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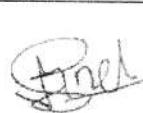
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EMERGING TRENDS IN ONLINE MARKETING IN INDIA

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ABSTRACT

Online Marketing is the practice of electronic communication which is used by the marketers to enhance the goods and the services offered marketplace. Online marketing means using digital technologies help to sell whatever products or services. These technologies are a valuable complement to traditional marketing methods concerned with consumers and allows the consumers to interactable with the products by virtue of digital media. Indian market is significantly changing with the massive use of Internet and information technology. Marketing is being used in different ways for marketing activities. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. Over the day growing Digital Market in India is an evidence that digitization is taking place with a high speed. E-commerce website are providing all the goods and services through online portal online today. Therefore, this paper has focused on understanding the growth of digital marketing in India and what are the current and future trends in digital marketing.

Key words: Online Marketing, Social media, Growth, Opportunities and Challenges

INTRODUCTION

E-marketers provides the capability of buying and selling products, information and services via the internet and other online environments. E-Marketing is also known as web marketing, online marketing and internet marketing. E-marketing is a management process. The aim of e-marketing in marketing is establishing mutually relationships through value activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties. E-marketing is a mixture of all the techniques of advertising, promotion, publicity, depicting the look and feel of the product how it will be price and sell to the customer etc.

The massive Indian market is changing fast. Internet services is maturing rapidly professionals and the use of mobile is multiplying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital media and sites they use play an ever-growing role in their lives. Smart marketing keep up top of the scale of change and ensure their marketing strategies and marketing's success where the consumer is spending their time. These forces give a sense of the scale of change we have seen so far and signify the scale of what is coming.

METHODOLOGY

Primary Data. The research is done through direct interview and collection of data through questionnaires.

Secondary Data. Secondary data is collected from journals, books and magazines to develop the theory.