on a site. Link farms consist of links that are all connected to one another and are typically of no relevance to the site, thus providing irrelevant poor quality links.

The ability to detect and penalize the content that is optimized in a prohibited way is a priority of all the search engine companies. This is because content which is optimized using black hat techniques undermines the base structure of their algorithms. Therefore everyday new algorithms are being introduced to detect the flawed content. Also the number of people that are being employed to monitor and manage the structure of indexed pages is continually increasing

"Google's aim is to give our users the most valuable and relevant search results. Therefore, we frown on practices that are designed to manipulate search engines and deceive users." [10].

SEO is not a trivial technique and requires much experience, background knowledge and patience. Still it is a technique definitely worth investing in. According to American research done by SEMPO (Search Engine Marketing Professional Organization), on average SEO generates around 75% of site traffic yet typically a company's spend for SEO is approximately 15% of their Internet marketing budget [11]. This is in contrast to PPC, which generates around 25% of traffic and typically a company's spend is around 80% of their Internet marketing budget [11]. This difference could be due to the faster ROI that a business sees through PPC. PPC is easier to implement in comparison to SEO and it requires less technical knowledge. Another factor is the perception that PPC traffic is more likely to result in a sale than SEO traffic, as people using PPC links tend to be buyers.

4. STATEMENT OF THE PROBLEM

Digital media is so all-encompassing that consumers have access to information any time and any place they want it. In ancient period only specific information were available regarding on business. Digital media is fast and widely growing source of information, entertainment, news, shopping and social interaction. Consumers have access to wide range of information where they are not only informed to what their companies say about their brands, but also what the medias, friends, relatives, peers, etc., are saying. Over the ages it have been proved that consumers trust them more than companies. Consumers want brands which they can trust, companies which are familiar with, interaction that are personalized and relevant, and offer customized to their needs and preferences in a convenient way. Most of the consumers use several digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes. Digital Medias are relatively cheap, compared with traditional media, affordable for most new and small size business as well. Consumers leave behind a huge trail of data in digital channels. It is very difficult to handle and operate such huge bank of data and execute them in operation. This study will try to analyze the impact of digital marketing and consumer's behavioral response towards it.

5. LITERATURE REVIEW

Though the term digital marketing is comparatively new yet its impact is huge, intimidating and complicated. Being one of the important tools in promotion mix, businesses are looking for a definite way to start and accommodate digital marketing but they have lack of understanding and implementing it. Now-a-day, social Medias such as Facebook, Google Plus, Twitter, and other social Medias have effectively transformed the attitudes and perceptions of targeted consumers. This Digital marketing was done through assessable wide network of customers with reliable data with real-time feedback of customer experiences. Generally digital marketing is the use of modern technologies to help marketing activities to improve customer knowledge by matching their needs and wants (Chaffey, 2013). Since the start of Yahoo in internet industry in 1994, many companies started to maximize their presence in online with care (Smyth 2007). 2001, market was dominated by Google and Yahoo for search optimization. 2006, internet search traffic grew hugely; the rise of search engine optimization grew for major companies like Google (Smyth 2007). Being the growth and use of smart phones and internet connectivity in 2010s, in the developed world, companies have understood the importance of digital marketing. It has been observed that to do business well or successful managing of customer both online and traditional methods are needed simultaneously (Parsons, Zeisser, Waitman 1996).

Dr.IsitaLahiri,Jun Ghosh Sarkar (2018):- Over the past century, the Internet revolution has carried about a paradigm shift in consumer purchasing behavior. India stands second in amount of internet consumers with more than 46 crores of internet subscribers next to China, according to a study released by Internet World Stats on 31 December 2017. The behavior of consumers towards buying home appliances has also altered in order to maintain rhythm with moment and the worldwide tide. Home Appliances are family products that are widely categorized into three kinds—Major Appliances (White Goods), Small Appliances and Brown Goods (Brown Goods). Knowing the mind of customers is the most important consideration for the achievement of any company in today's highly competitive and vibrant setting with technological development in every domain. The scientists have created an effort to explore the behavior of internet home appliance clients in Kolkata in this background. It identifies and analyzes the variables that influence purchasing behavior. In addition, creative marketing strategies are recommended for the professionals to beat the competition in this altering environment[11].

The Internet is the most powerful tool for businesses (Yannopoulos, 2011) and it becomes vital for marketers for marketing through digital marketing platforms. That's why marketers should focus and plan strategies uniquely for ever-changing online presence. Branding, pricing, distribution and promotional strategies are needed to be separately understood in digital marketing.

6. METHODOLOGY

The study will be carried out with both primary and secondary data. In order to pursue consumers' response to marketer's activity, these aforementioned factors will also be examined to look for whether they contribute in a positive manner. Quantitative data will be collected from direct consumers through a survey to understand their perception. The primary data will be collected through structured and unstructured questionnaire from samples of consumers from India . Samples of 120 participants are conveyed questionnaire for the collection of primary data.

This research will conduct a qualitative research in order to identify the problem properly by using secondary data from different sources i.e. information from various publications, journals, websites, etc. After, getting an in-depth view of the problem, a descriptive research was conducted to find out factors that affect consumers' perception regarding marketing activities of different companies to attract consumers. In this regard, impact of different digital marketing tools like social media -video, image, audio or text contents as well as other digital medias are understand, evaluate and perceived for understanding attractions of consumers' concern.

7. MARKETING THROUGH DIGITAL MEDIA AND ITS IMPACT.

The relationship between a brand and consumer has changed dramatically due to the impact of social media. It has given immense control and power to consumers and large corporations and well-known brands no longer have the so called upper hand.

Digital marketing is an umbrella term for 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 has developed strongly since the 1990s and 2000s and it has changed the way brands and businesses utilize technology and digital communication tools for their marketing. Digital marketing campaigns are becoming more widespread as well as efficient, as digital platforms are increasingly incorporated into marketing plans and consumers' everyday life, and as people use digital devices instead of going to physical shops.

Digital marketing is in fact a modern marketing communication tool to use different electronic devices and technologies to carry marketing messages to consumers more effectively and efficiently. Businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers.

Digital marketing vehicles such as search engine optimization (SEO), influencer marketing, search engine marketing (SEM), content marketing, content automation, data-driven marketing, campaign marketing and 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. Digital marketing now-a-days extends to non-Internet platforms that provide digital media, such as mobile phones (SMS and MMS), on-hold mobile ring tones and callback.

Meaning of Digital media

While defining digital media, it is meant normally that any media that are encoded in a machine-readable format are called as digital media. Generally digital media can be created, viewed, used, distributed, modified, reviewed and preserved on digital electronics devices. The following can be classified as the examples of digital media: computer programs and software; digital imagery, data and databases, digital video; video games; web pages and websites, including social media; digital audio, such as mp3s; and e-books etc. Digital media are often contrasted with print media, such as printed books, newspapers and magazines and other traditional (analog) media, such as pictures, film or audio tape though these flat form are uniquely identifiable and separable

8. Social Media as Marketing Tools

Field evidence and an increasing number of studies provide already a good picture on the basic patterns of engaging Social Media as part of the marketing strategy (Bernhoff and Li, 2008; Prahalad and Krishnan, 2008; Deighton and Konrfield, 2009).

As marketing tool social media is playing both active and passive role. The Passive approach is based on utilizing the Social Media public domain as potential source of customer voice (Anderson, 2007). The Active approach is utilizing the Social Media as tools of communication, direct sales, customer acquisition and customer retention (Bryan et al., 2007).

The marketing objective is to provide marketers with information about market needs, customer experiences, competitive movements and trends. By using social media marketers can know about consumer perception about the product as well as the competitors move on similar products to make and apply the strategic marketing plan.

9. Digital Marketing Industry in India

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management.

The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime. Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made. Going back to history, International Journal of Advanced Research Foundation reveals the following in 2016. Between 1971 and 1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce. 1979: Michael Aldrich demonstrates the first online shopping system

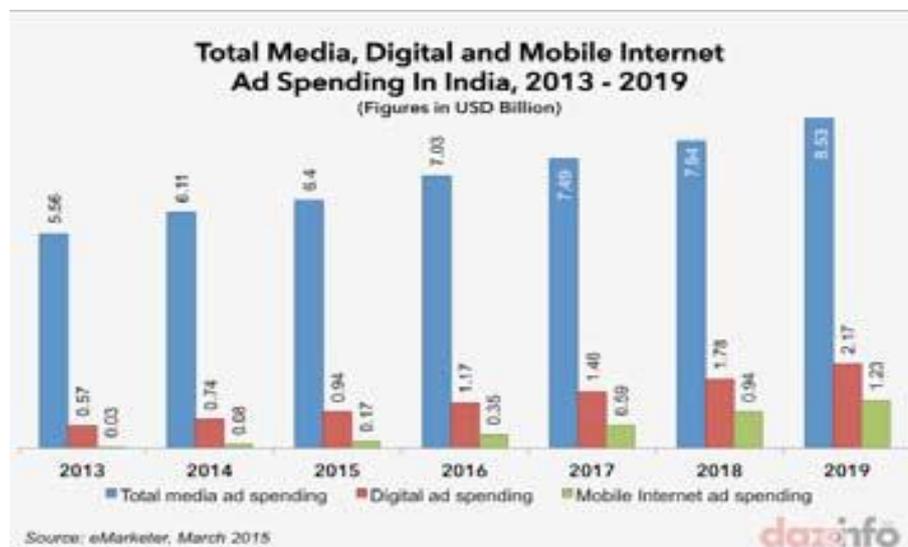
1981: Thomson Holidays UK is first business-to-business online shopping system to be installed.

1996: India MART B2B marketplace established in India.

2007: Flipkart was established in India. Every E-marketing or commercial enterprises uses majorly digital means for their marketing purposes.

In 2011, the digital marketing statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years. During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field. From 2013 to March 2015, the investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment.

The report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing. Total Media, Digital and Mobile Internet Ad Spending in India (2013-2019).



Today, digital marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below figure indicates the digital marketing statistics.

The belief was that online information is virtual information full of lies. No one could listen to any online advertisement not to talk of purchasing groceries, furniture or clothes. The story has really

changed. Everything from marketing to sales can be done online. This is due to the trust that has been restored back to online communication in India. This has really helped the marketing initiatives. The revolution is from the communication industries.

Low cost of handset is now available making it possible for India to have about 600 million internet users which ultimately creates a fascinating business opportunity to sell to a growing population.

Moreover, the developments in the digital marketing industry in India evident in the marketing shift from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Also, marketing information's is moving along in the same line with entertainment. People of India needed an exciting spirit always. This targets their interest into the marketing information.

Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. The quality of use in the urban centers of India is on a high side. This is because majority doesn't have time for shopping. Apart from struggles to earn money, people want some other things to be done at their own convenience.

The following survey from people indicates the size of Digital Marketing industry in India:

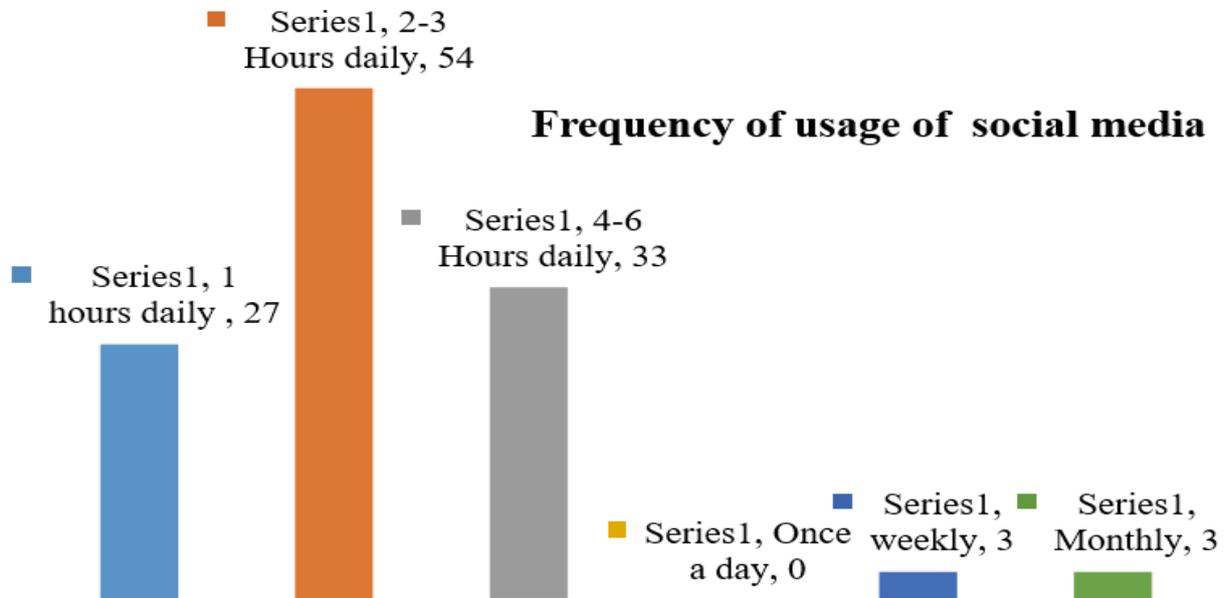
- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that traditional model of marketing is no longer sufficient and this will make the company revenue to be increased by 30% by the end of 2017. Mobile Phone Subscribers in India.



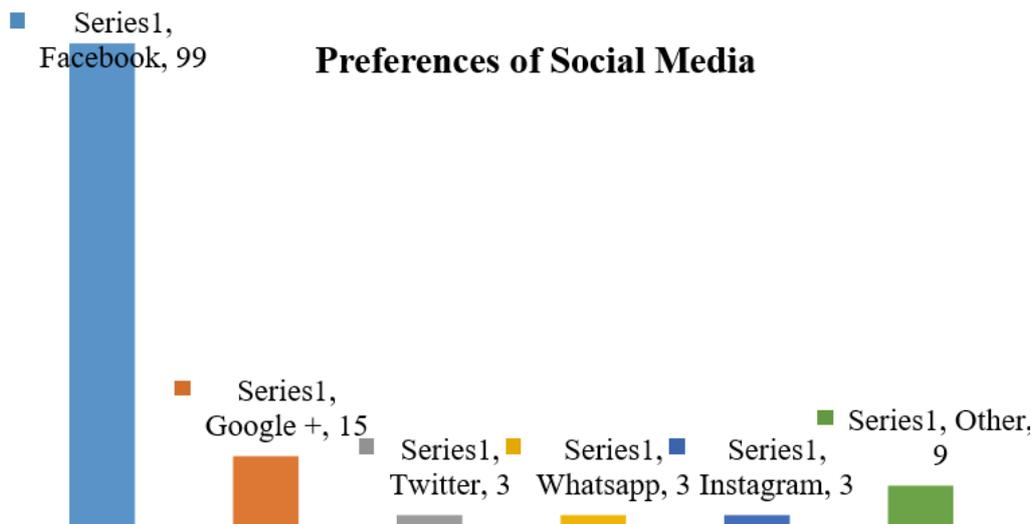
According to the research made by the Internet and Mobile Association of India (IAMAI, 2008), communication has become a real mass communication tools having about 286 million accounts in 2008. The Indian telecommunications market has tremendous growth opportunities and according to IAMAI is projected to exceed 500 million by 2010. According to TRAI, the numbers of mobile subscriber based in India grew to 980.81 million users in the second quarter of 2015. Adoption for the mobile device is getting higher day by day. SMS marketing is one of the true mass market media channels across many demographics before the convergence of mobile internet and mobile devices. Increase in Marketing Investment in 2017.

10. DISCUSSION ON ANALYSIS OF DATA

On the basis of collected data from participants, the following analysis has been made where the discussion on frequency of usage of social media, preference of social media, preferred internet platform, internet using expenditure, popularly followed brand and tools etc. are conducted to find a suitable guideline for marketers who are promoting their products already on digital platform and for also for them who want to do the same.

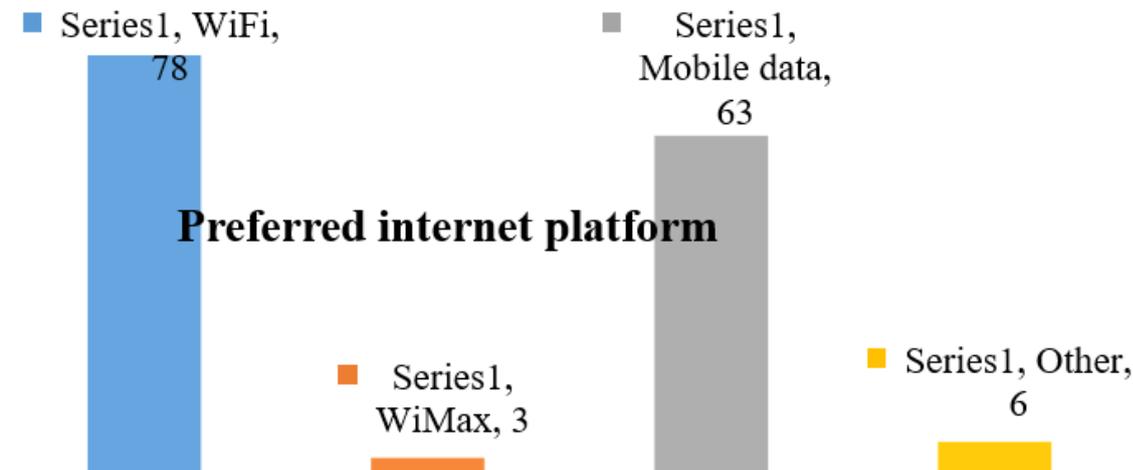


This research was done on young generation and it is revealed that the frequency of using internet per day is 2 to 3 hours (54), which is nearly 45% of the total population. The personal interview with respondent disclosed that most of them use frequently but not continuously for 30 or more minutes. That indicates that they are mostly updating friends' feed or current info. However, it is very significant part of time that they are consuming (1 to 6 hours) of majority of the population exposes as the potential target for digital marketer.

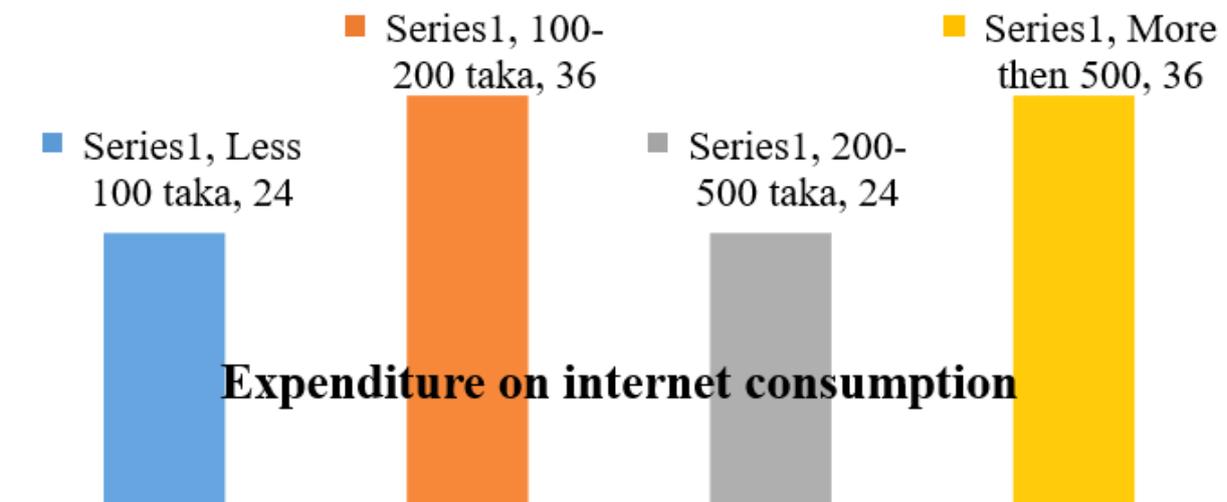


Majority of the respondents showed their preferred social media platform is Facebook (99) way ahead of the second largest preferred Google Plus (15) which is comparatively new. The lack of instagram or

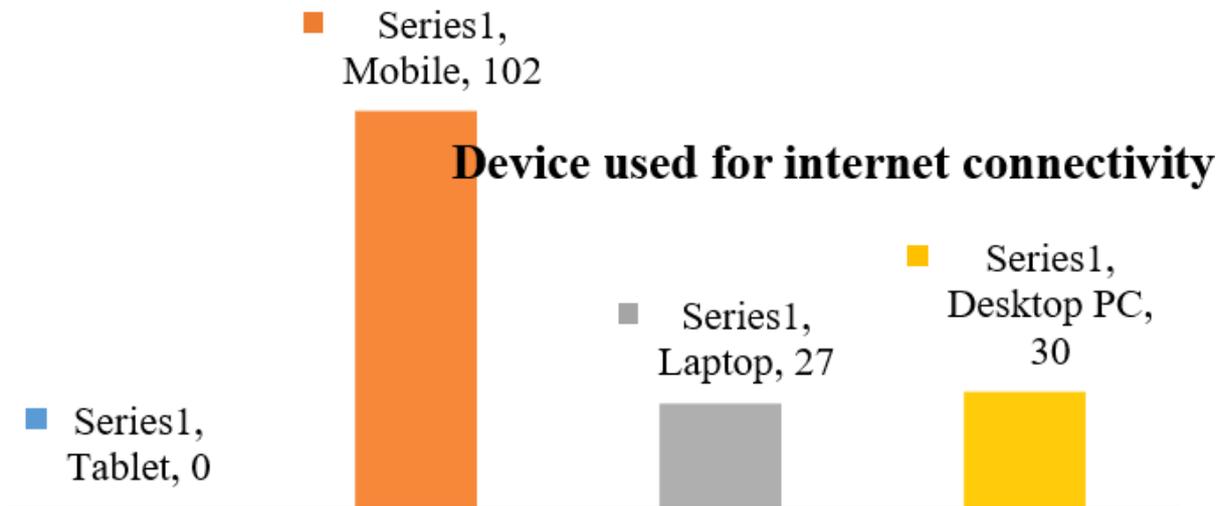
twitter presence showing that young generation among this group are not aware or not interested on those platform.



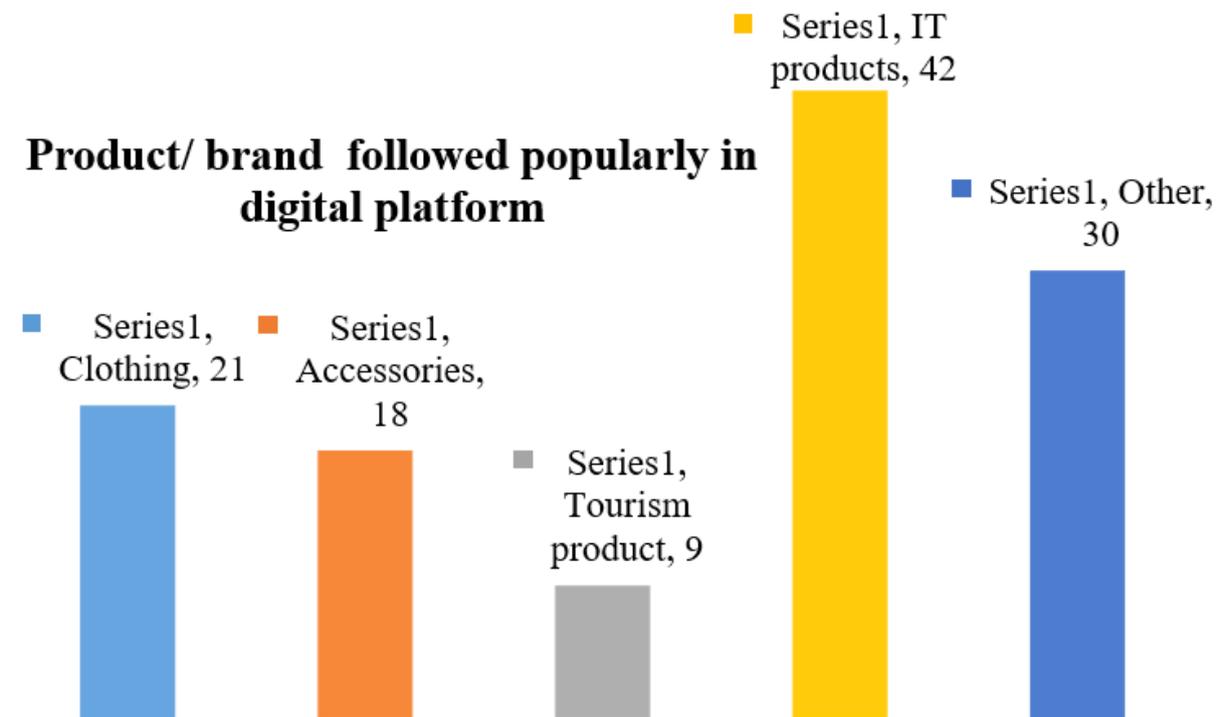
The preferred platform to use internet is varying among different types. Most respondents' using WiFi (78) or Mobile data (63) indicating these two are the most common platform. A good number of people are actually using mobile data to use internet confirming mobile interface as one of the vital tools to interact with customer and potential customer for digital marketing.



Among the respondent group it is also important that how much they spend on internet consumption, which may represent their interest in downloading, using and viewing contents. Marketer should know that majority are young and have less income or ability to spend on internet consumption. A group showing 100-200 taka per month that is 36 respondents but also another group showing they spend 500 and more taka means the expenditure on it is growing fast.



The scenario of device preferred by the most users are changed radically. Previously desktop or laptop was widely used but now about 80% plus that is 102 respondents preferring the mobile device as a way to reach internet. Mobile device being portable and smaller screen indicates marketer to create and promote compatible contents.



Most interestingly majority of respondents showing interest in IT products when searching or shopping online, though clothing and accessories are also searched or shopped , but significantly less only 9 choose tourism products though tourism industry promoting hugely in Facebook or online media. But it is also certain the group responded are young and not enough expenditure to afford tourism product but more aware and interested in new technologies and gadgets.



The good sign about promoting through digital media or internet marketing is, most respondent agrees on its reaching to get information about the product or brand is helpful. So, it is widely used in searching, getting information or alternative evaluation by the respondents.

11. RECOMMENDATIONS

An integrated marketing communications plan must include a qualitative and quantitative market research section which provides a guide to plan strategy for better marketing of products and services by understanding consumer behavior. By this research it can be said that as a modern tool of marketing communication social media playing very significant role in the marketing platform to reach consumer closely. There are some suggestions in light of the survey conducted:

As the research found that people using social media daily for 2 to 3 hours so marketer can easily try to grab their attention about the product.

- Most of the participants said they use Facebook as social media most so marketers should pay more attention to use this platform more effectively. From the survey it is also seen that young generation are not interested or not aware about other media so concerned authority may try to grab attention of the potential users.
- Research is showing people spend 500 and more taka to use internet for social media that means the expenditure on it is growing fast and they giving a good amount of time in using internet. It is high time for marketers to attain their goal to attract the customer.
- Marketers may investigate how often their competitors are posting and conduct industry research to see the ideal amount of content to publish per day on each channel and work accordingly.
- Each social channel needs to be treated as a separate entity by digital promoters. There can be content that is spread across all channels to grab mass customers.
- People are using internet more from mobile than PC so it is became easy to go close to customers and connect frequently.
- There is good news for IT promoters that young generations are more interested in following IT products and brands. Some more attention in promoting this type of product can create a good marketing platform.
- Research shows people use digital media to get informed about product or brand so marketers should be more active in this platform.

12. CONCLUSION

This research finds that the digital marketing contribution in aggregate marketing initiatives among the mass customers, especially on their behavioral and inflecting patters. Digital marketing

tools and concepts are taking over traditional methods world widely yet it is helpful for Business market. Marketing professionals are dubious about the usage and benefits of digital marketing and have been observed in lack of proper segmenting, proper market targeting as well as improper and confusing positioning of product. It is for sure that the growth of internet and mobile communication widening the horizon for more people to reach and communicated, hence the proper market research and followed by a comprehensive inclusions of digital marketing tools and strategies in a firms integrated marketing communication can surely ensures bring more effective and efficient marketing.

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