

A STUDY TO ANALYSE THE INFLUENCE OF PLATFORM-MARKETING ON CUSTOMER BUYING BEHAVIOUR

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

MADHUMITHA T

REGISTER NO:42410030



**DEPARTMENT OF BUSINESS
ADMINISTRATIONSCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600119**

NOV 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

CATEGORY - 1 UNIVERSITY BY UGC

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MADHUMITHA T 42410030** who carried out the Project Training “**A STUDY TO ANALYSE THE RELATIVE INFLUENCE OF PLATFORM-MARKETING ON CUSTOMER BUYING BEHAVIOUR**” under my supervision from September 2023 to November 2023.

Dr.P. NIVETHA

Internal guide

ExternalGuide

**Dr.BHUVANESWARI.G,MBA.,Ph.D
Dean–School of Management Studies**

Submitted for Vivavoce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **MADHUMITHA T (42410030)** hereby declare that the Project Report entitled “**A STUDY TO ANALYSE THE RELATIVE INFLUENCE OF PLATFORM-MARKETING ON CUSTOMER BUYING BEHAVIOUR**” done by me under the guidance of **DR.P.NIVETHA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration Degree.

DATE:

PLACE:

MADHUMITHA T



ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D.,- Head -School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.P.NIVETHA** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.

MADHUMITHA T



TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	Abstract	(i)
	List of tables	(ii)
	List of charts	(iii)
1	INTRODUCTION	1
	1.1.Introduction	1
	1.2.Industry profile	7
	1.3.Company profile	8
	1.4.Statement of the problem	10
	1.5.Need of the study	10
	1.6.Objectives for the study	10
	1.7 Scope of the study	10
	1.8 Limitation of the study	10
2	REVIEW OF LITERATURE	11
3	RESEARCH METHODOLOGY	23
	3.1.Research Design	24
	3.2.Sampling Technique	24
	3.3.Sources of Data	24
	3.4.Structure of the questionnaire	25
	3.5.Sample Size	25
	3.6.Period and Area of the study	25
	3.7.Hypothesis and Tools for analysis	25
4	DATA ANALYSIS AND INTERPRETATION	27
	4.1 Percentage analysis	27
	4.2.Chi Square Test	40
	4.3. Correlation Test	40
5	FINDINGS,SUGGESTIONS AND CONCLUSION	42
	5.1.Findings of the study	42
	5.2.Suggestions & recommendations	44
	5.3.Conclusion	45

	References	46
	ANNEXURE I – Questionnaire	51
	ANNEXURE II - Research article	

ABSTRACT

The area of marketing has continuously undergone many changes. The traditional marketing way of using channels such as news, brochures, radios etc are no longer considered advanced advertising techniques. Instead of those community apps or platform marketing strategy is utilized due to their effectiveness of reaching targeted customers. Those apps allow customers to get more information about the product they wish to buy and even allow them to browse where the physical stores are located. It combines real-life with virtual life. The app works as an multi-functional dynamic tool where it provides analytics on users such as the time spent browsing different product categories, their budgetary wish-list, most searched products and various other business insights. Marketing using the apps would enable business the option of privacy as compared to marketing using websites. This research aims to find what type of ad-content and platform are the most appealing and useful for the customers to gain more information.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	AGE OF THE RESPONDENTS	27
4.1.2	GENDER OF THE RESPONDENTS	28
4.1.3	OCCUPATION OF THE RESPONDENTS	29
4.1.4	APPEALING AD-CONTENT	30
4.1.5	SHOPPING PREFERENCES	31
4.1.6	ACTIVE COMMUNITY PLATFORM	32
4.1.7	BEST PROMOTIONAL PLATFORM	33
4.1.8	INFLUENCE OF NOTIFICATIONS	34
4.1.9	TIME OF AD-CONTENT	35
4.1.10	INFORMATION GAIN	36
4.1.11	DIGITAL MARKETING AND B2B MARKETS	37
4.1.12	DIGITAL MARKETING AND B2C MARKETS	38
4.1.13	DIGITAL MARKETING EFFECTIVE THAN TRADITIONAL MARKETING	39
4.2.1	OBSERVED VALUES	40
4.2.2	EXPECTED VALUES	40
4.3	CORRELATION TABLE	41

LIST OF CHARTS

CHARTS NO.	PARTICULARS	PAGE NO.
4.1.1	AGE OF THE RESPONDENTS	27
4.1.2	GENDER OF THE RESPONDENTS	28
4.1.3	OCCUPATION OF THE RESPONDENTS	29
4.1.4	APPEALING AD-CONTENT	30
4.1.5	SHOPPING PREFERENCES	31
4.1.6	ACTIVE COMMUNITY PLATFORM	32
4.1.7	BEST PROMOTIONAL PLATFORM	33
4.1.8	INFLUENCE OF NOTIFICATIONS	34
4.1.9	TIME OF AD-CONTENT	35
4.1.10	INFORMATION GAIN	36
4.1.11	DIGITAL MARKETING AND B2B MARKETS	37
4.1.12	DIGITAL MARKETING AND B2C MARKETS	38
4.1.13	DIGITAL MARKETING EFFECTIVE THAN TRADITIONAL MARKETING	39

CHAPTER1

INTRODUCTION

1.1 INTRODUCTION:

A marketing platform is when the different marketing activities are being conducted through apps. The main reason for marketing through apps is that businesses can freely create a community for their products and develop an interactive space where the customers feel the 'personal' aspect with the businesses. This way the companies can analyze what features the customers dislike or like, know their most preferred product style, color, design and other aesthetical qualities. It would also give insights about the customers who even buy products from rival companies and analyze why they prefer rival company's product as compared to own. It can help in targeting customers and making them a part of the loyal group.

Multi-functionality aspect of platform marketing is what attracts companies to prefer this way of marketing. The platform marketing enables various functions - it provides analytics on users such as the time spent browsing different product categories, their budgetary wish-list, most searched products and various other business insights.

RELEVANCE OF PLATFORM-MARKETING

BACKGROUND STUDY

Platform Marketing has been proven as a multifold-advantageous way of marketing. It not only helps the companies but also help the customers to develop their knowledge about the existence of various products. Startup companies can easily gain a customer base even in the early stages of product development through platform marketing. Hence customers come to know about how well the product is being made from the beginning and some companies regularly interact with customers and gain feedback on what features to input in the final product.

That type of interaction was not possible using traditional marketing. Traditional marketing mainly focused on selling their product rather than seeing whether the customers actually like the features or not. This often leads to a major loss (both profit and customers).

EVOLUTION OF PLATFORM MARKETING

It was said that platform marketing began in 1990s. The first platform was Web 1.0 platform or otherwise known as Read-Only platform. The main purpose was to gain information; it was a simple and passive website. There were no interactions between the developers and users. Users simply read whatever was put out on the web. At this stage, companies were not sure whether this new method would actually work for them.

In 1993, the transition to digital marketing took place. It happened when the first clickable banner was introduced. These banners were purchased by HotWired for their personal advertising purposes. Then Yahoo! was founded, and it truly began a remarkable era. Yahoo! received more than a million numbers of hits within its first year of launching. This ignited companies to develop their own websites and experiment with this new digital technique. In few years various websites popped-up and customers themselves began searching for the products and learned how to browse the web. In 1996 other search engines such as HotBot, Dogpile etc came into existence. Different search engines displayed different sources of information.

1998 saw the birth of Google. Google within a year had about 60 million pages (Index) and the search results were too advanced and better than other competitors such as HotBot, Yahoo web search etc. The amount of people browsing the web reached a tremendous growth.

Between 2000 and 2006, the industry shifted in a way where the users were able to interact with the websites (posting comments, feedback, queries and as such). Web 2.0 facilitated the above; it permitted customers to freely interact.

Social Medias such as MySpace, Facebook (currently known as Meta) was launched. This allowed companies to capitalize their products easily and spread awareness and other informations. Digital Marketing began and its importance was recognized even at that time. They found it to be less costly as against traditional marketing since there were no costs put upon on the freedom of speech. Companies were even able to find employees looking for jobs with the launch of LinkedIn and other websites. They considered employees as potential customers of their products. It opened a new horizon for Small Companies or Startups to market their brand and product.

In 2014-2018, these four years has seen a dramatic change, Youtube Advertisements, Google SEOs and other concepts relating to those were theorized and studied among various marketing experts. Marketing tools were developed and spread to many businesses. Separate courses and degrees are being offered to many businesses. By 2022, Digital Marketing became a permanent aspect for businesses; without which a business can't survive even for a short term.

Categories of Digital Marketing

The following are some of the different types of digital marketing:

Content Promotion

Content promotion enables to create stories or theories for the product or any idea and spread it to wide no of audiences.

Search Engine Marketing (SEO)

Search Engine Optimization, is basically generating traffic for the websites using search results and keywords.

Social Media Marketing (SMM)

Usage of SocMed to sell the products and give out product info to customers and potential customers.

Affiliate Promotion

Promotion where different companies join together for marketing purpose and advertise each others product and services on web pages.

Email Marketing

Mailing techniques utilized for marketing and reaching a wide range of customers in a single message format.

Instant Messaging Marketing

Creating business accounts on Whatsapp and other messenger app, to reach customers 24/7.

B2B versus B2C Digital Marketing

Business to business (B2B) digital marketing is different from business to consumer (B2C) digital marketing. B2B digital marketing focuses on connecting businesses with other businesses while B2C marketing focuses on connecting a business with individual consumers.

B2B digital marketing and B2C digital marketing have entirely different customer bases and products. B2B companies usually sell raw materials to other businesses or sometime final products only to Industrial customers. B2C focuses on selling final products to domestic customers.

Marketing is needed more in B2C as compared to B2B, due to the number of domestic customers. To reach other business simply an appointment is needed inorder to meet the business and make a deal, but in case of Domestic Customers it would be practically impossible to reach one by one and make a deal. Platform Marketing is more suitable for B2C as compared to B2B. B2B if it uses platform marketing it may have the advantage of finding domestic customer but if their focus is on targeting businesses then it would be unfit.

Moreover due to the difference in product, B2B businesses prefer to sell their products face to face due to heavy costs and the functionality of the product is quite complex. B2B uses digital marketing to know where the other businesses are located and what they are selling. This would help them to analyze what product would these industrial businesses need for their final product.

Role and Skills of a Platform Marketer

A platform marketer should have the skill of digital heat-mapping, find out the most used digital pathways by customers. It can be done by deeply scrutinizing the behavior of customers when they buy a product (at what time, at what price, at what style), it should be noted that some customers may buy the product just because they came across the ad where as some may buy to satisfy their need. By using apps, you can track what the customer usually buys and then suggest similar products according to what the algorithm says.

The role of platform marketer is very diverse in nature, it keeps dynamically changing as per the business environment. Some companies expect the marketer to just make the sale of the product regardless of the target group, some prefer the marketer to gain loyal customers by offering them after-sale services and building rapport with the customers by answering their queries and keeping in touch with them for a long time. Role of the platform marketer differs from company to company as well as product to product.

Final goal of any marketer would be to help the company make profits and gain customers; be it regular or irregular, Hence the platform marketer should plan in advance for the same. Duties and responsibility of platform marketer is not limited to just making the sale, they must be continuously in contact with the customer even after selling the product. Customers if they like the product they would spread word-to-word promotions. They would recommend it to their friends and family which in turn be more profitable for the company.

1.2 INDUSTRY PROFILE:

Current Market Condition

India has 600+ million users online and the number is expected to increase upto 900+ by 2025. Most of the Indian Businesses have adopted digital marketing and e-platform marketing such as online payment facilities, receiving online orders, soc-med marketing and so on. They have been actively promoting using the websites and apps. Since the products are available to customers all over the world, every country's citizens are potential customers for the product. It has become diverse.

From booking movie tickets online to buying printers/tvs/house-hold items everything was now possible by just through one or two clicks. In India companies such as FlipKart, BigBasket, Swiggy have developed their own apps inorder to reach different customers. They market other companies brand and product changing the whole Marketing Scenario in India.

Complex marketing tools were developed and are still being continued to researched about by Indian Researchers.

Market Leader

Market leader META Platforms,Inc. (popularly known as Facebook) was the first social network to surpass one billion registered accounts and currently sits at more than 2.9 billion monthly active users. Meta Platforms owns four of the biggest social media platforms, all with over one billion monthly active users each: META Platforms (core platform), WhatsApp, META Messenger, and Instagram. In the final quarter of 2022, Face-book reported over 3.7 billion monthly core Family product users.

1.3 COMPANY PROFILE (Nblik)



The Nblik India Pvt Limited, founded on 11 October, 2019.

Nblik is an All-in-One Community Platform for creators, brands & Organizations. It provides the business to create a White-Labeled Community where they can create marketing content and advertising tools. They could also create a community for any number of products they own. Currently, 500+ communities including Companies, Organizations, and Creators with 400K + members are actively running and powering value addition via Nblik Community Solution.

Writers and marketing teams deliver fast paced services from writing up promotional content to helping business to directly promote the product with the users of the app and conducting events - be it promotional related to launching of a product or non promotional business hangouts, re-union of institutions and so on. Currently users share their knowledge, experiences, in the forms of blogs, articles.

PROFILE OF Nblik India Pvt Limited.

FOUNDER	ABHISHEK YADAV IN 2019
DIRECTOR	ABHISHEK YADAV AND PRIYA YADAV
TYPE	UNLISTED PRIVATE COMPANY
B2B CLIENTS	OYO, Swiggy, Zomato
B2C CLIENTS	INDIA, GLOBAL
TYPE OF INDUSTRY	BUSINESS SERVICES (DIGITAL MARKETING)
DATE OF AGM	19 SEP 2022
PAID UP CAPITAL	₹76.30 LAKH
TECHNOLOGY	HTML, TWITTER, GOOGLE ANALYTICS +MORE

SERVICE PROFILE

SERVICES OFFERED	BENEFITS
Audience-Engagement	Helps the businesses to form their own audience for a particular product.
Promotional Content write-ups and Advertising	Marketing teams of NBlik assist companies in writing brochures, campaigns and other literary parts for promotion.
Customer-Information and Charts	Give a good view of customer-demographic to help both consumers and businesses to see what they expect from each other.
B2B SERVICES through COMMUNITIES	Multiple-businesses can form a team and take collaborative marketing efforts.
Usage of Marketing Tools and Guidance 24/7	Efficiently facilitates the usage of marketing tools to rising companies or start-ups.

1.4 STATEMENT OF THE PROBLEM

- This study is undertaken to analyze how platform-marketing by NBlik helps in influencing the customer buying behaviour.

1.5 OBJECTIVES OF THE STUDY

- To compare the various platforms in terms of their attractiveness and user-interface
- To understand the relevancy of platform marketing in helping customers gain more information about the product
- To identify which ad-content is preferred more by customers through platform marketing

1.6 NEED OF THE STUDY

- To understand and identify if the platform marketing helps in two-way response
- This study throws light on what type of ad-content the customers find it appealing these days and how digital marketing helps them to promote using these contents.
- Studying the ways platform marketing can be improved using the known techniques in a best way

1.7 SCOPE OF THE STUDY

- Studying the role of platform marketing in Indian scenario.
- To understand how the platforms help customers to gain information
- Analyzing the different ad-contents and on which does the customers spend most of time.

1.8 LIMITATIONS OF THE STUDY

- The study is restricted to only 120 citizens living in Chennai, Tamilnadu.
- The information provided by the respondents could also be biased or inaccurate. No independent verification of the data was possible.

CHAPTER 2 REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

In this Chapter, the researcher has analyzed various journals and research papers made by earlier researchers to understand the basic concepts and gain a theoretical knowledge on how platform marketing significantly influenced B2B and B2C Markets. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of platform marketing.

A.Lavanya & M.Radhakamani (2021), "A Study On Digital Marketing and it's Impacts" This paper analyzed that the digital/platform marketing have been effective in globally reaching customers with the aspect of personalization. It gives companies enormous opportunities to boost their digital traffic; resulting in higher sales volume.

Kishore Kumar (2019), "A Study Of The Growth Of Digital Marketing In Indian Scenario". In his study he explored that the people agree to a great extent that digital marketing certainly helps in creating a brand identity for a product; it is important to note that only those companies which have a proper digital marketing strategy is confidently able to market their brand.

Dr.Amit Singh Rathore, Mr.Mohit Pant, Mr. Chetan Sharma (2017), "Emerging trends in Digital Marketing In India". This paper identifies the impact of how digital marketing techniques such as app/platform marketing as well as SEOs and SEMs have increased the degree of commercial success of a business. Its impact goes beyond the boundaries of traditional marketing

Dr. Yogesh Jojare and Mr. Anand Irabatti (2023) in his study “The Role of Digital Marketing in Consumers Engagement and Brand Perception”, The two way communication between customers and businesses; generated through digital marketing has considerably made a remarkable progress in many companies growth. Customers feel more connected to a company when they receive personalized communications.

Trang P. Tran, Enping Shirley Mai and Erik C. Taylor (2021), "Enhancing brand equity of branded mobile apps: A hedonic and utilitarian motivation's perspective ". This paper analyzed brand equity can be enhanced in a branded app setting. Branding through apps is way more complex but yield results immediately. By having an own app to communicate and market the products to customers, it increases a sense of trust among the customers. It also invites investors to check out the brand.

Christopher Newman, Kathy Watchter, Allyn White (2018), "Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps". In their study they identified that having a good user interface have a positive impact on purchases from customers. This would allow the customers to shift from physical stores to digital markets symbolizing it would be easy for them to place order whenever they like, reducing their travel costs.

Sapna Sood (2017), “Social Media Marketing and Its Impact on Businesses".The researcherexamined that social media platforms have assisted customers in sharing their content and discontent with companies. At the same time customers do have privacy concerns regarding the payment details and other forms of personal information they give to the company. Therefore nowadaysitsmade mandatory for every company to put out terms and conditions on how they use the information they get from customers; eliminating the privacy concerns

Fathima Farook, Nalin(2016) in his study “Influence of Social Media Marketing on Customer Engagement”, In essence, social media improves customer commitments with the company. From commenting upon the company’s product to expressing support or criticism, customers form a deep bond with the company. They also start trusting the brand and feel that it listens to the concerns. This type of customer engagement would go a long way till the company cease to exist.

Ganesha K S, Ganapathi B Sinoor (2019), "Significance of Social Media Marketing in Brand Awareness and Product Reach". This paper explored that branded apps provide the company a easier and less expensive way to reach out a product 3 or more times. They were efficiently able to meet their sales objectives. Social media when used as a two-way path, one as communication from the company’s side and the other as feedback from the customer's side, it seems to initiates huge benefits for the company.

Aenanshi Parikh(2019), "A Study on Trends in Social Media Marketing ". The study confirms that not only traditional marketing but also social media marketing is continuously evolving from apps to chatbots, basic coding systems to complex coding systems; all the changes have been made to keep up with other advanced platforms from all over the world. By creating stories or short-videos, Companies can engage with potential customers on apps like Facebook, Snapchat, Instagram, LinkedIn and so on.

Severina C, Hongfei Liu, Chris Raddats (2021), “Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review". This research highlights that B2B companies often find it difficult to get proper customers through social media marketing. Till date there have been no proper sources or tools which can be used by B2B businesses, due to which traditional marketing usage is seen more in B2B as compared to B2C and other models.

Iain Divines, Severina Cartwright (2018) “A Comparison of Social Media Marketing Between B2B, B2C and Mixed Business Models”,

The study inspects that mixed business models tend to consider all social media of higher importance, they tend to use more than one channels for marketing purpose. Its effective in times when of higher supply and lower demand. They suggested that mixed business models might be the solution for B2B to increase their marketing effectiveness.

Wu Jun, Shi Li (2021), "Evaluation of precision marketing effectiveness of community e-commerce–An AISAS based model".

For different stages of marketing, various techniques have to be used. One single technique cannot guarantee marketing success. A wide amount of research has to be done in choosing the proper digital marketing technique. Analyzing and selection of a technique should be deliberately decided.

Evert de Haan, Thorsten Wiesel, Koen Pauwels (2015), "The effectiveness of different forms of online advertising for purchase conversion in a multiple-channel attribution framework". The study says that advertising through community platforms have escalated in driving traffic from customers. Customers prefer to order from Apps and even carry-out replacement requests and things of that nature through apps rather than physical stores. Seamless Transactions transcends generation. Multiple channels of marketing may confuse both the marketers and customers hence a few amount of channels should be used to keep track of things.

Venkatesh Shankar , Edward C. Malthouse (2007), “The growth of interactions and dialogs in interactive marketing". This paper identifies that bombarding customers with advertisements would make the customers to turn off or uninstall the apps on their phones. Frequency related aspects must be kept in mind while marketing through notifications.

Mohsen Jozani ,Emmanuel Wusuhonet.al (2020) in their study “Privacy concerns and benefits of engagement with social media-enabled apps: A privacy calculus perspective”,stated that asking for so many permissions without any justification makes users more concerned about privacy. Digital Marketing often make us of these data to create targeted marketing content. It's a known rule that if a customer feels that their privacy is being misused, they may permanently uninstall or block the app and proceed to sue the company. If certain information from a customer is needed, then proper justifications must be given in order to avail it.

Mary Chidiac, Christopher Ross (2022), “Age and Gender Perspectives on Social Media and Technology Practices ”. This papercompared age in relation to technology use, the lowest level of engagement came from the sample aged 50 years and over. This finding suggests people aged over 50 years were least likely to use technology and social media for commercial purposes whereas people under 50 years age category reported the highest levels of social media engagement.

Biswa Bihari Das ,Rabi N Subudhi, (2016) "Engagement Pattern of Customers in Digital & Social Media Marketing: A Study on Effect of Age group". In their study they examined that people belonging to the age group 18-25 years bracket, often easily influence the buying behavior in their family. Their needs are given more importance and it results in immediate purchase to satisfy their needs. This age group also actively shares content among their peers and have huge chances of creating a new trend or demand for a particular product.

Rodney D, (2017) "Influence of social media marketing communications on young consumers' attitudes" The studies found that young generations frequently visit sites which have attractive interface, they highly get influenced by the ads they come across and they persuade their parents to buy for them based on the ads. Targeting younger customer base would be beneficial for businesses which makes toys, fashion items, technological gadgets etc.

Rebecca Dingus, Raj A, Omar S (2017), "Social media use in B2b sales and its impact on competitive intelligence collection and adaptive selling" The results of this study demonstrated that firms could use social media as an information base to retrieve market intelligence and identify what is valuable to customers be it products or services.

Monica R (2011), "The Impact Of Social Media Marketing On Purchase Decisions In The Tyre Industry ". This paper analyzed that companies must continuously assist customers during each and every stage of purchase decision. Persuading them by communicating and giving more insights about the product through easy graphics and brochures would pique their interests.

Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015), "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study". In their study they identified that most of the time customers use social media either to stay updated about the products and services or either to actually to shop online. Most of the customers preferred shopping from home due to twenty four - seven access to product details and good payment systems. Companies through proper marketing of product details were able to meet their sales and profit goals.

R.K Tailor, Simran Kaur (2023) in his study “Digital marketing and it’s impact on the buying behavior of the consumers”, Companies can find large amount of customers through minimum utilization of resources which in turn saves cost for the companies. It saves a lot of time for the company and it reduces the dependence on middleman to do the promotion for them. It eliminates fear about middle-man doing suspicious activities in the company’s name.

Noornisha, C.Chitra (2023) “Factors Influencing Consumers Preference Of Digital Marketing” In this study they figured out that businesses must first of all understand consumer psychology this could be only done if they were given a platform to freely engage with products. It would help the businesses to keep a track on what the consumer orders at what frequency. Only then marketing strategy would be effective in aspects of selecting the mode of digital marketing.

Nidhi Tandon, Simran Kaur, Mr. Rajesh Verma (2020), “Analysis of Relationship between Digital Marketing and Customer Relationship Management” This paper studied, CRM and digital marketing go hand-in-hand. Platform marketing have helped companies to maintain long-term rapport with their customers. They were able to reach the customers on their queries, requests and was able to keep up with their personal demand of features. Loyal customers are the real asset to the business.

Anubhuti Gupta (2017), “Consumer Behavior towards Digital Marketing” studied, that Product Enhancements can be gradually developed through digital marketing by seeing which products have huge engagements. Feedback can be easily availed through anonymous forms given to customers so they can answer it truthfully and feel that their privacy isn’t being invaded.

Herhausen, D., Miočević, D., Morgan, R. E and Kleijnen, H P. M. (2020). “The digital marketing is capabilities gap. Industrial Marketing Management.” Indicate digital marketing should take care of its online stakeholders as much as its offline stakeholders. The fact that digital marketing if developed and made more advanced it can bridge the gap between industries and make it more circled.

Kowsalya KR, (2018) “A Study on Digital Marketing and its Impact on Consumer Buying Behavior” this study was carried out to expose the digital marketing concept through different digital platforms such as mobile phone application. It aimed on the impact created by same regarding the consumers buying decision.

García, L. J. J., Lizcano, D., Ramos, C. M., & Matos, N. (2019). “Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study” studied as, Loyalty of customers can be done through digital marketing by rigorously engaging with the customer. They have the potential to convert their friends and family into regular or loyal customers. Platform marketing provides the space for that. If the customers feel that their presence is appreciated then they too would engage often with the online marketing campaigns; some might even provide useful tips and enhance marketing strategy.

Patil, Anute (2020) “A Study of Digital Marketing Strategies Adopted by Selected E-commerce Websites in India” An E-commerce platform involves maximum efforts from digital marketers, it simply does not end with creation of it. The platform must be simultaneously updated to keep up with demands and products. A good platform provides information to increase customer’s standard of living.

Sladana Borić, Sanja Stanisavljev, Mila Kavalić, Marko Vlahović, Erika Tobolka (2016) “Analysis of digital marketing and branding for the purpose of understanding the consumers in digital age”Positioning the brand in consumer’s mind can be done only through digital marketing. Attractive ads with product features and technical videos on how to maintain the product or even use the product in case of complex technologies can be spread through digital platforms.

Nguyen Ngoc Hien and Tran Nguyen Huynh Nhu (2022) “The effect of digital marketing transformation trends on consumers’ purchase intention in B2B businesses: The moderating role of brand awareness”.The study has identified that B2B Markets to a certain extent makes a decision to sell their products to normal consumers atleast in one point of time. By developing and keeping a platform ready it can easily sell it excess inventory by providing the product to domestic consumers. There might be some cases in which business temporarily does not receive orders from other businesses, in these cases excess products or another stock products can be marketed to fill the gaps in business period by using digital marketing platforms.

Atila Wohllebe (2020), "Consumer Acceptance of App Push Notifications: Systematic Review on the Influence of Frequency". This paper put out that notifications can have both positive and negative effect on customers. Some customers turn on notifications to keep up with what is being offered day-to-day whereas some consider it as a disruption. Frequency too plays an important role in attracting customers to click on the notification banner.

Dirk Siegfried Hübner (2021), "Mobile apps in retail: Effect of push notification frequency on app user behavior ".Theorized that the amount of uninstalls increases with how often a customer receives a notification. The more the notification fewer the customersengage with the product.

Greenberg Miriam (2019), "A Study of Community Engagement on Discord for Game Marketing". This paper concluded that community engagement using Discord was quite easy and it strengthened the customer rapport. Main reasons why people preferred Discord Platform was due to the independence factor. Communities can be created privately to engage with their loyal customers. Giveaways, Polls, Real-Time Feedbacks can easily be derived through the usage of bots in Discords. Hence many companies now have switched to discord platform to regularly engage with their products customers.

Ieva Vedeikytė, Kamila Lechmanová (2022) "The importance of Discord for the FFXIV brand engagement" The study's main focus was to analyze the connections between brand, community and product. The results were interesting to note that engaging with the product through digital platforms automatically positioned the brand in customers mind. Discord easily facilitated in-app purchases or boosting of the community to avail features for the users. It was overall an interactive experience on the customer part which they favored the most.

Yigit Aslan (2021), "The Influence of LinkedIn on B2B Purchasing Behaviour". This paper studied that advertising on LinkedIn is a great option to generate leads for the products. B2B business, however, must strategically approach customers by analyzing their profile and lifestyle due to the business nature. B2B have completely different way of operating as compared to B2C.

Claudia Spilotro, Giustina Secundo, Pasquale Del Vecchio and Vincenzo Barbieri (2023), "How LinkedIn can Boost SMEs' Digital Marketing Strategies on International Markets". In their study they indentified that to effectively use LinkedIn, companies must experiment with various marketing tools that linkedin themselves offers. From appearing at the top of the results to actively advertised as promoted content, these tools would strongly estimate what the customer favors and also give an overall ideology about the demographic spread.

Homogenous customer base is not targeted in LinkedIn rather businesses seek to reach heterogenous customers who purchase in larger quantities.

Zoltán Somosi, Noémi Hajdú, and László Molnár (2023) in his study **“Targeting in Online Marketing: A Retrospective Analysis with a Focus on Practices of Facebook, Google, LinkedIn and TikTok ”**, Its examines the aspects of keyword usages to attract the customers. All the socmed have search boxes, what the customer searches can easily be used to change their feed by suggesting similar contents. If a customer searched for house-hold product in the search bar then later when they open the app again they can find more suggested contents of household items. This algorithm helps to increase and promote products safely according to customer preferences.

Dr. Anni Arnav, Dr. N Anitha, Ms. Chaithra.N (2019) **“Analyzing the linkedin content and its effect on Organizational success of start-ups”** Start-ups can ask employees to create linkedin accounts and promote products and services of the company. Different employees can utilize a specific marketing tool they are expert in and focus on using it to the maximum advantage. This would help in keeping track of which tool attracts more customers and the company can later invest more in that specific tool.

Raj Agnihotri (2021), "In pursuit of an effective B2B digital marketing strategy in an emerging market". The results of the study suggest a positive association between owned media and company outcomes. Interactive and innovative content posted on owned media, mostly websites, can show how valuable a company can be, and what products and services the firm has to offer.

Adel Sarea (2022), "The Study on Digital Marketing Influences on Sales for B2B Start-Ups in South Asia". The study throws light how social media alone does not influence sales, there are various aspects that actually generate sales in B2B markets and not limited to one aspect of marketing. Customers do not stay in the home 24/7. They do go out for doing small purchases or even to select a high quality product. They accommodate personal time to make purchases outdoors at least monthly. Hence depending upon only digital marketing cannot yield 100% results.

Joel Mero, Rahul Telang (2012), "Digital and social media marketing usage in b2b industrial section". B2B companies have fewer customers and fewer transactions so digital marketing is not completely reach their target customers. Personal selling works in cases of B2B Markets. Moreover B2B companies have to put efforts in even making a single product since they deal with huge cost of production. Digital marketing is usually allocated only little budget.

Dr. J. Jose Prabhu (2020) "Importance of Marketing Strategy and B2B Digital Marketing Suggestions and Diversification" B2B digital marketing using platforms can be done when the companies uses both traditional marketing along with it. Traditional marketing, while using it, companies can provide information that they even have an online platform for purchasing the products, by doing this customers may join the platforms at the time of using traditional approach itself. B2B digital marketing is effective when some amount of traditional marketing is also stitched with it.

Holliman, G., & Rowley, J. (2014) "Business to business digital content marketing: Marketers' perceptions of best practice" The study throws light on the fact that b2b try to make sale on spot. Rather than waiting for long term commitments. B2B should try making use of long-term transactions once in a while to see whether it suits or generate any new leads.

Cuddeford-Jones, M. (2018) “The B2B struggle: Why are marketers still under pressure to prove their value?”In B2B Marketing, marketers still feel that customer journey is unpredictable as they themselves are businesses handling different products. The uncertainty factor creates a doubt and shatters the confidence of using digital marketing techniques. It takes huge difference in sales to prove whether digital marketing is effective or not.

Habibi, F., Hamilton, C. A., Valos, M. J., & Callaghan, M. (2015) “E-marketing orientation and social media implementation in B2B marketing”B2B marketers have to input more of their efforts and time in selecting a good digital marketing tool. Implementing the marketing generally involves a huge no of cost being allocated to it. B2B markets deals with products which are not easily replaceable or repairable hence digital marketing should also accommodate that info while creating advertisements on platforms.

Yaghtin, S., Safarzadeh, H., & Karimi Zand, M. (2020). “Planning a goal-oriented B2B content marketing strategy”Digital content advertising and marketing (DCM) method is more suitable form of platform marketing in B2B Sectors. This is due to the complex product designs and usage. By creating video contents, manuals on how the product should be handled

Choudhury, N. V. (2012) “The Digital Evolution in B2B Marketing.”Factor recognizes that people marketing a B2B company have special needs. Digital advertising and marketing are reducing a great deal of the preparation it takes to seal the deal. It may not eliminate it totally; however it is aiding customers to end up being extra educated than ever. Coming to be an on the internet authority in your specific niche opens up brand-new possibilities for branding and also, eventually, confirming your value long prior to buyers prepare to reach out.

CHAPTER 3

RESEARCH METHODOLOGY

METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to analyze the buying behavior pattern of consumers and how digital marketing platforms facilitate towards the same.

2.1 RESEARCH DESIGN:

Descriptive Research Design

Descriptive research design is a type of research design that focuses on gaining information about a particular topic in order to describe a situation or a choice. It gives importance to what when where questions.

2.2 SAMPLING TECHNIQUE:

Convenience sampling method

Convenience sampling is a qualitative research sampling strategy that involves selecting participants based on their accessibility and availability to the researcher. Rather than being drawn at random from a bigger population, participants in this strategy are picked because they are easily available to the researcher.

2.3 SOURCES OF DATA

Primary Data

Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for research. It is also described as raw data or first-hand information.

2.4 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about the respondents and the second part focused on the study topic.

- **Basic Introduction**
- **Personal Details**
- **Research related Questions**
- **Perception Questions**
- **Likert Scaling Questions**
- **Suggestion Question**

2.5 SAMPLE SIZE

The sample size for this research project is 120

2.6 PERIOD OF STUDY

The period of the study is to determine that research process is carried out for 1month

AREA OF THE STUDY:

The targeted people are the citizens who are living in Chennai, Tamilnadu.

2.7 HYPOTHESIS:

HYPOTHESIS- A

- ▶ H0: There is no significant relationship between the age of the customer and preference of a platform.
- ▶ H1: There is a significant relationship between the age of the customer and the preference of a platform.

HYPOTHESIS- B

- ▶ H0: There is no significant association between the frequency of notifications and increase in purchase of a product
- ▶ H1: There is a significant relationship between the frequency of app notifications and increase in the purchase of a product.

TOOLS FOR ANALYSIS:

The tools used for this research are

PERCENTAGE ANALYSIS

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

HYPOTHESIS ANALYSIS

Tool for testing the Hypothesis

➔ CHI SQUARE Test

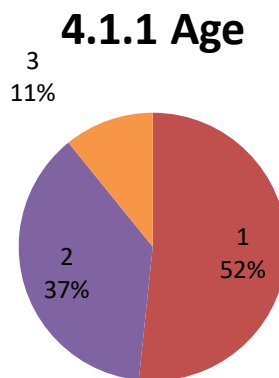
➔ Correlation

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 Table indicating the Age of respondents

S.no	Age	No of Respondents	Percentage analysis
1	18 - 25	62	52%
2	26 - 40	45	37%
3	41 - 60	13	10%
Total		120	100%



Interpretation

From the above table it is interpreted that the number of respondents belonging to the age group 18 – 25 are 52%, number of respondents belonging to 26 - 40 are 37% and the remaining number of respondents belonging to 41 – 60 are 10%.

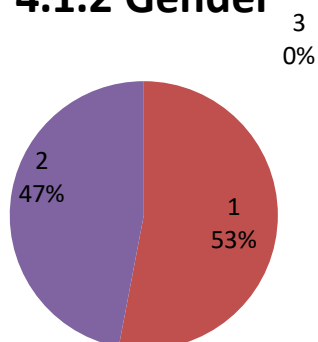
INFERENCE

- Majority 52% of the respondents are from the age group 18 - 25.

4.1.2 Table indicating the Gender of respondents

S.no	Gender	No of Respondents	Percentage analysis
1	Female	64	53%
2	Male	56	47%
3	Other	0	0%
Total		120	100%

4.1.2 Gender



Interpretation

From the above table it is interpreted that 53% of respondents are female, 47% of respondents are male and 0% respondents belong to the other category

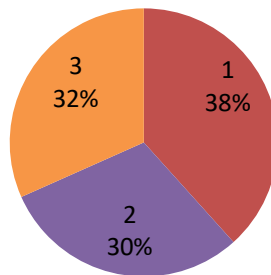
INFERENCE

- Majority 53% of the respondents are female.

4.1.3 Table indicating the Occupation of respondents

S.no	Occupation	No of Respondents	Percentage analysis
1	Student	46	38%
2	Employed	36	30%
3	Unemployed	38	32%
Total		120	100%

4.1.3 Occupation



Interpretation

From the above table it is interpreted that 38% of respondents are students, 30% of respondents are employed and 32% respondents are unemployed.

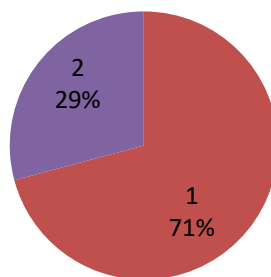
INFERENCE

- Majority 38% of the respondents are employed.

4.1.4 Table indicating the Most Appealing Ad-Content

S.no	Ad-Content	No of Respondents	Percentage analysis
1	Reels-Shorts-Stories	85	70.8%
2	Posts-Captions-Pics	35	29.2%
Total		120	100%

4.1.4 Appealing Ad-Content



Interpretation

From the above table it is interpreted that reels-shorts-stories are preferred by 70.8% of respondents whereas posts-captions-pics are preferred by 29.2% of respondents

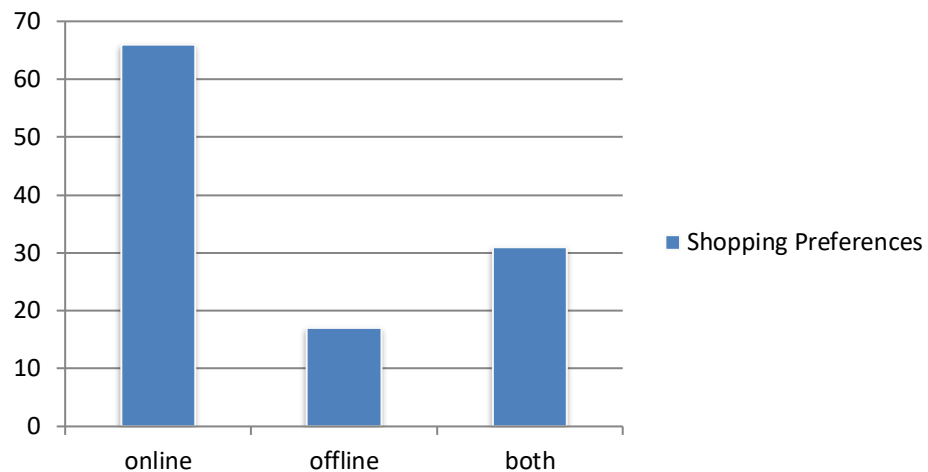
INFERENCE

- Majority 70.8% of the respondents prefer reels-shorts-stories.

4.1.5 Table indicating the Shopping preferences used by the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Online	66	55.3	55.3	55.00
2 Offline	17	14.16	14.16	69.16
3 Both	37	30.84	30.84	100
Total	120	100.0	100.0	

4.1.5 Shopping Preferences



Interpretation

From the above table it is interpreted that 55% of respondents prefer to shop online while 14% respondents prefer to shop offline while the remaining respondents prefer to shop in both modes

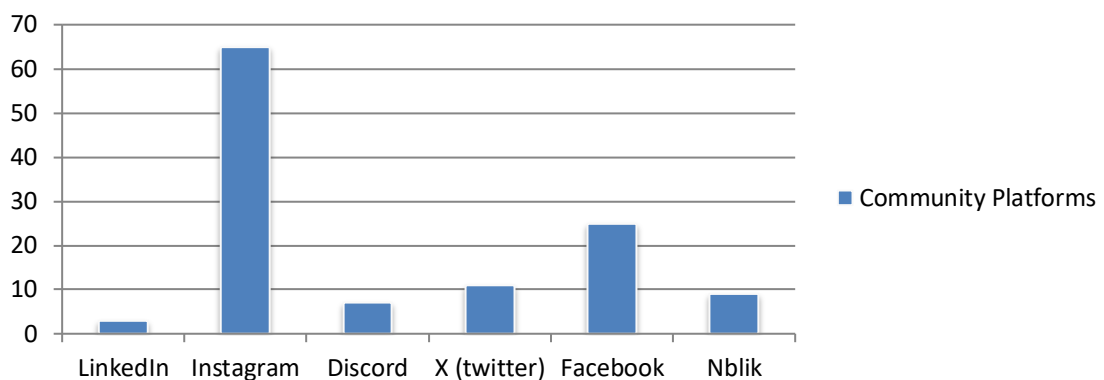
INFERENCE

- Majority 55% of the respondents prefer to shop online.

4.1.6 Table indicating the Community Platforms on which the respondents are Most Active on

	Frequency	Percent	Valid Percent	Cumulative Percent
1 LinkedIn	3	2	2	2
2 Instagram	65	54	54	56
3 Discord	7	5.8	5.8	61.8
4 X (Twitter)	11	9.1	9.1	70.9
5 Facebook	25	20.8	20.8	91.7
6 NBlik	9	7.3	7.3	100
Total	120	100.0	100.0	

4.1.6 Most Active Platforms



Interpretation

From the above table it is interpreted that 2% of respondents prefer LinkedIn, 54% respondents prefer Instagram, 5.8% respondents prefer Discord, 9.1% respondents prefer X (Twitter), 20.8% respondents prefer Facebook, 7.3% respondents prefer Nblik.

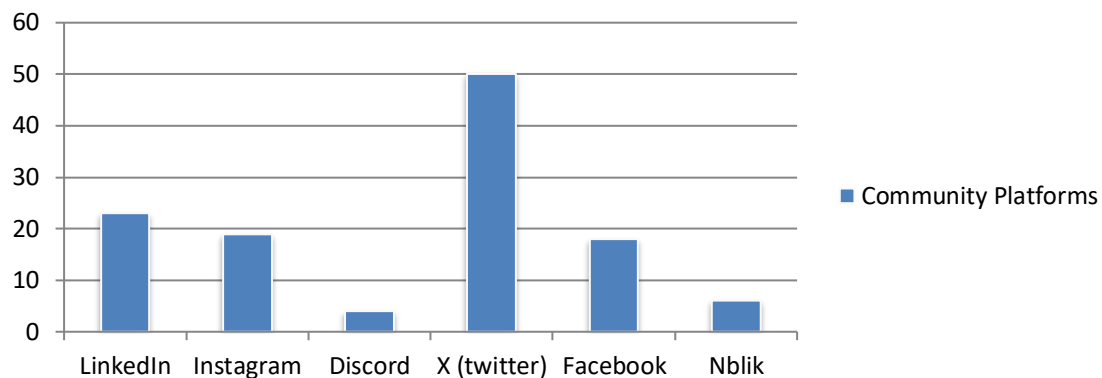
INFERENCE

Majority 54% of the respondents prefer Instagram platform.

4.1.7 Table indicating the Most Preferred Platform for Promoting a Product or an Service

	Frequency	Percent	Valid Percent	Cumulative Percent
1 LinkedIn	23	19	19	19
2 Instagram	19	15.8	15.8	34.8
3 Discord	4	3.3	3.3	38.10
4 X (Twitter)	50	41.6	41.6	79.7
5 Facebook	18	15	15	94.7
6 NBlik	6	5.3	5.3	100
Total	120	100.0	100.0	

4.1.7 Best Promotional Platform



Interpretation

From the above table it is interpreted that 19% of respondents prefer LinkedIn, 15.8% respondents prefer Instagram, 3.3% respondents prefer Discord, 41.6% respondents prefer X (Twitter), 15% respondents prefer Facebook, 5.3% respondents prefer Nblik.

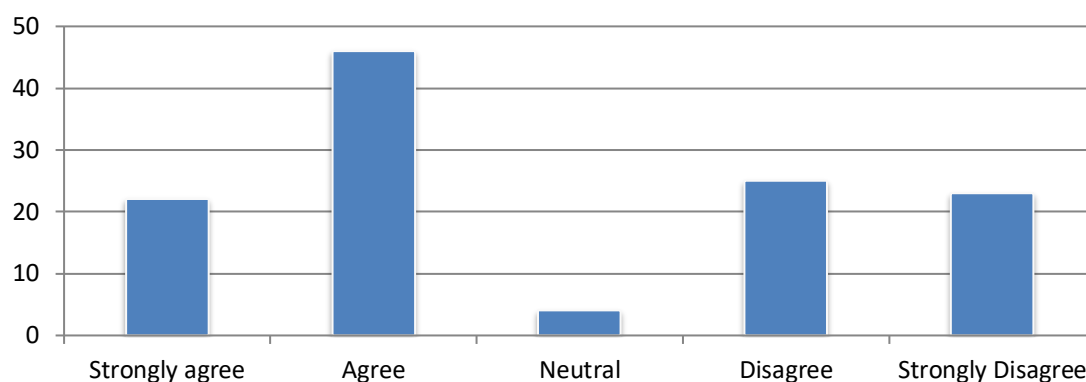
INFERENCE

Majority 41.6% of the respondents prefer X (Twitter) platform for promoting their product.

4.1.8 Table indicating whether the notifications influence them to purchase a particular product

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	22	18.3	18.3	18.31
Agree	46	38.2	38.2	56.5
Neutral	4	3.3	3.3	59.8
Disagree	25	20.8	20.8	80.6
Strongly disagree	23	19.4	19.4	100
Total	120	100.0	100.0	

4.1.8 Influence of Notifications



Interpretation

From the above table it is interpreted that 18.3% of respondents strongly agree, 38.2% respondents agree, 3.3% respondents are neutral, 20.8% respondents strongly disagree, 19.4% respondents disagree.

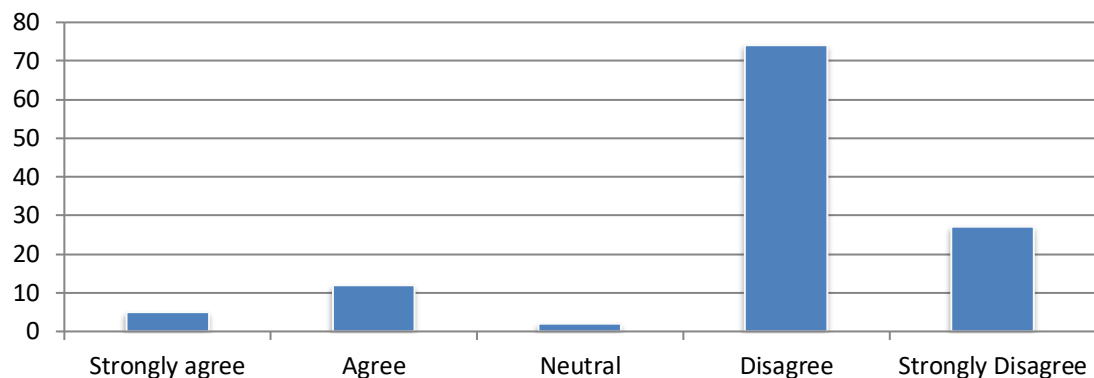
INFERENCE

Majority 38.2% of the respondents agree that notifications influence them to purchase products.

4.1.9 Table indicating if the respondents spend more time reading or watching the full content of an ad?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	5	4.1	4.1	4.1
Agree	12	10	10	14.10
Neutral	2	1.6	1.6	15.7
Disagree	74	61.5	61.5	77.2
Strongly disagree	27	22.8	22.8	100
Total	120	100.0	100.0	

4.1.9 Time of AD-Content



Interpretation

From the above table it is interpreted that 4.1% of respondents strongly agree, 10% respondents agree, 1.6% respondents are neutral, 61.5% respondents strongly disagree, 22.8% respondents disagree.

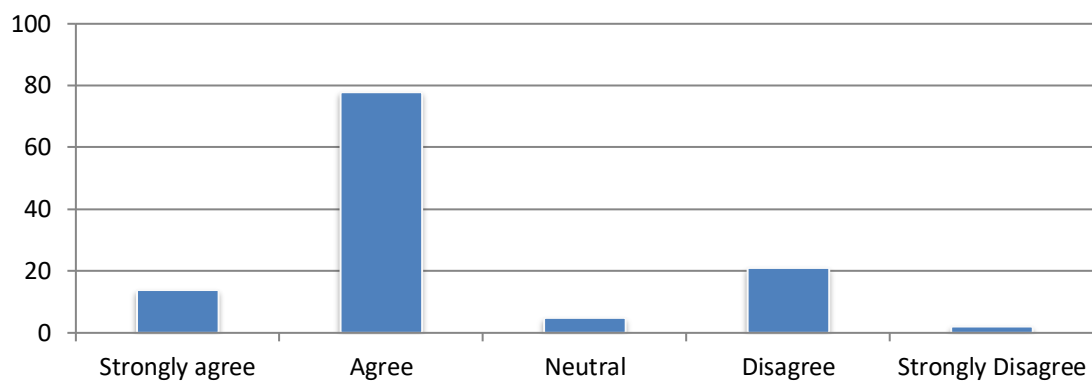
INFERENCE

Majority 61.5% of the respondents strongly disagree they spend more time reading a content or watching the full content of an AD.

4.1.10 Table indicating if the respondents feel that social media platforms helps them to gain more information about a particular product compared to traditional markets.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	14	11.6	11.6	11.6
Agree	78	65	65	76.6
Neutral	5	4.1	4.1	80.7
Disagree	21	17.5	17.5	98.2
Strongly disagree	2	1.8	1.8	100
Total	120	100.0	100.0	

4.1.10 Information Gain



Interpretation

From the above table it is interpreted that 11.6% of respondents strongly agree, 65% respondents agree, 4.1% respondents are neutral, 17.5% respondents strongly disagree, 1.8% respondents disagree.

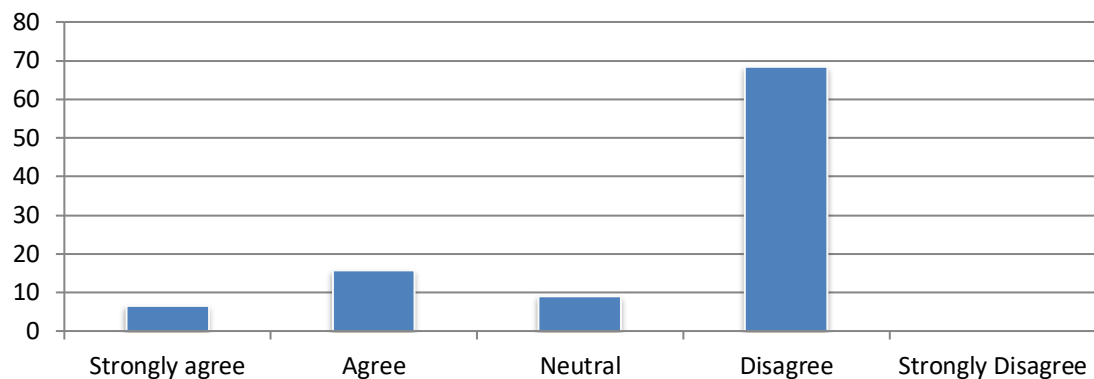
INFERENCE

Majority 65% of the respondents strongly agree that they gain information about a product better through social media.

4.1.11 Table indicating if the respondents agree that marketing through platforms reach a wider customer base rather than traditional marketing in case of B2B Markets.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	8	6.6	6.6	6.6
Agree	19	15.8	15.8	22.4
Neutral	11	9.1	9.1	31.5
Disagree	82	68.5	68.5	100
Strongly disagree	0	0	0	0
Total	120	100.0	100.0	

4.1.11 Digital Marketing and B2B



Interpretation

From the above table it is interpreted that 6.6% of respondents strongly agree, 22.4% respondents agree, 31.5% respondents are neutral, 68.5% respondents strongly disagree, 0% respondents disagree.

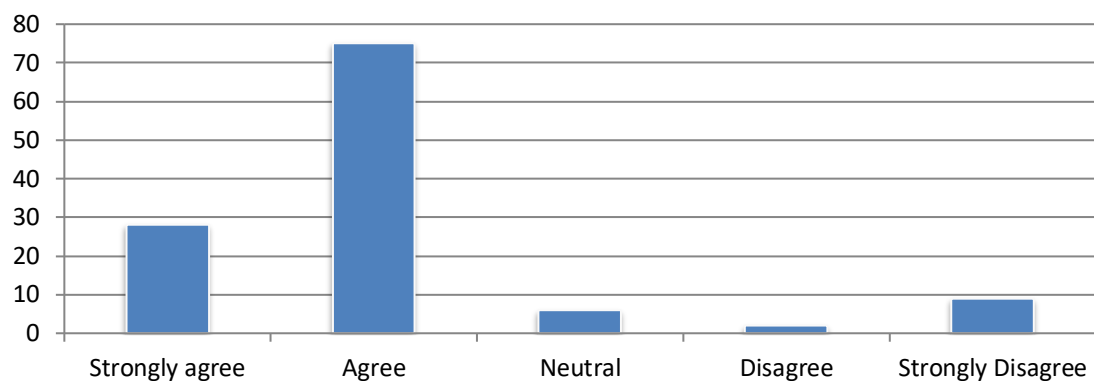
INFERENCE

Majority 68.5% of the respondents strongly disagree that digital marketing helps B2B reach a wider customer base

4.1.12 Table indicating if the respondents agree that marketing through platforms reach a wider customer base rather than traditional marketing in case of B2C Markets.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	28	23.3	23.3	23.3
Agree	75	62.5	62.5	85.8
Neutral	6	5	5	90.8
Disagree	2	1.6	1.6	92.4
Strongly disagree	9	7.6	7.6	100
Total	120	100.0	100.0	

4.1.12 Digital Marketing and B2C



Interpretation

From the above table it is interpreted that 23.3% of respondents strongly agree, 62.5% respondents agree, 5% respondents are neutral, 1.6% respondents strongly disagree, 7.6% respondents disagree.

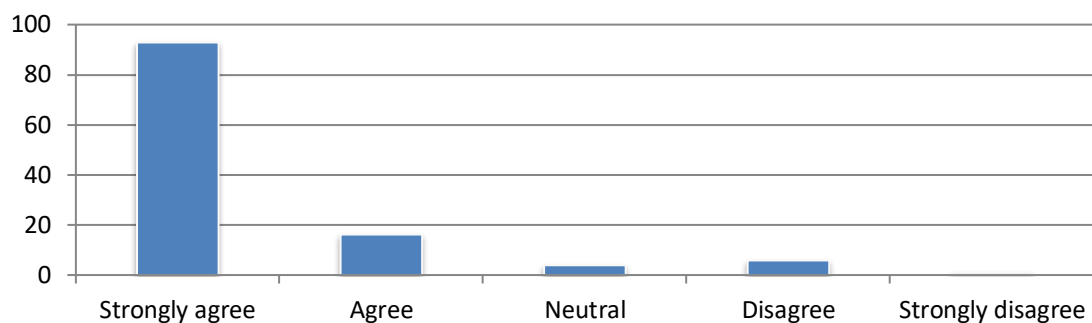
INFERENCE

Majority 85.8% of the respondents strongly agree that digital marketing helps B2C reach a wider customer base.

4.1.13 Table indicating if the respondents agree with the statement that platform marketing and channels is more effective than traditional marketing and channels?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	93	77.5	77.5	77.5
Agree	16	13.33	13.33	90.83
Neutral	4	3.3	3.3	94.13
Disagree	6	5	5	99.13
Strongly disagree	1	0.87	0.87	100
Total	120	100.0	100.0	

4.1.13 Digital Marketing effective than Traditional Marketing



INTERPRETATION

From the above table it is interpreted that 77.5% of respondents strongly agree, 13.33% respondents agree, 3.3% respondents are neutral, 5% respondents strongly disagree, 0.87% respondents disagree.

INFERENCE

Majority 77.5% of the respondents agree that digital marketing is more effective than traditional marketing.

4.2 HYPOTHESIS A : CHI-SQUARE TEST – ANALYSIS

- H0: There is no significant association between the age of the customer and preference of a platform.
- H1: There is a significant association between the age of the customer and preference of a platform.

Table 4.2.1 - Observed values

	LinkedIn	Instagram	Discord	X (Twitter)	Facebook	Nblik
18-25	11.88333	9.816666667	2.066667	25.83333	9.3	3.1
26-40	8.625	7.125	1.5	18.75	6.75	2.25
41-60	2.491667	2.058333333	0.433333	5.416667	1.95	0.65

Table 4.2.2 - Expected values

	LinkedIn	Instagram	Discord	X (Twitter)	Facebook	Nblik
18-25	5.543922	1.782710809	0.421505	4.543011	0.009677	1.422581
26-40	3.668478	2.388157895	0.166667	2.803333	0.75	0.25
41-60	2.491667	0.001653171	0.433333	2.370513	1.95	2.803846

x2 33.8010557
df 10
p value 0.000199588

Interpretation

The p value is 0.000199 which is lesser than the significance value (0.05) hence null hypothesis (H0) is rejected; H1 is accepted.

INFERENCE

Therefore, there is a significant association between the age of the customer and preference of a platform.

4.3 HYPOTHESIS B : CORRELATION – ANALYSIS

- H0: There is no significant difference between ad-content and amount of information gained
- H1: There is a significant difference between ad-content and amount of information gained

4.3.1 Correlations

		What is your role in the company?	Do you feel that level of stress is manageable?
Which type of ad-content do you find the most appealing?	Pearson Correlation	1	-.032
	Sig. (2-tailed)		.422
	N	120	120
Do you feel that you gain more information through digital platforms rather than traditional platforms?	Pearson Correlation	-.032	1
	Sig. (2-tailed)	.422	
	N	120	120

Interpretation

The p value is -.032 which is lesser than the significance value (0.05) hence null hypothesis (H0) is rejected. Therefore, there is a significant difference between the ad-content and amount of information gained

INFERENCE

There is a significant difference between the ad-content and amount of information gained

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority 52% of the respondents are from the age group 18 - 25.
- Majority 38% of the respondents are employed.
- Majority 70.8% of the respondents prefer reels-shorts-stories.
- Majority 53% of the respondents are female
- Majority 55% of the respondents prefer to shop online.
- Majority 54% of the respondents prefer Instagram platform.
- Majority 41.6% of the respondents prefer X (Twitter) platform for promoting their product.
- Majority 38.2% of the respondents agree that notifications influence them to purchase products.
- Majority 61.5% of the respondents strongly disagree they spend more time reading a content or watching the full content of an AD.
- Majority 65% of the respondents strongly agree that they gain information about a product better through social media.
- Majority 68.5% of the respondents strongly disagree that digital marketing helps B2B reach a wider customer base
- Majority 85.8% of the respondents strongly agree that digital marketing helps B2C reach a wider customer base.
- Majority 77.5% of the respondents agree that digital marketing is more effective than traditional marketing.

- The p value is 0.000199 which is lesser than the significance value (0.05) hence null hypothesis (H0) is rejected; H1 is accepted. Therefore, there is a significant association between the age of the customer and preference of a platform.
- There is a significant difference between the ad-content and amount of information gained. The p value is -.032 which is lesser than the significance value (0.05) hence null hypothesis (H0) is rejected. Therefore, there is a significant difference between the ad-content and amount of information gained

5.2 SUGESSTIONS

- NBlik should improve reels type of content in its platform ino-order to sell the product and attract customers. As customer often tend to watch
- Customers should be informed about all the details of the product without excluding anything even if it is minute or little. This way the customers feel that they don't have to visit the product website or visit the place of manufacture inorder to know more.
- Customers must be divided into different groups based on their age and marketing tools for each age group should be developed. This way both the younger, middle and older generations of customers can be brought into the app.
- Feedback forms must be collected 3-Months asking them if they want any features or have any complaints or grievances and also help businesses by regarding the same to them.
- Businesses and Customers should be able to engage freely, and there shouldn't be any delay in processing customer requests through this app.
- Eliminations of Privacy concerns should take place by putting out terms and conditions once the app is downloaded for the first or should be displayed as an announcement, This way customers engage freely with the ad-content they watch and also the platform
- Information given to customers shouldn't contain complex sentences or technical jargons, Since there are customers from all the age group, Information must be delivered in a way its easy to understand.

5.3 CONCLUSION

Platform marketing, especially through mobile applications should continuously keep up with customer preferences and It should be able to provide all the information regarding a particular product or service. It is seen that customers tend to engage with content that is clear and informative. Proper information if given to customers, then the sale of product can be assured. Two-Way communication helps the Marketing Team to properly develop tools according to their customer segments.

Customer's behavior is positive when they are engaged with the app, especially when the platform aims to suggest content they like. Platforms should aim at using better algorithms to see what type of content customers engage more. Platform Marketing is growing and dynamic in nature hence proper analysis of trends must be undertaken, this can be done by communicating with the customers regularly in the app by having in-app surveys or feedback slots. Trends can easily be analysed by seeing the increase in purchase of a product. The reason behind what about the ad made customer buy the product must be taken into account, this is the main step in developing proper platform marketing tools. Overall it can be said that Platform Marketing has become a huge necessity for businesses to make the sale of a product and attract customers.

REFERENCES

A Lavanya & M.Radhikamani (2021), "A Study On Digital Marketing and it's Impacts"

Kishore Kumar (2019), "A Study Of The Growth Of Digital Marketing In Indian Scenario".

Dr.Amit Singh Rathore, Mr.Mohit Pant, Mr. Chetan Sharma (2017), "Emerging trends in Digital Marketing In India".

Dr. Yogesh Jojare and Mr. Anand Irabatti (2023) in his study "The Role of Digital Marketing in Consumers Engagement and Brand Perception",

Trang P. Tran, Enping Shirley Mai and Erik C. Taylor (2021), "Enhancing brand equity of branded mobile apps: A hedonic and utilitarian motivation's perspective ".

Christopher Newman, Kathy Watchter, Allyn White (2018), "Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps".

Sapna Sood (2017), "Social Media Marketing and Its Impact on Businesses".

Fathima Farook, Nalin(2016) in his study "Influence of Social Media Marketing on Customer Engagement"

Ganesha K S, Ganapathi B Sinoor (2019), "Significance of Social Media Marketing in Brand Awareness and Product Reach".

Aenanshi Parikh(2019), "A Study on Trends in Social Media Marketing ".

Severina C, Hongfei Liu, Chris Raddats (2021), "Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review".

Iain Divines, Severina Cartwright (2018) "A Comparison of Social Media Marketing Between B2B, B2C and Mixed Business Models",

Wu Jun, Shi Li (2021), "Evaluation of precision marketing effectiveness of community e-commerce—An AISAS based model".

Evert de Haan, Thorsten Wiesel, Koen Pauwels (2015), "The effectiveness of different forms of online advertising for purchase conversion in a multiple-channel attribution framework".

Venkatesh Shankar , Edward C. Malhotra (2007), "The growth of interactions and dialogs in interactive marketing".

Mohsen Jozani , Emmanuel Wusuho et.al (2020) in their study "Privacy concerns and benefits of engagement with social media-enabled apps: A privacy calculus perspective",

Mary Chidiac, Christopher Ross (2022), "Age and Gender Perspectives on Social Media and Technology Practices ".

Biswa Bihari Das ,Rabi N Subudhi, (2016) "Engagement Pattern of Customers in Digital & Social Media Marketing: A Study on Effect of Age group"

Rodney D, (2017) "Influence of social media marketing communications on young consumers' attitudes"

Rebecca Dingus, Raj A, Omar S (2017), "Social media use in B2b sales and its impact on competitive intelligence collection and adaptive selling"

Monica R (2011), "The Impact Of Social Media Marketing On Purchase Decisions In The Tyre Industry ".

Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015), "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study".

R.K Tailor, Simran Kaur (2023) in his study "Digital marketing and it's impact on the buying behavior of the consumers"

Noornisha, C.Chitra (2023) "Factors Influencing Consumers Preference Of Digital Marketing"

Nidhi Tandon, Simran Kaur, Mr. Rajesh Verma (2020), "Analysis of Relationship between Digital Marketing and Customer Relationship Management"

Anubhuti Gupta (2017), "Consumer Behavior towards Digital Marketing"

Herhausen, D., Miočević, D., Morgan, R. E and Kleijnen, H P. M. (2020). "The digital marketing is capabilities gap. Industrial Marketing Management."

Kowsalya KR, (2018) "A Study on Digital Marketing and its Impact on Consumer Buying Behavior"

García, L. J. J., Lizcano, D., Ramos, C. M., & Matos, N. (2019). "Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study"

Patil, Anute (2020) "A Study of Digital Marketing Strategies Adopted by Selected E-commerce Websites in India"

Sladana Borić, Sanja Stanisavljev, Mila Kavalić, Marko Vlahović, Erika Tobolka (2016) "Analysis of digital marketing and branding for the purpose of understanding the consumers in digital age"

Nguyen Ngoc Hien and Tran Nguyen Huynh Nhu (2022) "The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness"

Atila Wohllebe (2020), "Consumer Acceptance of App Push Notifications: Systematic Review on the Influence of Frequency".

Dirk Siegfried Hübner (2021), "Mobile apps in retail: Effect of push notification frequency on app user behavior ".

Greenberg Miriam (2019), "A Study of Community Engagement on Discord for Game Marketing".

Ieva Vedeikytė, Kamila Lechmanová (2022) "The importance of Discord for the FFXIV brand engagement"

Yigit Aslan (2021), "The Influence of LinkedIn on B2B Purchasing Behaviour".

Claudia Spilotro, Giustina Secundo, Pasquale Del Vecchio and Vincenzo Barbieri (2023), "How LinkedIn can Boost SMEs' Digital Marketing Strategies on International Markets".

Zoltán Somosi, Noémi Hajdú, and László Molnár (2023) in his study "Targeting in Online Marketing: A Retrospective Analysis with a Focus on Practices of Facebook, Google, LinkedIn and TikTok ",

DR.Anni Arnav, Dr. N Anitha, Ms. Chaithra.N (2019) " Analyzing the linkedin content and its effect on Organisational success of start-ups"

Raj Agnihotri (2021), "In pursuit of an effective B2B digital marketing strategy in an emerging market".

Adel Sarea (2022), "The Study on Digital Marketing Influences on Sales for B2B Start-Ups in South Asia".

Joel Mero, Rahul Telang (2012), "Digital and social media marketing usage in b2b industrial section".

Dr. J. Jose Prabhu (2020) "Importance of Marketing Strategy and B2B Digital Marketing Suggestions and Diversification"

Holliman, G., & Rowley, J. (2014) "Business to business digital content marketing: Marketers' perceptions

Cuddeford-Jones, M. (2018) "The B2B struggle: Why are marketers still under pressure to prove their value?"

Habibi, F., Hamilton, C. A., Valos, M. J., & Callaghan, M. (2015) "E-marketing orientation and social media implementation in B2B marketing"

Yaghtin, S., Safarzadeh, H., & Karimi Zand, M. (2020). "Planning a goal-oriented B2B content marketing strategy"

Choudhury, N. V. (2012) "The Digital Evolution in B2B Marketing."

ANNEXURE 1 –QUESTIONNAIRE

A STUDY TO ANALYSE THE INFLUENCE OF PLATFORM MARKETING (Nblik) ON CUSTOMER BUYING BEHAVIOUR

1) Name of the Respondent

2) Age of the Respondent

a) 18 – 25 b) 26 – 40 c) 41 – 60

3) Gender of the Respondent

a) Female b) Male c) Other

4) Occupation of the Respondent

a) Student b) Employed c) Self – Employed

5) Which ad-content do you find the most appealing

a) Reels-Shorts-Stories b) Posts-Caption-Pics

6) Do you prefer to shop online or offline?

a) Online b) Offline c) Both

7) Which community platforms are you most active on?

a) LinkedIn b) Instagram c) Discord d) X (Twitter) e) Facebook f) Nblik

8) If you want to promote a product, which platform do you prefer?

a) LinkedIn b) Instagram c) Discord d) X (Twitter) e) Facebook f) Nblik

9) What devices do you own?

a) Phones b) Laptop c) Tabs d) Gaming Device (nintendos,Xbox,PS
etc)

S.NO	Questions	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
10	Do you feel that you buy a product based on notifications from the app?					
11	Do you find yourself spending more time reading or watching the full content of an ad?					
12	"Social media platforms helps me to get more information about a particular product compared to traditional platforms"					
13	Whether Marketing through platforms reach a wider customer base rather than traditional marketing in case of B2B Markets.					
14	Whether Marketing through platforms reach a wider customer base rather than traditional marketing in case of B2C Markets.					
15	Platform marketing and channels is more effective than traditional marketing and channels					

16) What makes you to click a notification?

- a) Brand Name and Price c) Frequency of a notification (appears too many times)
- b) Slogan or Interesting Catchphrase

17) Community-wise (friends, family, colleagues, customers) which platform helps you to connect better?

- a) LinkedIn b) Instagram c) Discord d) X (Twitter) e) Facebook f) Nblik

18) How many hours do you usually spend per day on browsing the mentioned platforms?

- a) 1 - 3 hours b) 4 – 8 hours c) 8 hours+

19) How do you search for the products you want to buy?

- a) Through Apps b) Through Websites

20) Any suggestions or opinions about Digital Marketing or this Survey in general?

A STUDY TO ANALYSE THE INFLUENCE OF PLATFORM-MARKETING (Nblík) ON CUSTOMER BUYING BEHAVIOUR

Madhumitha.T¹

*¹MBA Student, School of Management Studies,
Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India*

*²Assistant Professor, School of Management Studies,
Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India*

ABSTRACT

The area of marketing has continuously undergone many changes. The traditional marketing way of using channels such as news, brochures, radios etc are no longer considered advanced advertising techniques. Instead of those community apps or platform marketing strategy is utilized due to their effectiveness of reaching targeted customers. Those apps allow customers to get more information about the product they wish to buy and even allow them to browse where the physical stores are located. It combines real-life with virtual life. The app works as an multi-functional dynamic tool where it provides analytics on users such as the time spent browsing different product categories, their budgetary wish-list, most searched products and various other business insights. Marketing using the apps would enable business the option of privacy as compared to marketing using websites. This research aims to find what type of ad-content and platform are the most appealing and useful for the customers to gain more information.

KEYWORDS:

Platform Marketing, ad-content marketing, product and service information

INTRODUCTION:

A marketing platform is when the different marketing activities are being conducted through apps. The main reason for marketing through apps is that businesses can freely create a community for their products and develop an interactive space where the customers feel the 'personal' aspect with the businesses. This way the companies can analyze what features the customers dislike or like, know their most preferred product style, color, design and other aesthetical qualities. It would also give insights about the customers who even buy products from rival companies and analyze why they prefer rival company's product as compared to own. It can help in targeting customers and making them a part of the loyal group.

Multi-functionality aspect of platform marketing is what attracts companies to prefer this way of marketing. The platform marketing enables various functions - it provides analytics on users such as the time spent browsing different product categories, their budgetary wish-list, most searched products and various other business insights.

OBJECTIVES

- To compare the various platforms in terms of their attractiveness and user-interface
- To understand the relevancy of platform marketing in helping customers gain more information about the product
- To identify which ad-content is preferred more by customers through platform marketing

SCOPE OF THE STUDY

- Studying the role of platform marketing in Indian scenario.
- To understand how the platforms help customers to gain information
- Analyzing the different ad-contents and on which does the customers spend most of time.

NEED FOR THE STUDY

- To understand and identify if the platform marketing helps in two-way response
- This study throws light on what type of ad-content the customers find it appealing these days and how digital marketing helps them to promote using these contents.
- Studying the ways platform marketing can be improved using the known techniques in a best way

REVIEW OF LITERATURE:

A.Lavanya & M.Radhakamani (2021), "A Study On Digital Marketing and it's Impacts" This paper analyzed that the digital/platform marketing have been effective in globally reaching customers with the aspect of personalization. It gives companies enormous opportunities to boost their digital traffic; resulting in higher sales volume.

Dr. Yogesh Jojare and Mr. Anand Irabatti (2023) in his study "The Role of Digital Marketing in Consumers Engagement and Brand Perception", The two way communication between customers and businesses; generated through digital marketing has considerably made a remarkable progress in many companies growth. Customers feel more connected to a company when they receive personalized communications.

Christopher Newman, Kathy Watchter, Allyn White (2018), "Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps". In their study they identified that having a good user interface have a positive impact on purchases from customers. This would allow the customers to shift from physical stores to digital markets symbolizing it would be easy for them to place order whenever they like, reducing their travel costs.

Ganesha K S, Ganapathi B Sinoor (2019), "Significance of Social Media Marketing in Brand Awareness and Product Reach". This paper explored that branded apps provide the company easier and less expensive way to reach out a product 3 or more times. They were efficiently able to meet their sales objectives. Social media when used as a two-way path, one as communication from the company's side and the other as feedback from the customer's side, it seems to initiate huge benefits for the company.

Iain Divines, Severina Cartwright (2018) "A Comparison of Social Media Marketing Between B2B, B2C and Mixed Business Models", The study inspects that mixed business models tend to consider all social media of higher importance, they tend to use more than one channels for marketing purpose. Its effective in times when of higher supply and lower demand. They suggested that mixed business models might be the solution for B2B to increase their marketing effectiveness.

Evert de Haan, Thorsten Wiesel, Koen Pauwels (2015), "The effectiveness of different forms of online advertising for purchase conversion in a multiple-channel attribution framework". The study says that advertising through community platforms have escalated in driving traffic from customers. Customers prefer to order from Apps and even carry-out replacement requests and things of that nature through apps rather than physical stores. Seamless Transactions transcends generation. Multiple channels of marketing may confuse both the marketers and customers hence a few amount of channels should be used to keep track of things.

Atila Wohllebe (2020), "Consumer Acceptance of App Push Notifications: Systematic Review on the Influence of Frequency". This paper put out that notifications can have both positive and negative effect on customers. Some customers turn on notifications to keep up with what is being offered day-to-day whereas some consider it as a disruption. Frequency too plays an important role in attracting customers to click on the notification banner.

Yigit Aslan (2021), "The Influence of LinkedIn on B2B Purchasing Behaviour". This paper studied that advertising on LinkedIn is a great option to generate leads for the products. B2B business, however, must strategically approach customers by analyzing their profile and lifestyle due to the business nature. B2B have completely different way of operating as compared to B2C.

Zoltán Somosi, Noémi Hajdú, and László Molnár (2023) in his study "Targeting in Online Marketing: A Retrospective Analysis with a Focus on Practices of Facebook, Google, LinkedIn and TikTok", Its examines the aspects of keyword usages to attract the customers. All the socmed have search boxes, what the customer searches can easily be used to change their feed by suggesting similar contents. If a customer searched for house-hold product in the search bar then later when they open the app again they can find more suggested contents of household items. This algorithm helps to increase and promote products safely according to customer preferences.

RESEARCH DESIGN:

The study is descriptive in nature. This research is basically fact finding with adequate interpretation using simple analysis of data and by developing thinking and elaborating of patterns and obtaining tentative generalizations as hypothesis.

SOURCES OF DATA:

- Primary Data – Questionnaire given to 120 respondents
- Secondary Data - Websites and, Published reports & Review of literature from published articles.

HYPOTHESIS:

HYPOTHESIS- A

- ▶ H0: There is no significant relationship between the age of the customer and preference of a platform.
- ▶ H1: There is a significant relationship between the age of the customer and the preference of a platform.

HYPOTHESIS- B

- ▶ H0: There is no significant association between the frequency of notifications and increase in purchase of a product
- ▶ H1: There is a significant relationship between the frequency of app notifications and increase in the purchase of a product.

PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

Particulars	Strongly agree	Agree	Neutral	Strongly Disagree	Disagree
Influence of Notification	18.3%	38.2%	3.3%	20.8%	19.4%
Watching/Reading the full ad-content	4.1%	10%	1.6%	61.5%	22.8%
Information Gain	11.6%	65%	4.1%	17.5%	1.8%
Digital Marketing and B2C	23.3%	62.5%	5%	1.6%	7.6%
Effectiveness of Digital marketing	77.5%	13.33%	3.3%	5%	0.87%

INTERPRETATION

- table it is interpreted that 18.3% of respondents strongly agree, 38.2% respondents agree, 3.3% respondents are neutral, 20.8% respondents strongly disagree, 19.4% respondents disagree.
- table it is interpreted that 4.1% of respondents strongly agree, 10% respondents agree, 1.6% respondents are neutral, 61.5% respondents strongly disagree, 22.8% respondents disagree.
- table it is interpreted that 11.6% of respondents strongly agree, 65% respondents agree, 4.1% respondents are neutral, 17.5% respondents strongly disagree, 1.8% respondents disagree.
- table it is interpreted that 23.3% of respondents strongly agree, 62.5% respondents agree, 5% respondents are neutral, 1.6% respondents strongly disagree, 7.6% respondents disagree.
- table it is interpreted that 77.5% of respondents strongly agree, 13.33% respondents agree, 3.3% respondents are neutral, 5% respondents strongly disagree, 0.87% respondents disagree.

INFERENCE

- Majority 38.2% of the respondents agree that notifications influence them to purchase products
- Majority 61.5% of the respondents strongly disagree they spend more time reading a content or watching the full content of an AD.
- Majority 65% of the respondents strongly agree that they gain information about a product better through social media.
- Majority 85.8% of the respondents strongly agree that digital marketing helps B2C reach a wider customer base.
- Majority 77.5% of the respondents agree that digital marketing is more effective than traditional marketing.

CHI SQUARE TEST

Table 4.2.1 - Observed values

	LinkedIn	Instagram	Discord	X (Twitter)	Facebook	Nblik
18-25	11.88333	9.816666667	2.066667	25.83333	9.3	3.1
26-40	8.625	7.125	1.5	18.75	6.75	2.25
41-60	2.491667	2.058333333	0.433333	5.416667	1.95	0.65

Table 4.2.2 - Expected values

	LinkedIn	Instagram	Discord	X (Twitter)	Facebook	Nblik
18-25	5.543922	1.782710809	0.421505	4.543011	0.009677	1.422581
26-40	3.668478	2.388157895	0.166667	2.803333	0.75	0.25
41-60	2.491667	0.001653171	0.433333	2.370513	1.95	2.803846

χ^2 33.8010557
 df 10
 p value 0.000199588

INTERPRETATION

The p value is 0.000199 which is lesser than the significance value (0.05) hence null hypothesis (H₀) is rejected; H₁ is accepted.

INFERENCE

Therefore, there is a significant association between the age of the customer and preference of a platform.

CORRELATION

4.3.1 Correlations

		What is your role in the company?	Do you feel that level of stress is manageable?
Which type of ad-content do you find the most appealing?	Pearson Correlation	1	-.032
	Sig. (2-tailed)		.422
	N	120	120
Do you feel that you gain more information through digital platforms rather than traditional platforms?	Pearson Correlation	-.032	1
	Sig. (2-tailed)	.422	
	N	120	120

Interpretation

The p value is -.032 which is lesser than the significance value (0.05) hence null hypothesis (H₀) is rejected. Therefore, there is a significant difference between the ad-content and amount of information gained

INFERENCE

There is a significant difference between the ad-content and amount of information gained

FINDINGS

- Majority 52% of the respondents are from the age group 18 - 25.
 - Majority 38% of the respondents are employed.
 - Majority 70.8% of the respondents prefer reels-shorts-stories.
 - Majority 53% of the respondents are female
 - Majority 55% of the respondents prefer to shop online.
 - Majority 54% of the respondents prefer Instagram platform.
 - Majority 41.6% of the respondents prefer X (Twitter) platform for promoting their product.
 - Majority 38.2% of the respondents agree that notifications influence them to purchase products.
 - Majority 61.5% of the respondents strongly disagree they spend more time reading a content or watching the full content of an AD.
 - Majority 65% of the respondents strongly agree that they gain information about a product better through social media.
 - Majority 68.5% of the respondents strongly disagree that digital marketing helps B2B reach a wider customer base
 - Majority 85.8% of the respondents strongly agree that digital marketing helps B2C reach a wider customer base.
 - Majority 77.5% of the respondents agree that digital marketing is more effective than traditional marketing.
- The p value is 0.000199 which is lesser than the significance value (0.05) hence null hypothesis (H0) is rejected; H1 is accepted. Therefore, there is a significant association between the age of the customer and preference of a platform.
- There is a significant difference between the ad-content and amount of information gained. The p value is -.032 which is lesser than the significance value (0.05) hence null hypothesis (H0) is rejected. Therefore, there is a significant difference between the ad-content and amount of information gained

SUGGESTIONS AND RECOMMENDATIONS

- NBlik should improve reels type of content in its platform in-order to sell the product and attract customers. As customer often tend to watch
- Customers should be informed about all the details of the product without excluding anything even if it is minute or little. This way the customers feel that they don't have to visit the product website or visit the place of manufacture in order to know more.
- Customers must be divided into different groups based on their age and marketing tools for each age group should be developed. This way both the younger, middle and older generations of customers can be brought into the app.
- Feedback forms must be collected 3-Months asking them if they want any features or have any complaints or grievances and also help businesses by regarding the same to them.
- Businesses and Customers should be able to engage freely, and there shouldn't be any delay in processing customer requests through this app.
- Eliminations of Privacy concerns should take place by putting out terms and conditions once the app is downloaded for the first or should be displayed as an announcement, This way customers engage freely with the ad-content they watch and also the platform
- Information given to customers shouldn't contain complex sentences or technical jargons, Since there are customers from all the age group, Information must be delivered in a way its easy to understand.

LIMITATIONS OF THIS STUDY

- The study is restricted to only 120 citizens living in Chennai, Tamilnadu.
- The information provided by the respondents could also be biased or inaccurate. No independent verification of the data was possible.

CONCLUSION

Platform marketing, especially through mobile applications should continuously keep up with customer preferences and It should be able to provide all the information regarding a particular product or service. It is seen that customers tend to engage with content that is clear and informative. Proper information if given to customers, then the sale of product can be assured. Two-Way communication helps the Marketing Team to properly develop tools according to their customer segments.

Customer's behavior is positive when they are engaged with the app, especially when the platform aims to suggest content they like. Platforms should aim at using better algorithms to see what type of content customers engage more. Platform Marketing is growing and dynamic in nature hence proper analysis of trends must be undertaken. Trends can easily be analysed by seeing the increase in purchase of a product. The reason behind what about the ad made customer buy the product must be taken into account, this is the main step in developing proper platform marketing tools. Overall it can be said that Platform Marketing has become a huge necessity for businesses to make the sale of a product and attract customers.

REFERENCES

- A Lavanya & M.Radhakamani (2021), "A Study On Digital Marketing and it's Impacts"
- Kishore Kumar (2019), "A Study Of The Growth Of Digital Marketing In Indian Scenario".
- Dr.Amit Singh Rathore, Mr.Mohit Pant, Mr. Chetan Sharma (2017), "Emerging trends in Digital Marketing In India".
- Dr. Yogesh Jojare and Mr. Anand Irabatti (2023) in his study "The Role of Digital Marketing in Consumers Engagement and Brand Perception",
- Trang P. Tran, Enping Shirley Mai and Erik C. Taylor (2021), "Enhancing brand equity of branded mobile apps: A hedonic and utilitarian motivation's perspective".
- Christopher Newman, Kathy Watchter, Allyn White (2018), "Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps".
- Sapna Sood (2017), "Social Media Marketing and Its Impact on Businesses".
- Fathima Farook, Nalin(2016) in his study "Influence of Social Media Marketing on Customer Engagement"
- Ganesha K S, Ganapathi B Sinoor (2019), "Significance of Social Media Marketing in Brand Awareness and Product Reach".
- Aenanshi Parikh(2019), "A Study on Trends in Social Media Marketing".
- Severina C, Hongfei Liu, Chris Raddats (2021), "Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review".
- Iain Divines, Severina Cartwright (2018) "A Comparison of Social Media Marketing Between B2B, B2C and Mixed Business Models",
- Wu Jun, Shi Li (2021), "Evaluation of precision marketing effectiveness of community e-commerce—An AISAS based model".
- Evert de Haan, Thorsten Wiesel, Koen Pauwels (2015), "The effectiveness of different forms of online advertising for purchase conversion in a multiple-channel attribution framework".
- Venkatesh Shankar, Edward C. Malthouse (2007), "The growth of interactions and dialogs in interactive marketing".
- Mohsen Jozani, Emmanuel Wusuhonet.al (2020) in their study "Privacy concerns and benefits of engagement with social media-enabled apps: A privacy calculus perspective",
- Mary Chidiac, Christopher Ross (2022), "Age and Gender Perspectives on Social Media and Technology Practices".
- Biswa Bihari Das, Rabi N Subudhi, (2016) "Engagement Pattern of Customers in Digital & Social Media Marketing: A Study on Effect of Age group"
- Rodney D, (2017) "Influence of social media marketing communications on young consumers' attitudes"
- Rebecca Dingus, Raj A, Omar S (2017), "Social media use in B2b sales and its impact on competitive intelligence collection and adaptive selling"
- Monica R (2011), "The Impact Of Social Media Marketing On Purchase Decisions In The Tyre Industry".
- Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015), "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study".
- R.K Tailor, Simran Kaur (2023) in his study "Digital marketing and it's impact on the buying behavior of the consumers"
- Noornisha, C.Chitra (2023) "Factors Influencing Consumers Preference Of Digital Marketing"
- Nidhi Tandon, Simran Kaur, Mr. Rajesh Verma (2020), "Analysis of Relationship between Digital Marketing and Customer Relationship Management"
- Anubhuti Gupta (2017), "Consumer Behavior towards Digital Marketing"
- Herhausen, D., Miočević, D., Morgan, R. E and Kleijnen, H P. M. (2020). "The digital marketing is capabilities gap. Industrial Marketing Management."
- Kowsalya KR, (2018) "A Study on Digital Marketing and its Impact on Consumer Buying Behavior"
- García, L. J. J., Lizcano, D., Ramos, C. M., & Matos, N. (2019). "Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study"
- Patil, Anute (2020) "A Study of Digital Marketing Strategies Adopted by Selected E-commerce Websites in India"
- Slađana Borić, Sanja Stanisavljev, Mila Kavalić, Marko Vlahović, Erika Tobolka (2016) "Analysis of digital marketing and branding for the purpose of understanding the consumers in digital age"
- Nguyen Ngoc Hien and Tran Nguyen Huynh Nhu (2022) "The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness"
- Atilla Wohllebe (2020), "Consumer Acceptance of App Push Notifications: Systematic Review on the Influence of Frequency".
- Dirk Siegfried Hübner (2021), "Mobile apps in retail: Effect of push notification frequency on app user behavior".
- Greenberg Miriam (2019), "A Study of Community Engagement on Discord for Game Marketing".
- Ieva Vedeikytė, Kamila Lechmanová (2022) "The importance of Discord for the FFXIV brand engagement"
- Yigit Aslan (2021), "The Influence of LinkedIn on B2B Purchasing Behaviour".

- Claudia Spilotro, Giustina Secundo, Pasquale Del Vecchio and Vincenzo Barbieri (2023), "How LinkedIn can Boost SMEs' Digital Marketing Strategies on International Markets".
- Zoltán Somosi, Noémi Hajdú, and László Molnár (2023) in his study "Targeting in Online Marketing: A Retrospective Analysis with a Focus on Practices of Facebook, Google, LinkedIn and TikTok",
- DR. Anni Arnav, Dr. N Anitha, Ms. Chaithra.N (2019) "Analyzing the LinkedIn content and its effect on Organisational success of start-ups"
- Raj Agnihotri (2021), "In pursuit of an effective B2B digital marketing strategy in an emerging market".
- Adel Sarea (2022), "The Study on Digital Marketing Influences on Sales for B2B Start-Ups in South Asia".
- Joel Mero, Rahul Telang (2012), "Digital and social media marketing usage in b2b industrial section".
- Dr. J. Jose Prabhu (2020) "Importance of Marketing Strategy and B2B Digital Marketing Suggestions and Diversification"
- Holliman, G., & Rowley, J. (2014) "Business to business digital content marketing: Marketers' perceptions"
- Cuddeford-Jones, M. (2018) "The B2B struggle: Why are marketers still under pressure to prove their value?"
- Habibi, F., Hamilton, C. A., Valos, M. J., & Callaghan, M. (2015) "E-marketing orientation and social media implementation in B2B marketing"
- Yaghtin, S., Safarzadeh, H., & Karimi Zand, M. (2020). "Planning a goal-oriented B2B content marketing strategy"
- Choudhury, N. V. (2012) "The Digital Evolution in B2B Marketing."