

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

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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

I. INTRODUCTION

The evolution of digital marketing has been shaped by advancements in technology, changes in consumer behavior, and the emergence of new digital platforms. The foundation of digital marketing can be traced back to the widespread adoption of the Internet in the 1990s. The Internet provided businesses with new opportunities to connect with consumers and market their products and services online. In the early stages, digital marketing primarily focused on building websites as online brochures or catalogs. Companies started creating their online presence to provide information, showcase products, and establish credibility. Digital marketing refers to the use of digital channels, platforms, and strategies to promote products, services, and brands to target audiences. It encompasses various online marketing tactics and techniques that leverage the internet, mobile devices, and digital technologies to reach and engage consumers. Digital marketing aims to create brand awareness, drive website traffic, generate leads, increase conversions, and build customer relationships. International business refers to commercial activities conducted between companies or organizations operating in different countries. It involves cross-border trade, investment, and



collaborations with the aim of expanding operations and maximizing business opportunities on a global scale. International business allows companies to enter new markets and expand their customer base beyond their domestic market. It involves conducting market research, understanding cultural differences, adapting products or services to local preferences, and developing market entry strategies. Digital marketing plays a significant role in international business by enabling organizations to reach global audiences, expand their market presence, and increase brand awareness. Compared to traditional marketing methods, digital marketing often offers a more cost-effective approach for reaching international markets. Online advertising platforms, such as social media advertising and pay-per-click campaigns, allow businesses to set specific budgets and optimize their spending based on performance metrics. Digital marketing enables businesses to establish and grow their online presence, facilitating international e-commerce. It offers a cost-effective and efficient approach to expand a company's reach and engage with customers across borders. There are several international businesses that excel at digital marketing and have established a strong online presence. It's important to note that the effectiveness of digital marketing can vary based on factors such as industry, target audience, and specific goals. few examples of international companies known for their successful digital marketing efforts are Apple, Nike, Coca-Cola, Amazon etc. The main aim of study is to know the role of digital marketing in international business.

OBJECTIVES

- To know about digital marketing
- To examine the features of digital marketing
- To examine the role of digital marketing on international business
- To analyse the impact of digital marketing on international consumer behaviour
- To analyse the primary function of digital marketing in international business

II. LITERATURE REVIEW

This study explains the effects of digital marketing on the growth of international markets. The results of study confirmed the hypothesis of the effect of digital marketing ability on the growth of the export market and the business network relationships and information availability as well ([Hanifeh Manafzadeh,2019](#)). The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era ([Lavanva,2021](#)). Digital marketing strategies build on and adopts the principles of traditional marketing, using the opportunities and challenges offered by digital medium. This paper focuses on the importance of Digital marketing for both marketers and consumers. This paper additionally includes the difference between traditional and digital marketing ([Sonia Dara,2016](#)). This article focuses on the importance of digital marketing for both marketers and consumers. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. Collected data has been analyzed with the help of various statistical tools and techniques ([Afrina Yasmin,Sadia,2015](#)). This article brings together the collective insight from several leading experts on issues relating to digital and social media marketing. This research offers a significant and timely contribution to both researchers and practitioners in the form of challenges and opportunities where highlight the limitations within the current research, outline the research gaps and develop the questions and propositions that can help advance knowledge within the domain of digital and social marketing ([Yogesh K et.al 2021](#)). The sense of the digital marketing, its main features, and advantages and disadvantages comparing with the traditional one are defined. Different indexes showing the current status of the global economy digitalizing process are analyzed. Some of the principal trends of the digital marketing development in the context of modern business processes are highlighted ([Tetiana and Yana Ovsianikova 2016](#)). This study aims to introduce the special issue on digital marketing and business-to-business (B2B) relationships. This study's goal is to help focus scholarly attention on the implications of digitalization on B2B relationships. The



authors find that the following areas are critically important to understanding future trends in digital marketing and B2B relationships: cooptation, value co-creation, B2B branding, servitization, innovation networks, relationship dynamics and power and trust ([Hofacker,2020](#)). The paper is focused over understanding new developments which had influenced modern day marketing. The paper also discusses the concepts of technology which changed the perspective of marketing. Now marketing is majorly dependent over technology, emergence of new dimension of marketing is also known as digital marketing. Digital marketing is majorly focused over marketing through digital media devices such as smartphones and computers ([Esha Jain,2017](#)). The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. ([Prajapati and Kishan,2020](#)). The reason of fast growth of e-Commerce is Digital marketing. Using this marketing strategy we can increase speed of buying and selling. It certainly plays an important part in current commerce system. This method makes our business more fast and accurate. Digital marketing is extremely more reasonable than traditional offline marketing approaches. But one of the main advantages of leading your marketing digitally is the ease with which results can be traced and observed. ([Bhosale,2020](#)). This article mainly focuses on the growth of digital marketing in the present scenario. The study undertaken intends to discover the phenomenon related to the inclination in digital marketing. Hence three entities namely Consumers, Company and Third Party Agency were taken into contention. Results of this study reveal that all entities agree regarding mandatory internet awareness for the growth in digital marketing in this study ([Kishore,2019](#)). This research has focused on understanding the growth of digital marketing in India and what are the current trends in digital marketing. This study concludes that digital marketing is very important for businesses as well as for consumers. Digital marketing has provided opportunities for business growth. However, sustainable development is still an issue to be explored from the perception of marketing professionals ([Kiradoo,2017](#)). The purpose of the research paper is to examine the effectiveness of digital media marketing strategies and different social media options used for marketing. This paper mainly studies significance of digital marketing and differences between digital marketing and offline marketing and the effectiveness of technological tools and social media platforms on success of digital advertising methods. This research paper has been edited to help small business to integrate digital advertising in their business models ([Panda,2022](#)). The four themes are (1) the scope of digital business strategy, (2) the scale of digital business strategy, (3) the speed of digital business strategy, and (4) the sources of business value creation and capture in digital business strategy. After elaborating on each of these four themes, we discuss the success metrics and potential performance implications from pursuing a digital business strategy ([Bharadwaj,2013](#)). Many companies require attention from all participants, not only for organisational culture-employee behaviours but also for customers and stakeholder satisfaction regarding its management. Therefore, the effect of all participants on its operation, both local and global businesses. This review article focuses on the worldwide economy, globalisation, and the global market ([Siripipatthanakul and Supaprawat 2021](#)). This research aims at understanding the values and practises of sustainable digital marketing through studying the breadth of digital marketing, challenges to its implementation and strategies for developing local digital capacities. A marketing technology adoption model (MTAM) for digital marketing strategies and power growth is described in this research paper. Ease of usage, experience of use, perceived cost experience, higher returns, performance, digital service quality, digital data quality, digital device quality, approach to use and real use are the main factors in this model. ([Deepak Kumar,2020](#)). In this article, we argue that this has transformed the study of marketing, leading research in marketing to be at the forefront of research in economics as to the effects of digital technology. This is because the reduction in costs associated with digitization has had a transformative effect on digital marketing activity before many other sectors. ([Avi Goldfarb,2019](#)). In this context, besides promoting a high quality of the content marketing, the digital marketers must undertake an analysis of the target in order to adapt their content and to choose the right way of promoting it. This article defines the concept of content marketing and the importance that it has within the marketing policies, as well as the proper means of developing a



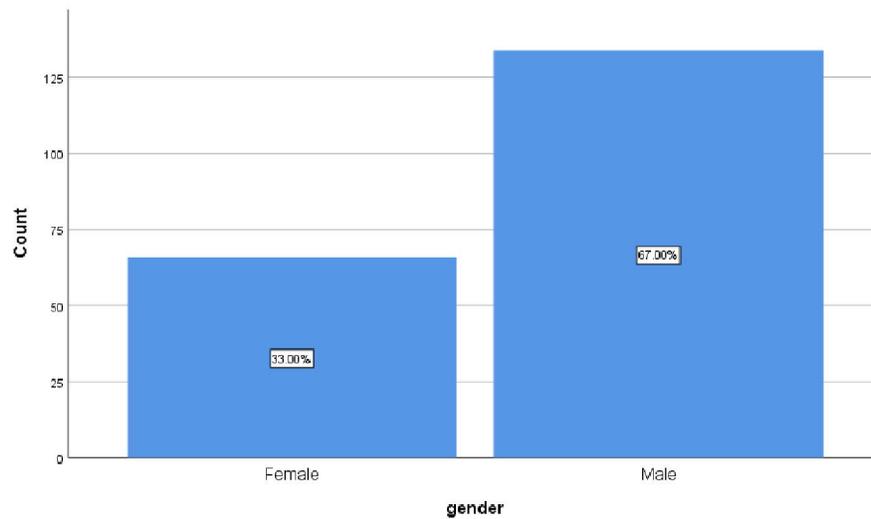
correct content marketing strategy(Patruftiu Baltas,2015).The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers.the result of digital marketing on the basis of the firm's sales. 100 respondents' opinions are collected to get the clear picture about the present study.(Sathya,2015).This paper mainly focuses on conceptual understanding of digital marketing, how digital marketing helps today's business and some cases in the form of examples.Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium(Vaibhava Desai,2019).

III. RESEARCH METHODOLOGY

Descriptive research is followed for the purpose of the study.204 samples were collected through convenience sampling method. The independent variables are gender, age,education, residence and occupation.The dependent variables effective form of digital marketing, features of digital marketing,globally reach of consumers is a major role of digital marketing on promoting international business and digital marketing creates brand awareness regarding international products .The statistical tools used in the study are bar chart and clustered bar chart.

IV. ANALYSIS

Figure 1

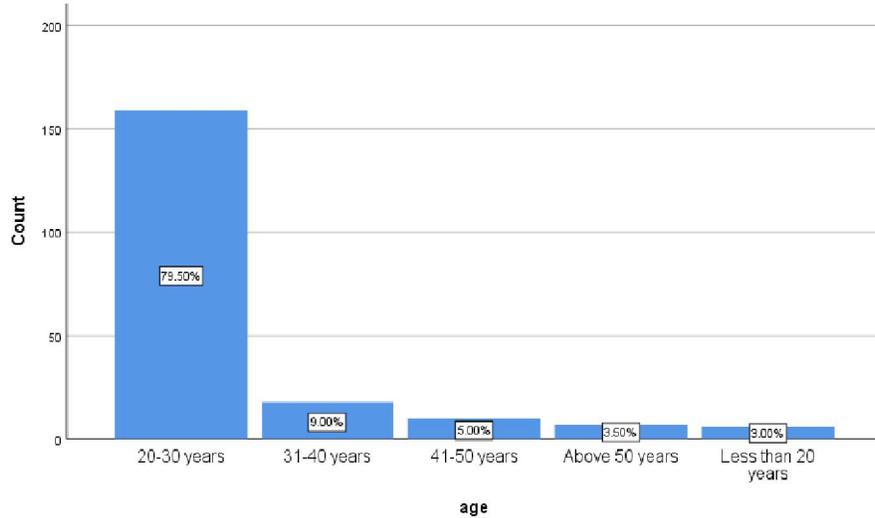


Legend

Figure 1 represents the gender distribution of sample population



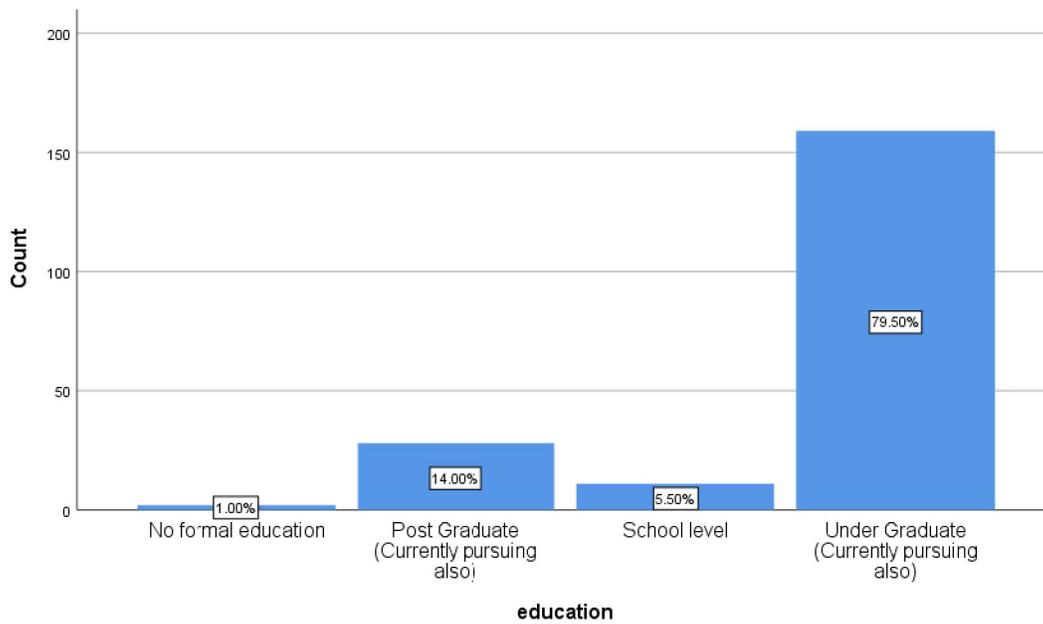
Figure 2



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Figure 2 represents the age distribution of the sample population

Figure 3

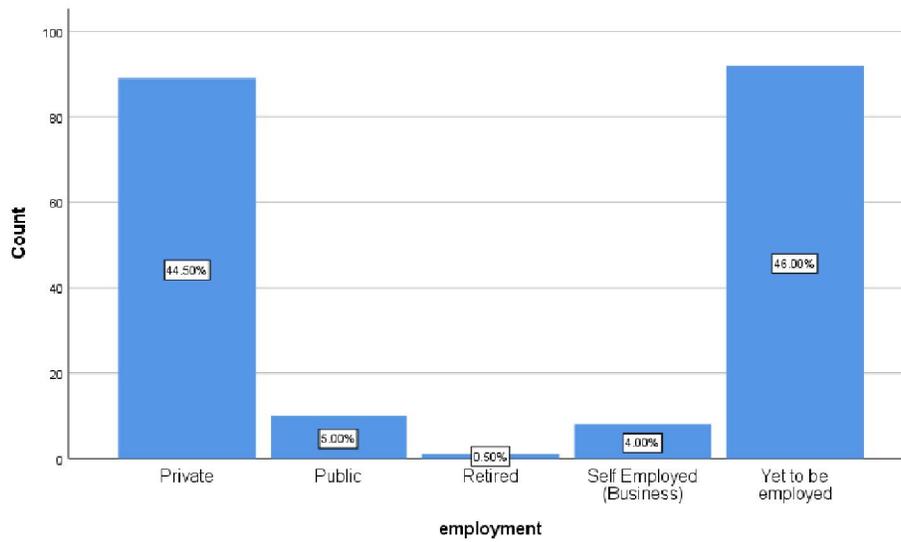


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Figure 3 represents the education qualification of the sample population.



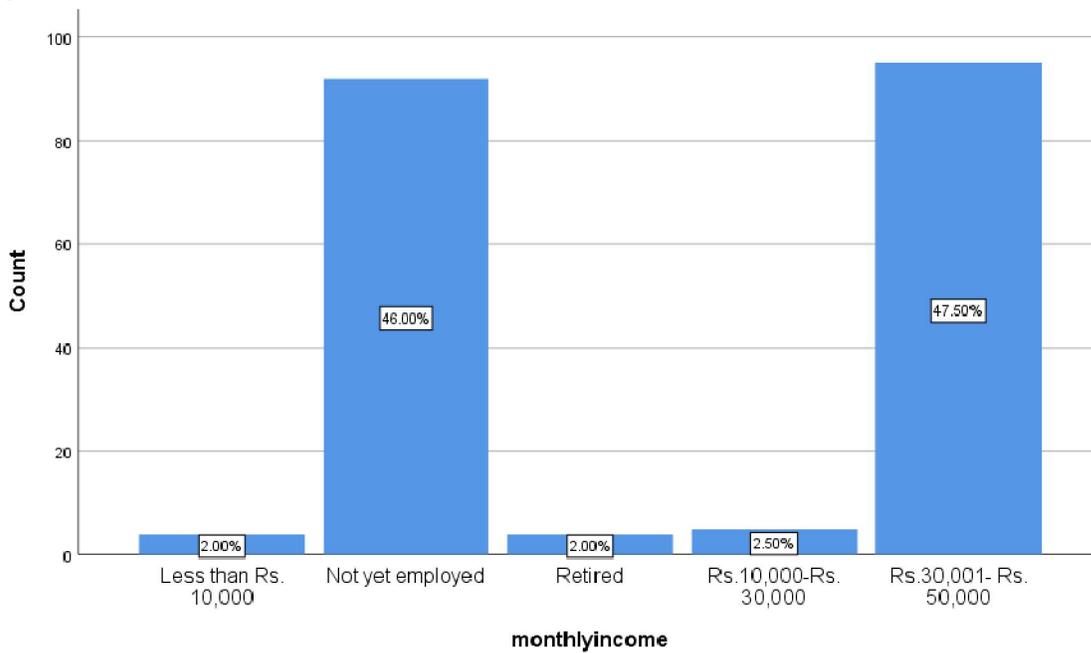
Figure 4



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Figure 4 represents the employment of the sample population

Figure 5

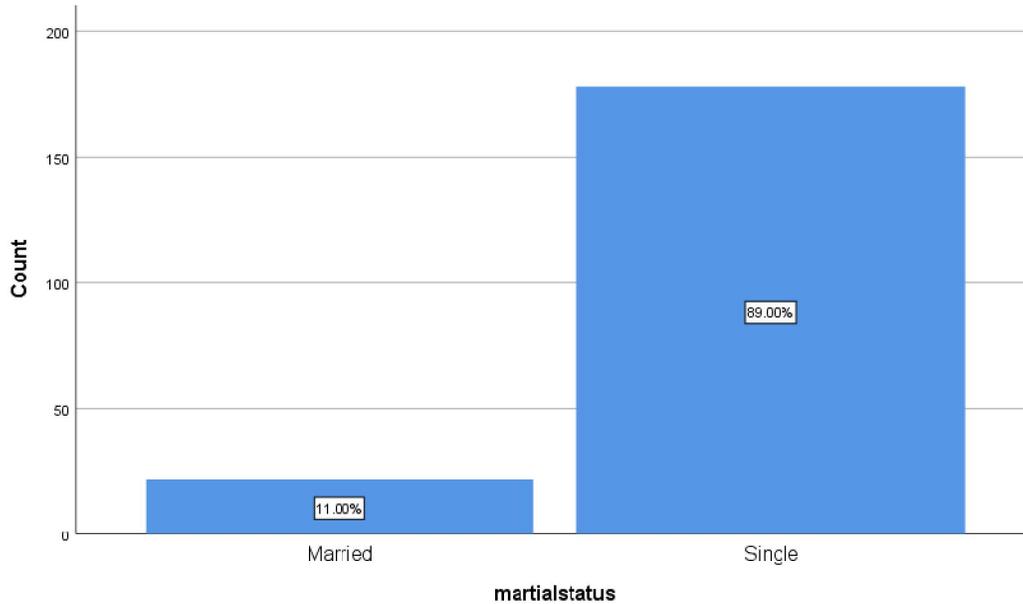


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Figure 5 shows the monthly income of the sample population



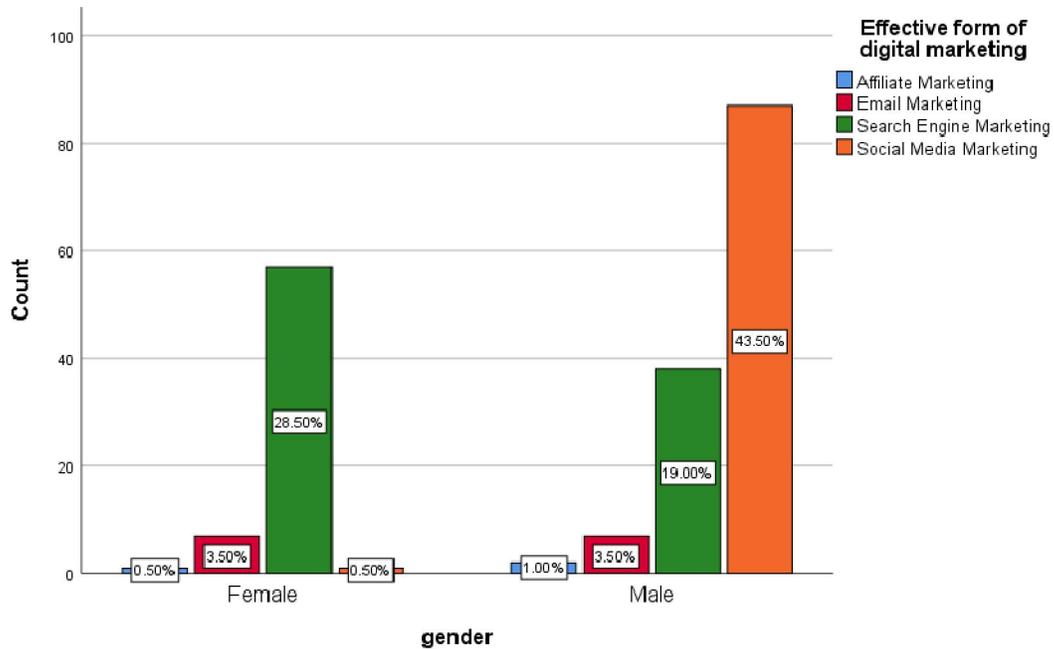
Figure 6



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Figure 6 shows the marital status of the sample population

Figure 7

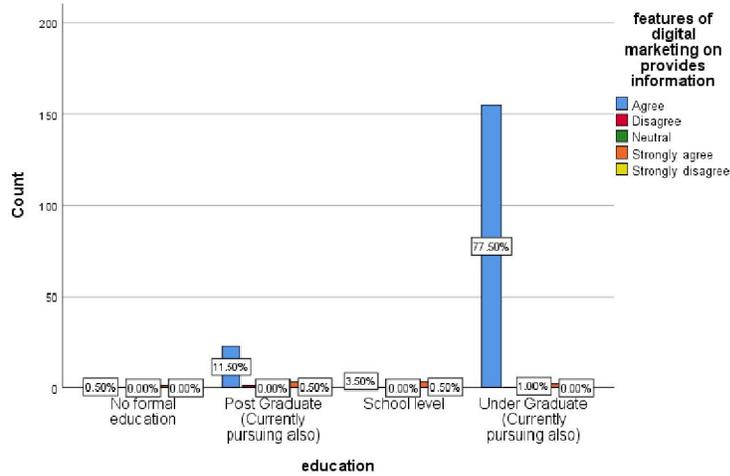


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Figure 7 represents the gender distribution of sample population and their opinion on effective form of digital marketing with regard to the role of digital marketing in flourishing international business.



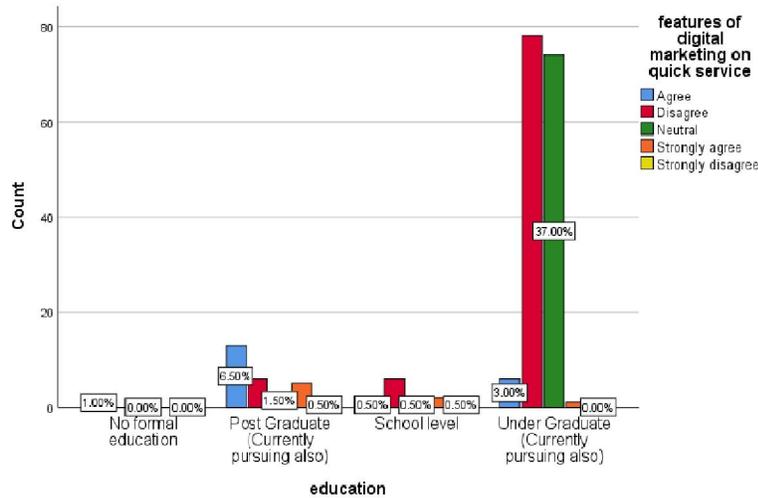
Figure 8



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Figure 8 represents the education qualification of the sample population and opinion on features of digital marketing is provides information with regard to the role of digital marketing in flourishing international businessbusiness

Figure 9

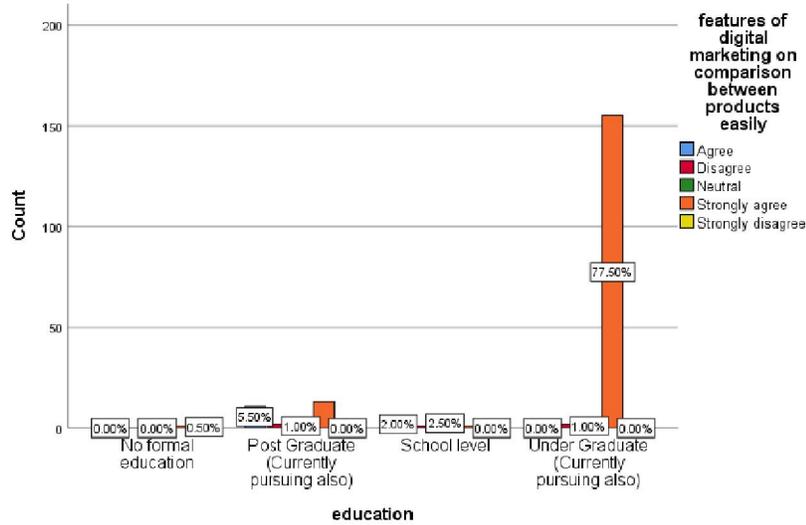


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Figure 9 represents the education qualification of the sample population and opinion on features of digital marketing on quick service with regard to the role of digital marketing in flourishing international business.



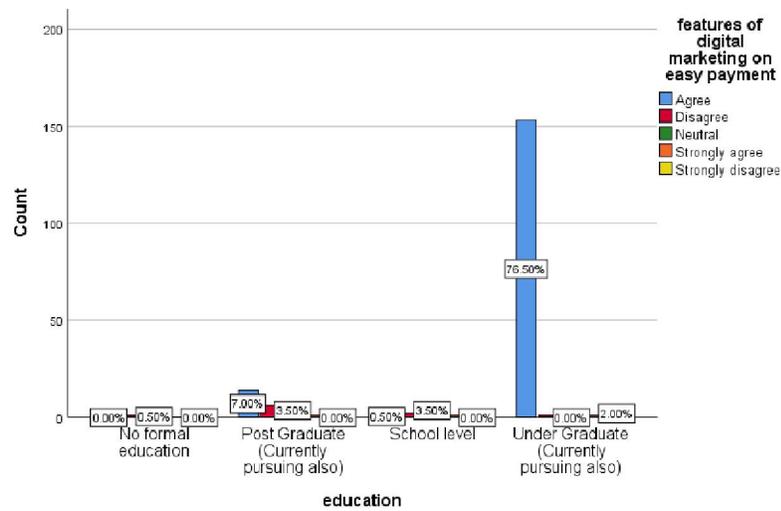
Figure 10



Legend

Figure 10 represents the education qualification of the sample population and opinion on features of digital marketing on comparison between product easily with regard to the role of digital marketing in flourishing international business.

Figure 11

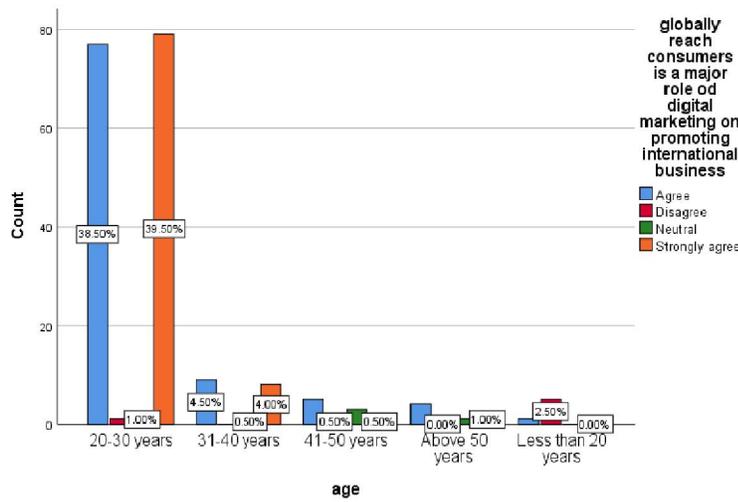


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Figure 11 represents the education qualification of the sample population and opinion on features of digital marketing on easy payment with regard to the role of digital marketing in flourishing international business.



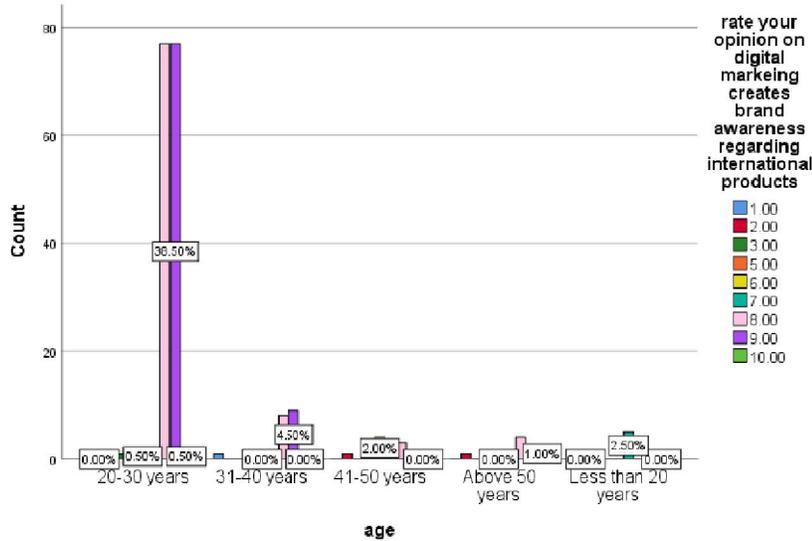
Figure 12



Legend

Figure 12 shows the age of the distribution and their opinion on globally reach consumers is a major role of digital marketing on promoting international business with regard to the role of digital marketing in flourishing international business

Figure 13



Legend

Figure 13 shows the age of the sample population and their opinion on rate the agreeability on digital marketing creates brand awareness regarding international products with regard to the role of digital marketing in flourishing international business



V. RESULTS

From the **figure 1**, we could see that 33% of the respondents are from female side and 67 percentage of respondents are from male side.**figure 2**, we could see that 79.50% of the respondents are from 20 to 30 years 9% of the respondents are from 31 to 40 years 41 to 50 years are respondents from 5 % and 3.5% of the respondents are from above 3% of the respondents are from less than 20 years.**figure 3**, we could see that one percentage of the response are given by no formal education,14 % of the response given by post graduate 5.50% of the respondents have given a school level 79.50% of the respondents or from undergraduate.**figure 4**, we could see that 44.5% of the respondents are from 5% of the respondents are from public sector 0.5 or from rotate 4% of the respondents are and 46.00% of the respondents are from yet to be employed side.**figure 5** could see that 2% of the respondent are from less than ₹10,046% of the respondents are from not employed 2% of the respondents are from 2.5% of the respondents are from 10,000 to 30,000 47.50% of the respondents are from ₹30,001 to 50,000.**figure 6** we could see that 11% of the respondents are from married side and 89% of the respondents are from unmarried side. **figure 7** we could see that 28.50% of the respondents are from female 43.50% of the respondent are from male voted for the question effective form of digital marketing. **figure 8** we could see that nearly 78% of the respondent have agreed for the question that features of digital marketing is provides information.**figure 9** we could see that 6.50% of the respondent have said agree 39% of the respondent have said disagree and 37.00% of the respondents have set a neutral opinion for the above graph that features of digital marketing on quick service.From the **figure 10** we could see that nearly 78% of the respondent have strongly agreed to the statement that featured of digital marketing and comparison between products easily.**figure 11** we could see that most of the respondents with the percentage of 76.50 % are undergraduate had agree to the statement that features of digital marketing on easy payment. **figure 12** could see that nearly 39.50% of the respondents from the age group of 20 to 30 years have strongly agreed to the statement that globally reach consumers is a major role of digital marketing on promoting international business with regard to the role of digital marketing in flourishing international business.**figure 13** we could see that most of the respondents with the percentage of 38.50% have given our main scale rating for the above statement that rate the agreeability on digital marketing creates brand awareness regarding international products with regard to to the role of digital marketing in flourishing international business.

VI. DISCUSSION

From the **figure 1**, we could see that most of the respondents are from male side. This is because specific sectors within international business and digital marketing might have skewed male representation. This could influence the pool of potential respondents available for the study.**figure 2** we could see, that most of the respondents are from 20 to 30 years this is because This age group generally grew up with widespread internet access and digital technologies, making them more comfortable and familiar with digital marketing concepts.**figure 3**, we could see that most of the respondents are from undergraduate this is because Digital marketing and international business are relevant subjects for undergraduates, particularly those considering careers in business, marketing, or related fields. They might be eager to learn more about these topics and gain insights into potential career paths.**figure 4** we could see that most of the respondents are yet to be employed . This is because Unemployed individuals, particularly those with skills or experience in marketing or business, might be more interested in participating in a study related to international business and digital marketing as they seek career opportunities in these fields.**figure 5** We could see that most of the respondents are from not at employed side. This is because Unemployed individuals, particularly those with skills or experience in marketing or business, might be more interested in participating in a study related to international business and digital marketing as they seek career opportunities in these fields.**figure 6** we could see that most of the respondents are from unmarried side because most of the respondents are students and undergraduate. **Figure 7** people see that most of the respondents have said social media marketing of their opinion for the above graph because nowadays the reach of social media is very quick among the people so only the people would have choose this was their opinion for the question that effective form of digital marketing **figure 8** we could see that most of the respondent have said agree as their opinion for the above graph features of digital marketing is provides information this is rewards



by providing information to the public only the company can easily attract customers for their business so this is also one of the key feature of the digital marketing. **figure 9** we could see that 6.50% of the respondent have said agree 39% of the respondent have said disagree and 37.00% of the respondents have set a neutral opinion for the above graph that features of digital marketing on quick service this is because this cannot be considered as a key feature of digital marketing because through digital marketing the particular information can be reached to the customer very easily and fastly but the service cannot be reach to the target customers so only the respondents disagree to the statement. **figure 10** we could see that nearly 78% of the respondent have strongly agreed to the statement that featured of digital marketing and comparison between products easily this is because through digital marketing The products of different company can be easily compared and can be chosen by the target customer also so only the customers had strongly agreed to the statement. **figure 11** we could see that most of the respondents with the percentage of 76.50 % are undergraduate had agree to the statement that features of digital marketing on easy payment because the easy payment is one of the key feature of the digital marketing as well as that it is also compared as the easiest way to other payment methods so one of the key feature of the digital marketing is the easy payment and so only the customers can easily get their products and service also. **figure 12** could see that nearly 39.50% of the respondents from the age group of 20 to 30 years have strongly agreed to the statement that globally reach consumers is a major role of digital marketing on promoting international business with regard to the role of digital marketing in flourishing international business this is because one of the main target of the international business is to reach the customers worldwide so the easiest way to attract the customers is through digital marketing so only the respondents have strongly agree to the statement. **figure 13** we could see that most of the respondents with the percentage of 38.50% have given our main scale rating for the above statement that rate the agreeability on digital marketing creates brand awareness regarding international products with regard to to the role of digital marketing in flourishing international business this is because the digital marketing easily create a brand for the company as well as it will bring fame for the company also so only the respondents have rated nine scale rating for the above graph.

LIMITATION

One of the major limitations is the sample size .Which is very small in the research (204) as we know that higher sample groups will try to eliminate the sample error because smaller sample size might fail to explain the characteristics of the whole population of the state/country , which might lead to sample error (inaccurate results).

VII. CONCLUSION AND SUGGESTION

Digital marketing empowers international businesses to expand their reach, create brand awareness, engage with global audiences, and drive growth in international markets. Among all the forms of digital marketing search engine marketing is a effective one. Major features of digital marketing is comparison between products easily. Some other features are easy payment, provides information and quick service. Reaching the customer around the world is the major role of digital marketing in international business. It also create brand awareness regarding international products. Choose right type of digital marketing according to the business type to success in the international business.

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