

A STUDY ON RISE OF DIGITAL MARKETING THROUGH ENHANCED SOCIAL MEDIA AND BOOKMARKING SITES IN INDIA

Karthik K M¹, Mr. Angel Chakraborty², Dr.M.Gurusamy³

¹Final Year MBA Student, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

²Assistant Professor, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

³Professor and Head, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

Email: ¹kmkarthic17@gmail.com, ²angel.chakraborty@gmail.com, ³gurusamyphd@gmail.com

Abstract—Social media networks or Book-marking sites are one of the most widely used communication media by all people or the wider community today. The purpose of this study is to identify the rise in digital marketing through social media network and bookmarking sites in India and find the effect of social media marketing strategies to understand the effectiveness of social media tools. This is a descriptive study and an attempt to present an initial picture of the situation related to several situations of variables examined. The results revealed that social media and book marking sites has an effect on consumer interest in buying goods offered through social networking sites such as marketing conducted by Instagram, Facebook, Pinterest, WhatsApp, twitter etc. social media is most frequently visited by people today. This study discusses the marketing strategies that are involved in social media and book-marking sites. These results make social media one of the suitable media to deliver a marketing communication. So, this marketing technique is expected to help online sellers in managing their business. This marketing technique has more real time advantages in serving customers, to invite more customers, to develop online businesses that have been built.

Keywords—Bookmarking, Consumer Interest, Digital Marketing, Marketing Communication, Social Media.

INTRODUCTION

Digital marketing can be characterized as the way toward advancing brands utilizing advanced appropriation channels containing web, versatile and intelligent channels like Social Medias and bookmarking sites. The fundamental preferred position of promoting lies in its ease model. Then again, alludes to promoting strategies that permit association to perceive how a crusade is acted continuously, for example, deals transformations. The computerized scene is moving at an exceptionally quick pace. Every industry has been influenced by the advancements in computerized. Advanced showcasing is a fundamental piece of this for organizations who need to use the intensity of the web to support the business. The colossal extent of web promoting in India, we need to comprehend the marketing through the web can be an altogether unique ball game. Truth is told to be an intense mix of innovation and showcasing astuteness. Computerized Marketing industry in India is spread to in each helpful sense all the business parts. A mix of the uses of E-Marketing is shopping and arrangements following, electronic banking, segment frameworks and substance the heads. The intensity of bleeding edge lifting licenses geophysical cut off centres to vanish making all purchasers and relationship on earth anticipated clients and providers. It is known for its capacity to permit business to pass on and structure an exchange any place and at whatever point

DIGITAL MARKETING TRENDS

Associations are actualizing a wide scope of computerized channels to connect with clients in an increasingly customized manner. Computerized showcasing designs that affiliations are swiftly getting a handle on join.

PERSONALIZED CONTENT MARKETING

Client obligation charge and upkeep have all taken on estimation with the development of remarkable, changed, and noteworthy messages through perceived electronic channels. Email is one of the most favoured showing channels to pass pointed on connection texts and crusades to existing and imminent clients.

ADVANTAGES OF DIGITAL MARKETING

- Easy medium to spread attention to countless individuals one after another.
- Immediate or fast transport of message.
- The reaction to the notice can be estimated right away.
- It is entirely adaptable promoting media because of the differing timings language district and so on.

DISADVANTAGES OF DIGITAL MARKETING

- Ads might be disregarded or overlooked.
- This sort of media is not reasonable for intuitive live shows or fine quality pictures.

SOCIAL MEDIA

Affiliations are focusing on associating with customers through online life to offer steady correspondences. Web based life supports affiliation associate with a gigantic apt customer by making them with clinical and fight related information. In the present innovation driven world, long level interpersonal communication destinations have become a stage which interfaces individuals as well as serves best for Digital showcasing. It is a training which is typically performed to interface the focused-on crowd to the business. Days are gone when individuals took the assistance of TV and papers to draw in individuals. Since the web association is normal and a need today, conventional method of promoting is nearly disposed of the aides in interfacing individuals from one spot and another spot. Everything is accessible with web association on fingertips.

Online systems association offer sensible opportunities to show up at immense social orders. Also, online fights by techniques for electronic systems association media can benefit by the deceiving features of canny multi-media structures. Electronic structures association is after a short time a masterminded bit of this continues with of boundless people.

The common features of all social media are:

- Social media are interactive Web 2.0 Internet-based applications.
- User-generated content such as text posts or comments, digital photos, or videos, as well as data generated through all online interactions, are the lifeblood of the social media organism.
- Users create service-specific profiles for the website or app, which are designed and maintained by the social media organization.
- Social media facilitates the development of online social networks by connecting a user's profile with those of other individuals and/or groups.

SOCIAL MEDIA MARKETING

Online life displaying hints the way toward getting traffic or thoroughly considered electronic life zones. Online life hoisting implies publicizing that is posted by methods for electronic frameworks organization media goals or applications. A huge piece of these online life levels has their own basic information assessment contraptions, which entitle relationship to follow the progress, acquirement, and obligation of headway battles

BOOKMARKING SITES

Here associations are offering an online assistance which permits clients to include, comment on, alter and share bookmarks of web archives. Promoted the expression "social bookmarking" involves an arrangement of sharing bookmarks and rundown of writing. It is the way for people to store, organise, manage, and find bookmarks of web page users save links to web pages that they like or want to share. It is a method of making a bookmark of your website or blog on internet platform to read it later or saving links for future reference. The bookmarking method comes from the physical world. But it is not always same as physical bookmarking method. In social bookmarking method, you can adjust the privacy of your bookmarks and choose who can see your bookmarks.

Bookmarking is profoundly helpful for advanced promoting they are the clients who being the prominence of the site/business/item here and there dependent on their preferences. These destinations will promote the preferences/substance/sends across a great many spots. On the web it might guarantee that intended interest group

discover their way to the site. In social bookmarking locales clients can spare connects to pages that they need to recall or offer. Also, they ask customers to mastermind their bookmarks with easy-going marks as opposed to the traditional program-based course of action of envelopes, though some assistance incorporate classes/coordinators or a mix of coordinators and names.

BENEFITS OF BOOKMARKING WEB PAGES

Our search engine rank will gain

- Help you go viral on social media
- Build your brand awareness

1.5 IMPORTANCE OF THE STUDY

Digital marketing helps to build a better relationship with customers/prospects, better ROI (return on investment). Also, it has a wide career opportunity, it helps the company/organization which is active on internet to appear on the search engine result pages. It also helps or benefits to business of all sizes by giving access to the mass market at an affordable price. idea about how social media and bookmarking sites interfere for digital marketing in India. This study is helpful for the organizations who are interested in turn their business into digital marketing, they can take this study for their future decisions.

LIMITATION OF THE STUDY

- The study is an opinion survey
- Is an opinion survey.
- Confined to a finite period.
- The data presented in this study has been based on the information collected from the one who are residing in Thrisur city.

REVIEW OF LITERATURE

Tim Finin, Anupam Joshi, Pranam Kolari, Akshay Java, Anubhav Kale, and Amit Karandikar (2008) explained the data examination of electronic long range agreeable correspondence and online communities clarified that Work on building frameworks that would help in watching the spam web journals, discovering appraisal on subjects, seeing structures of significance, picking trust affiliations and seeing persuading bloggers with the assistance of models of blogosphere.

Yin, Sara (2008) in her appraisal paper elaborated how Social Media and PR Connect, gains that with the ground of Social Media, the entire trades scene has changed and the mass mentioning intensity of Social Media is tremendous.

Glynn Mangold and David J. Faulds (2009) investigated Social Media: The new cream some piece of the headway blend, fights that Social Media is a mix some portion of the improvement blend considering the course that from a standard perspective it pulls in relationship to visit with their clients, while in a non-standard sense it connects with clients to talk truly to each other.

Mark W. Schaefer et.al (2011) researched Social Media trends to discover the "World's Most Misunderstood Business Trend" and explored the fundamental frameworks and answers the requesting every business capable necessities to answer before diving into an electronic life movement. This must have overseen for understanding the sociological and mental drivers that make online systems association moving work.

Jiyoung Cha (2009) in investigated Shopping on Social structures connection goals; Attitudes toward true blue versus virtual items| investigated factors impacting the shopping air on individual to specific correspondence site. The appraisal depends on two sorts of things which are open on long range pleasant correspondence areas: Real things and Virtual things.

GAPS IN LITERATURE REVIEW

Computerized Marketing industry in India is spread to in each helpful sense all the business parts. A scramble of the uses of E-Marketing is shopping and arrangements following, electronic banking, segment frameworks and substance the heads. Motorized Marketing industry in India is an influencing work today. In a country with an impetus improvement economy, it is depended upon to have a high goliath progress in Digital moving business. In 2011, the modernized

A Study on Rise of Digital Marketing Through Enhanced Social Media and Bookmarking Sites in India

showing up in India report estimations uncovered that publicizing by strategies for the remote and tablets was 200% lower than that of the next years. During this year, the total assets were \$2 billion. The development was in a geometric improvement as it rose to \$6 billion of each 2012. The bona fide progress requests for progressively fundamental improvement in the business works and managers are being added to the field. From 2013 to March 2015, the undertaking all out advancement was 1.5 billion dollars over the prior years. Today, electronic pushing industry in India is making at its peak, is so far steady. Different segments are subject for this unexpected new development. The utilization of unequivocal contraptions has everything considered changed in the year past. Nobody at whatever point thought to have an authentic system on the web.

STATEMENT OF PROBLEM

The examination directed in this investigation tries to distinguish the ascent in computerized showcasing through online life and bookmarking locales and furthermore we can break down how advanced promoting is helpful to the Indian businesses. Additionally, assists with confirming both the favourable circumstances and impediments of computerized promoting. Furthermore, the difficulties of computerized showcasing in India.

OBJECTIVES

1. To find the effect of social media marketing strategies.
2. To identify the rise in digital marketing through social media network and bookmarking sites in India.
3. To analyze the effectiveness of social media tools.

METHODOLOGY

Random sampling strategy has been utilized for this kind of investigation. In random example from unending populace determination of every things is constrained by similar probabilities and the progressive choice are free of each other. Area of operation

The research is conducted in Thrissur city.

DATA ANALYSIS

TABLE 1: RESPONDENTS' AGE GROUPS

<i>Age</i>	<i>Frequency</i>	<i>Percentage</i>
15-20	28	16.2
21-25	50	51.3
26-30	12	9.4
31-35	9	7.7
36and above	19	15.4
Total	118	100

Out of 118 respondents, 51.3% of people are between the age of 21-25. 16.2% of people are between 15-20 of age. Only 7.7% of people are under the age of 31-35.

TABLE 2: AWARENESS OF DIGITAL MARKETING

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	112	93.2
No	6	6.8
Total	118	100

Out of 118 respondents mostly 93% of people are aware about digital marketing. Only 7% of people are unaware of it.

TABLE 3: POSTS BY E-RETAILING COMPANIES MOTIVATES TO VISIT PARTICULAR WEBSITE

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	87	74.4
No	31	25.6
Total	118	100

Out of 118 respondents 74.4% of the people says that posts by e-retailing companies motivates to visit website.

TABLE 4: BUDGET LEVEL FOR SHOPPING

<i>Price</i>	<i>Frequency</i>	<i>Percentage</i>
Less than 500	15	9.4
500-1000	38	32.5
1000-2000	36	30.8
2000and above	29	27.4
Total	118	100

Out of 118 respondents, around 38 of the people's average budget for shopping is between 500-1000. 2000 and above level of budget has 29 respondents.

TABLE 5: LOOPHOLES OF ONLINE MARKETING

<i>Loopholes</i>	<i>Frequency</i>	<i>Percent</i>
Lack demonstration	37	31.4
More scope for fraudulent activities	47	39.8
More susceptible	9	7.6
Often interrupting	7	5.9
Primary issue	17	14.4
Total	118	100.0

What loopholes does online marketing carry over traditional marketing tools?

Out of 118 respondents, people vote for more scope for fraudulent activities is more than of other matters. They seem it as the main loopholes of social networking sites.

FINDINGS AND CONCLUSION

Social media & Book-marking sites offer affordable opportunities to reach large population. Many researchers and marketing mogul have considered social media & book marking sites as an effective tool of marketing .Social media is a phenomenon that has become an important aspect in marketing mix and is revolutionizing the way companies interact with customers. Therefore, this research is significant to analyse the **rise of digital marketing through enhanced social media and book-marking sites in India**. The detailed research on the topic has led to certain conclusions which are enumerated in this chapter:

Association between the social media marketing and buying behaviour of consumers:

- It is proved that marketing via social media significantly affect the buying behaviour of consumers.
- It is established that majority of consumers consider social media as effective means of marketing.
- The availability of social media has made consumers more informed about brands when making purchase decisions.
- Majority of customers strongly agree to the statement that they are more exposed to marketing communication because of increased media use.

A Study on Rise of Digital Marketing Through Enhanced Social Media and Bookmarking Sites in India

- Social media allows effective two-way communication between customer and e-retailer.
- The quick spread of information, positive or negative through social media can have lasting effect on perception of e-retailing website, brand, or product.

Majority of the respondents agreed to the fact that their frequency of traditional shopping has change because of digital marketing. About all respondents says that they opt social media and bookmarking sites for purchasing. And there by traditional shopping has decreased.

REFERENCES

- [1] Abroms, L. & Maibach, E. (2008) The effectiveness of mass communication to change public behavior. Annual Review of Public Health, 29, 219-234.
- [2] Andreasen, A. (2002) Marketing social marketing in the social change marketplace. Journal of Public Policy and Marketing, 21(1), 3-13.
- [3] 3 Angella J. Kim, Eunju Ko (2012): —Do social media marketing activities enhance customer equity- An empirical study of luxury fashion brandl Journal of Business Journal of Business Research Vol 65, issue 10, pg. 1480-1486
- [4] Andreasen, A. (2006) Social marketing in the 21st century. Thousand Oaks: Sage Publications, Inc.
- [5] Aberdeen, (2011), —Understanding Social Media in Consumer Markets Through Advanced Monitoring Toolsl, Aberdeen Research, Aberdeen Group, 1-8.
- [6] Amrutha Vijay Pawar, (2014), — Study of Effectiveness of Online Marketing on Integrated Marketing Communicationl School of Management, D.Y.Patil University
- [7] Andreas Kaplan (2009), The Fairyland of Second Life; Virtual Social Worlds and How to use them, Business Horizon Inc, pp 563-572, Vol 52, Issue 6.
- [8] Anil Bhat (May 2012), —Blog Popularity and Activity on Social Media: An Exploratory Researchl, Indian Journal of Marketing, Pg 10-18.
- [9] Ambrose Jagongo, Catherine Kinyua (2013), —The Social Media and Entrepreneurship Growthl, International Journal of Humanities and Social Science, 3(10), 213-227
- [10] Kaplan and Haenlein (2010), “Social media: back to the roots and back to the future” Journal of System and Information Technology, ISSN: 1328- 7265 Vol 14, pg. 101-104.
