

Proceedings of the
INTERNATIONAL CONFERENCE
ON
RECENT TRENDS IN MULTI-DISCIPLINARY
RESEARCH AND INNOVATION
ICRTMRI'24

13th September 2024

in Association with



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A.V.P.
COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University, Coimbatore
Accredited with 'A' Grade by NAAC (Cycle I)
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An ISO 9001:2015 Certified Institution, T.M. Poondi, Tirupur.

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Editors

Dr. S. Ashok Kumar

Dr. A. Mallika

Dr. S. Sindhubairavi

Ms. R.S. Cindhu

Ms. G. Pramela

Dr. R. Marisakthi



A.V.P. COLLEGE OF ARTS AND SCIENCE

(Affiliated to Bharathiar University, Coimbatore)

4-Chettipalayam, Thirumurugan Poondi Post

Tirupur, Tamilnadu, India

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55.	ICRTMRI/24/ T3/55	A THEMATIC LITERATURE REVIEW ON SUSTAINABLE SUPPLY CHAINS IN FMCG AND THE WAY IT IMPACTS ORGANISATIONAL SUSTAINABILITY	Prof Swapnali P Jadhav Prof. Dr Satish Shrawanrao Ubale Dr Neelakanth Dhone	706
56.	ICRTMRI/24/ T3/56	A STUDY ON CAUSES OF CORPORATE SOCIAL RESPONSIBILITIES	Mrs. C. Yamuna Ms. T.A. Chivvani Ms. R. Guru Akshaya	711
57.	ICRTMRI/24/ T3/57	A STUDY ON DIGITAL MARKETING AND ITS COMPONENTS	Ms.D.Saranya	715
58.	ICRTMRI/24/ T3/58	CASHLESS ECONOMY IN DIGITALIZATION	Ms.Pavithra Yadav Ms.R.Girija	720
59.	ICRTMRI/24/ T3/59	SUSTAINABLE SUPPLY CHAIN MANAGEMENT	Ms. Shaivi Sunil Keny Dr.S.Sindhubairavi	724
60.	ICRTMRI/24/ T3/60	SMALL AND MEDIUM ENTERPRISES AND GST: TAX PLANNING, COMPLIANCE CHALLENGES AND STRATEGIC ADAPTATIONS	Mrs. S.Subashini Sathya Ms.J. Juliet Jasmine Ms.T. Aparna	728
61.	ICRTMRI/24/ T2/61	EMBRACING THE FUTURE: THE RISE OF CASHLESS ECONOMY IN THE DIGITAL ERA	Mrs. S.Subashini Sathya Ms.J. Juliet Jasmine	733
62.	ICRTMRI/24/ T2/62	CASHLESS ECONOMY IN DIGITALISATION	Dr.R.Rajasekaran Ms.T.Deepika	737
63.	ICRTMRI/24/ T2/63	SUSTAINABLE SUPPLY CHAIN MANAGEMENT	Dr.M. Sumathi	742
64.	ICRTMRI/24/ T2/64	A STUDY ON TREND ANALYSIS OF CSR ACTIVITIES OF SELECTED LISTED COMPANIES IN COIMBATORE CITY- AN ANALYTICAL STUDY	Dr. S. Kowsalya Ms. T.Koushika	746
65.	ICRTMRI/24/ T2/65	DIGITAL PAYMENTS, REAL CHANGE: THE IMPACT OF MOBILE WALLETS ON GLOBAL ECONOMIES	Dr.M.Indrapriya Ms. Ragini.B Ms. Mithra.V	751
66.	ICRTMRI/24/ T2/66	CASHLESS ECONOMY IN DIGITALIZATION	Ms.P.K.Mangaiyarkarsi Ms. S.Karthika MS. M.S.Rakshithaa	755
67.	ICRTMRI/24/ T2/67	SUSTAINABLE SUPPLY CHAIN MANAGEMENT	Ms.K.M.Deeviya Ms.R.Sandhiya Ms.V.Saijothi	759
68.	ICRTMRI/24/ T2/68	CASHLESS ECONOMY IN DIGITALIZATION	Ms.M.Nalini Ms. S.Varsha	763

A STUDY ON DIGITAL MARKETING AND ITS COMPONENTS

Ms. D. Saranya

Assistant Professor, Department of Commerce(CA), NGM College, Pollachi

Abstract

Digital marketing encompasses marketing activities that leverage digital technologies, such as desktop computers, mobile devices, applications, and other online platforms to promote products and services. Often known as online or internet marketing, digital marketing uses these channels to reach and engage consumers effectively. The concept of digital marketing emerged in the 1990s with the launch of the Archie search engine, and the term itself gained popularity during that decade. The rise of personal computers and server/client architecture also made Customer Relationship Management (CRM) applications vital to marketing strategies. In the 2000s, with the growing number of internet users and the advent of smart phones like the iPhone, consumer behavior shifted significantly. People began to search for products and make purchase decisions online, rather than relying on traditional sales interactions, presenting new challenges for marketing teams. For example, a 2000 survey in the UK showed that many retailers had not yet registered their own domain names. This situation drove marketers to explore new methods of integrating digital technologies into their market strategies. The proliferation of social media platforms such as YouTube, LinkedIn, Face book, and Twitter further amplified the role of digital marketing by allowing businesses to deliver personalized messages to the right audience. Digital marketing enables companies to gain a deeper understanding of their audience's preferences, behaviors, and demographics, improving their ability to connect with potential customers.

Keyword: Digital Marketing, Components, Internet Marketing, CRM

INTRODUCTION

Digital marketing is a branch of marketing that utilizes digital technologies, such as desktop computers, mobile phones, mobile applications, and other digital media, to promote products and services. Also known as online marketing or internet marketing, it encompasses various platforms designed to engage consumers and drive business growth. The roots of digital marketing can be traced back to 1990 with the establishment of the Archie search engine, which marked the beginning of this new marketing approach. The term "digital marketing" gained recognition in the 1990s as server/client architecture and the widespread adoption of personal computers made Customer Relationship Management (CRM) applications increasingly important in marketing. The 2000s marked a significant shift in consumer behavior as the number of internet users grew and smart phones, like the iPhone, entered the market. Consumers began to search for products and make purchasing decisions online, bypassing traditional sales channels. This shift created new challenges for marketing departments, as many companies were slow to adapt to the digital landscape; for instance, a 2000 survey in the United Kingdom found that most retailers had yet to register their own domain names. These challenges prompted marketers to explore innovative methods of incorporating digital technologies into their strategies. The rise of social media platforms such as YouTube, LinkedIn, Face book, and Twitter further transformed the digital marketing landscape, with consumers increasingly relying on these channels for information and interaction. Digital marketing allows businesses to target the right

audience with tailored messages, enhancing their ability to connect with potential customers in more meaningful ways.

DIGITAL MARKETING COMPONENTS

1. Pay-per-click (PPC)
2. Social Media Marketing
3. Content Marketing
4. Email Marketing
5. Mobile Marketing
6. Webinars
7. Affiliate Marketing

(i) Search Engine Optimization

SEO is also known as Search Engine Optimization. The aim of search engine optimization (SEO) is to increase natural traffic to your website.

1. Technical strategies are used in SEO activities to raise search engine visibility and improve rankings. Some search engines are Google, Bing, and Yahoo. These three engines are the most hyped. To keep their websites at the top of search engine results, digital marketing managers concentrate on optimizing various factors, including keywords, cross links, back links and original content.
2. Ensure that the website is compatible with mobile devices.
3. Identify important keywords and use them strategically throughout the content.
4. Create numerous back links.
5. Voice search optimization.
6. Boost the website's overall user experience.
7. Prioritize topical clusters over keywords.
8. Utilize local listings and landing pages to target local searches.

(ii) Pay Per Click (PPC)

PPC is another important element of a digital marketing plan. PPC's an online advertising model. In this modal an advertiser pays a publisher every time an advertisement link is "clicked" on. Furthermore, PPC is known as the cost-per-click (CPC) model. The pay-per-click model is offered primarily by search engines for example Google and social networks i.e. Face book. Your pay-per-click campaigns can be created in a variety of ways. Check out its five components in brief:

1. Groups of ads
2. Keywords
3. Campaigns
4. Landing pages
5. Advertisement text

(iii) Social Media Marketing

Social media has dominated the globe in the generation that we are now living in. People of every age use social media platforms. Our youth is so much dependent on social media. They start assuming everything shown on social media platforms is true. Social Media

Marketing is a major part of Digital Marketing. It becomes so easy to attract customers through Instagram, Facebook etc.

1. A number of brands have grown through Social Media Marketing. One of the major examples of Urbanic. They started it on Instagram and have now reached a high level of success.
2. There are many others Social Media platform for building customer-seller relationships.
3. Without a significant social media presence, your company won't survive the social media craze.
4. To increase brand awareness and establish a solid connection with your intended audience, you must work on your social media strategy and create social media campaigns.
5. When the appropriate social media strategies are used, you can convert your fans and followers into subscribers and buyers.

(iv) Content Marketing

Content marketing is a marketing strategy utilizes to attract, fascinate and retain an audience by Creating and sharing important articles, videos, podcasts and other media. This approach confirmed expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell. A crucial tactic to attract new clients is content marketing.

1. It can improve SEO rankings as well as inform your target market about the issues your product can help them with.
2. Consumers today are looking for high-quality content. Without pertinent content, there is no reason to visit a person's website, participate in their social media posts, read their emails, or communicate with the business.
3. Therefore, it is crucial to create relevant content for your website as good content can attract potential customers to your company and aid in the achievement of your objectives.

(v) Email Marketing

Sending promotional emails to a targeted audience of potential clients or customers is known as Email Marketing. It is most popular among e-commerce companies as a means of retaining customers.

1. Sending personalized messages that are specific to the needs and interests of customers through email marketing is still a successful strategy.
2. An effective method of internet marketing to cultivate prospects and entice them to your brand and services is email marketing. Additionally, it is a productive and economical way to communicate with customers and accomplish business objectives.
3. Email marketing aids in all aspects of marketing, from generating leads to nurturing them so they can become potential customers and boost your sales.
4. For your business, you should concentrate on your email marketing strategy. In order to drive relevant traffic and leads, the first step is to work on the buyer persona and send them a targeted message that is personalized and well-optimized for multiple devices.

(vi) **Mobile Marketing**

A product or service is specifically promoted through mobile phones and other mobile devices through mobile marketing. This includes mobile advertising in downloaded apps or text messages. However, a thorough approach to mobile marketing also entails optimizing content, landing pages, emails, and websites for mobile users.

SCOPE OF DIGITAL MARKETING IN 2024

The scope of digital marketing in 2024 is expanding rapidly as technological advancements and changing consumer behaviors continue to reshape the marketing landscape. Here are the key areas where digital marketing is expected to grow and evolve:

1. **Personalization and Hyper-Targeting:** As data analytics and AI technologies become more sophisticated, digital marketing will increasingly focus on delivering highly personalized content and experiences. Marketers will leverage data to understand customer preferences, behaviors, and demographics, enabling them to create hyper-targeted campaigns that resonate with specific audiences.
2. **Artificial Intelligence and Automation:** The integration of AI and machine learning into digital marketing tools will continue to streamline processes such as content creation, customer service, and campaign management. AI-driven chatbots, predictive analytics, and programmatic advertising will become more prevalent, enabling businesses to engage customers more efficiently and effectively.
3. **Voice and Visual Search:** With the rise of smart speakers, voice assistants, and visual search tools, optimizing content for voice and visual search is becoming increasingly important. Digital marketers will need to adapt their strategies to accommodate these new search formats, focusing on long-tail keywords, conversational content, and image optimization.
4. **Video and Interactive Content:** Video content will remain a dominant force in digital marketing, with platforms like YouTube, TikTok, and Instagram continuing to grow. Additionally, interactive content such as polls, quizzes, augmented reality (AR), and virtual reality (VR) experiences will gain traction, offering more engaging ways for brands to connect with their audience.
5. **Social Commerce and Influencer Marketing:** Social media platforms are evolving into full-fledged e-commerce destinations, allowing users to discover, evaluate, and purchase products without leaving the platform. This trend, known as social commerce, will continue to grow, with brands increasingly partnering with influencers to reach wider audiences and drive sales.
6. **Privacy and Data Protection:** With growing concerns around data privacy, new regulations, and shifts in consumer expectations, digital marketers will need to adapt to stricter privacy laws and policies. They will need to prioritize transparency, secure data management, and ethical practices while still delivering personalized experiences.
7. **Content Marketing and SEO Evolution:** Content marketing will continue to be a key component of digital marketing strategies, but with an emphasis on quality, relevance, and user intent. Search Engine Optimization (SEO) will evolve to account for changes in search algorithms, zero-click searches, and the increasing importance of mobile-first indexing and page experience.
8. **Omnichannel Marketing:** The importance of creating a seamless customer experience across multiple channels will grow in 2024. Marketers will need to ensure consistency in

their messaging and branding across online and offline channels, including websites, social media, mobile apps, email, and physical stores.

9. **Metaverse and Digital Realities:** As the concept of the metaverse continues to gain momentum, digital marketers will explore new opportunities for engagement within virtual worlds and digital realities. This includes virtual events, branded spaces, digital goods, and immersive experiences, offering innovative ways for brands to connect with tech-savvy consumers.
10. **Sustainability and Social Responsibility:** With a growing emphasis on sustainability and corporate social responsibility, brands will increasingly incorporate these values into their digital marketing strategies. Transparent communication about ethical practices, sustainability initiatives, and community involvement will become key differentiators for companies looking to connect with conscious consumers.

CONCLUSION

Digital marketing has become an essential component of modern business strategy, evolving significantly over the past few decades to adapt to technological advancements and shifting consumer behaviors. Its ability to leverage data, target specific audiences, and deliver personalized experiences has made it indispensable for businesses seeking to reach and engage their customers effectively. In 2024, digital marketing is poised to expand further, driven by innovations in artificial intelligence, automation, voice and visual search, video content, and the growing significance of social commerce and influencer marketing. The increasing importance of privacy, data protection, and ethical practices will also shape how marketers interact with their audiences, emphasizing transparency and trust. Meanwhile, new opportunities in the metaverse and digital realities will offer creative avenues for engagement, and a focus on sustainability and social responsibility will resonate with conscious consumers. To succeed in this dynamic landscape, businesses must remain agile, embracing new technologies and trends while maintaining a customer-centric approach. By continuously adapting to these changes, digital marketing will continue to be a powerful tool for building brand awareness, fostering customer relationships, and driving growth in an increasingly digital world.

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CASHLESS ECONOMY IN DIGITALIZATION

Miss. PavithraYadav

III BMS, Department Of Management Studies
Guru Nanak College of Arts, Science and Commerce, Mumbai

Ms. R. Girija

Assistant, Professor, School of Management, AVP College of Arts Science

Abstract

In India, most of the payments are made in terms of liquidity cash when there is a requirement of any financial transaction. India to be a developed country it should go for cashless transactions. In the meantime, we must see significant changes in payment methods. Due to the ongoing level of technology infrastructure and policy changes, the number of payment methods has increased over the period. A cashless economy is the future of the Indian economy in which there will be no physical cash flow. All payments will be made and received in electronic mode. The cashless economy has become very popular after demonetisation. Facilitating financial mobility is a major digital motivation. It is safer and easier to do online while traveling, in the event of medical emergencies, during peak working hours, and busy schedules. But because we are not involved in digital payments, we are more likely to fall into the trap of identity theft. Even experts are faced with many instances of online fraud and data theft is a major threat. Another weak link in the inadequate grievance redressal mechanism to deal with this scam. The paper is an attempt to learn the concept of a cashless economy by looking more closely at the pros and cons of digital payments. This study also helps to determine the factors that affect the perception of the citizen towards the digital economy and the benefits of using alternative payment methods.

INTRODUCTION ABOUT THE STUDY:

The term “cashless economy” was introduced with the completion of demonetisation of 500 and 1000 rupee notes in India after November 2016. The history of geographical division in India compared to other developing countries was quickly reviewed by media reports. They recorded that about 80% of the money spent was based on physical flow, which opened the door to problems such as corruption, black money, and terrorist financing. These are cashless issues, which means that there is less money to spend and all other activities are done through various electronic transactions (Adil & Hatekar, 2020). India's dream of no money has been welcomed by everyone. The vision, that is, has its advantages and disadvantages in its application, as India may face difficulties in both cases. The reason for establishing a cash-strapped economy began after the Indians' demonstration, about plans and impact the following year after November 2016. Proper participation of all is needed to achieve the desired goals. Following that step, tax revenue increased because there was no way to escape. All of this was aimed at promoting online payment methods for the successful flow of the Indian economy. The process has begun and there will be many other opportunities to achieve the goal of Digital India (Khurana, 2017).

According to the Indian government, the cashless policy creates more power in the industry, leading to more jobs and less money laundering. Now, most of the money will be saved in customers' bank accounts. They will have less money in their hands, forcing them to disclose their direct income so that income tax fraud is greatly reduced. It will also reduce monetary fraud and will lead to the detention of foreign investors in the country as this payment