

A Study on Role of Digital Marketing on International Business with Special Reference to Chennai

Priya. K¹ and Mr. S. Abraham²

BA LLB (Hons.) 5th year¹

Assistant Professor

Hindustan School of Law, Hindustan Institute of Technology and Science, Chennai

Abstract: Digital marketing, also called online marketing, refers to all marketing efforts that occur on the internet. Digital marketing provides an effective and cost-efficient way for businesses to enter new international markets. Through online channels, businesses can introduce their products or services to a global audience, overcoming geographical barriers and reaching potential customers in different countries. Digital marketing helps businesses build brand awareness and visibility on a global scale. By leveraging various digital channels such as websites, social media platforms, search engines, and online advertising, businesses can create a strong international brand presence, increase visibility, and reach a wider audience. It enables businesses to tailor their marketing efforts to specific markets, gather valuable insights, and build meaningful relationships with international customers. Through effective digital marketing strategies, businesses can successfully navigate the global marketplace and achieve their international business objectives. The objective of the study to know about the role of digital marketing on promoting international business. Descriptive research and 204 samples were collected through convenience sampling method. Businesses in other countries can use digital marketing to reach a wider audience, raise brand awareness, connect with global audiences, and stimulate expansion in other countries' markets. The most successful type of digital marketing is search engine marketing. The important feature of digital marketing is comparison between products easily. Other features include quick service, easy payment, and information. The primary function of digital marketing in international business is to reach customers worldwide and connecting people beyond the boundaries. Additionally, it raises brand awareness for international products.

Keywords: Digital marketing, International, Business, Products, Internet

