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DIGITAL MARKETING IN THE CURRENT ERA

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Edited by
Dr. Asha Rathi



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E-Banking in India: Recent Era

Arun Mondal*

Introduction

E-banking is also known as virtual banking, digital banking, internet banking, online banking. E-banking includes automated teller machines, national electronic fund transfer, real time gross settlement, smart cards etc. The inclination of customers towards e-banking has increased in recent years as they need not visit the bank office. Customers avail banking facilities with the help of internet. Customers in urban areas avail e-banking facilities more than customers in rural areas. Customer awareness in rural areas regarding e-banking is less than urban areas. Customer satisfaction depends on the services, quality of e-banking. Banks emphasize on service quality to increase the level of customer satisfaction (Kampakaki and Papthanasion, 2016). Banks provide e-banking facilities to customers with the help of technology. Increased competition in the banking sector has compelled the banks to focus on customer satisfaction (Cabanillas et al., 2013). The objective of the study is to find out different aspects of e-banking in India in recent era.

Literature Review

Customers prefer e-banking for several factors such as low cost, mobility, convenience (Sahu, 2016). Customer satisfaction is the key factor behind customer retention (Madavan and Vethirajan, 2020). Customer satisfaction is very essential for the success of e-banking. Online banking depends on internet whereas traditional banking is based on branch banking (Santhiya and Saravanan, 2018). Economic and psychological factors play important role behind customer satisfaction (Kumbhar, 2011). Banks focus on customer satisfaction to increase customer loyalty (Suleiman et al., 2012). E-banking delivers banking services to customers around the clock on the basis of advanced technologies (Balogun et al., 2013). Banks adopt modern technology to deliver e-banking due to lack of security (Prasad et al., 2019). Banks

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provide e-banking services to customers which includes mobile banking, door step banking, phone banking (Arya, 2019). Banks focus on the quality of services with the intention to increase customer loyalty (Saravanan and Leelavathi, 2020). The service quality of e-banking is better than traditional banking (Hada, 2020). Digital revolution has compelled the bank to provide technology based e-banking services (Mansuri, 2021). Banks provide online banking services to customers to survive in the banking sector (Sikira, 2021).

Methodology and Data Analysis

Primary data has been collected from the state of west Bengal. The sample size of the study is one hundred. 65% of the respondents are male and 35% of the respondents are female.

Private banks provide better e-banking services than public banks:

Agree : 82%

Disagree : 18%

82% of respondents agree and 18% of respondents disagree.

Cost of e-banking is less than traditional banking:

Agree : 77%

Disagree : 23%

77% of respondents agree and 23% of respondents disagree.

Bank employees provide e-banking services properly to the customers:

Agree : 53%

Disagree : 47%

53% of respondents agree and 47% of respondents disagree.

Many customers avoid e-banking due to security threat:

Agree : 68%

Disagree : 32%

68% of respondents agree and 32% of respondents disagree.

Customers suffer due to poor internet service :

Agree : 71%

Disagree : 29%

71% of respondents agree and 29% of respondents disagree.

E-banking saves time of the customers :

Agree : 92%

Disagree : 08%

92% of respondents agree and 08% of respondents disagree.

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Artificial Intelligence in Business: A Digital Transformation

Dr. Mahima Gupta*

Introduction

In today's scenario, Businesses can no longer rely on traditional business strategies to promote development because of the massive amounts of data that are now readily available and the constantly changing tastes and complexity of consumers. These significant adjustments have created new opportunities for using AI to boost corporate growth through useful insights derived from consumer data. Simply defined, artificial intelligence in business refers to the application of intelligent computer software with human-like skills to raise profits, enhance customer experience, boost productivity and efficiency, and spur corporate development and change. Accenture Report estimates that the use of artificial intelligence in the workplace may boost productivity by at least 40%. According to figures from the World Economic Forum, by 2023, AI will have replaced more than 75 million human jobs while also generating 133 million new ones. This dispels the myth that the adoption of AI would result in an increase in the number of unemployed people. The complexity of business operations in the twenty-first century is defined by the involvement of labour-intensive and ineffective human functions. The era of data has taken over business in the modern world. Data may provide businesses with insightful information on tactics that can dramatically accelerate growth.

Therefore, in order to survive and remain relevant in the ferocious competition, businesses must have a unique understanding of the demands and preferences of their clients. Businesses may now use artificial intelligence to better understand and engage their consumers, automate corporate procedures, increase productivity and income, and save costs associated with running their businesses. The current state of AI in business sector can be summarised as follow:

- Though they are not always inexpensive to execute, AI-enhanced technologies and solutions are now more generally accessible than they were in the past across sectors.

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- In sectors as disparate as IT, automotive, and retail, voice-based assistants are leading the adoption of AI.
- Chatbots, a type of lower-scale AI, allow smaller businesses to save money and increase customer satisfaction.
- More and more AI-enhanced products are offered as software-as-a-service (SaaS).
- Voice assistants, intelligent monitoring and control, individualised shopping experiences, and warehouse management applications are just a few of the ways that AI technologies are being implemented across sectors.
- Intelligent apps, neural networks, platforms as a service for AI, and cloud services for AI all contain AI.
- New AI technologies include edge AI, which processes AI algorithms locally without requiring an internet connection, and augmented intelligence, which aims to improve human intellect (such as some forms of face recognition).
- The Artificial Intelligence Index Report claims that every 3.4 months, AI computer power doubles. These all points depict AI now becomes a boosting technology for business sector. Without it we can't even imagine any business work.

Scope of Artificial Intelligence in Business

AI is evolving into a robust and adaptable technology that is used in everything from customer service chatbots and search engine algorithms to business apps and solutions. Although successful deployment of AI is expensive and fraught with other difficulties, there is simply too much potential in AI to ignore it. Following points may describe AI scope in Business sector:

- **Customer Services with AI**

Another contentious use of AI in business is the replacing of human customer support agents by AI. With the development of chat-bots, customers may now communicate with businesses in real-time to address issues, place orders, request information, and perform nearly any other tasks that might be performed by speaking with a human customer-care person. By 2020, 85% of client contacts will be handled automatically, predicts Gartner. Artificial intelligence in business will eliminate the need for human engagement with customers, lowering operating expenses and vastly enhancing customer care accessibility and conversational experience.

- **Business Intelligence (BI)**

Finding insights in the data might be difficult given the growing volume of company data accessible. In order to gain insightful knowledge from data, artificial intelligence has been routinely adopted in business intelligence. These insights assist businesses in developing business strategies to support corporate decision-making, enhance the efficiency of marketing, comprehend clients better, execute segmentation

to generate tailored experiences, and utilise artificial intelligence in company management. There are several technologies available now for business intelligence that incorporate artificial intelligence. Microsoft Power BI is a well-known application that aids businesses in obtaining crucial data to identify the strategies and actions that have the greatest impact on financial metrics. Additionally, Power BI's integration of machine learning capabilities can assist organisations in developing machine learning models that can be used to automate business processes and generate useful forecasts and predictions from data.

- **Targeted and Personalized Marketing**

Understanding customer desires and understanding how to sell to each one are essential to increasing business income. Customers have a very limited amount of patience with too many businesses trying to advertise their products to them in our environment of growing digital engagement. This explains why it is increasingly important to promote just the products that each consumer finds appealing and to understand to whom to market each product. Companies may now use AI to forecast and target who to sell a certain product to in order to boost the likelihood of sales and the efficacy of marketing operations while also lowering the total cost of marketing by using data gathered from consumer online activities.

- **Predictive Analytics and Product Recommendation**

Companies must be able to suggest items that will keep customers' attention and fulfil their needs if they want to improve the success of marketing campaigns and customer engagement with a company's product. In order to forecast which product to propose, businesses like Netflix, Spotify, Amazon, and others increasingly employ AI to analyse the habits and behaviours of its consumers. For instance, Spotify analyses user listening habits and song choices and then uses AI to select songs that each user is likely to like. By recommending movies that speak specifically to each user based on their experiences, other businesses like Netflix employ AI recommendation algorithms to keep customers interested and addicted to their product. These suggestions account for around 75% of Netflix customer activity, and the company's AI recommendation system lowers costs by about \$1 billion annually. Additionally, banks and Fintech firms employ AI for predictive analytics, fraud detection, and client creditworthiness analysis before granting loan requests.

- **Processing of Natural Language**

Companies now provide smart digital assistant devices to help customers with everyday chores as a result of advances in natural language processing. Today, businesses utilise AI to create automated financial reports that run independently of human oversight. They also employ sentiment analysis to determine how various online reviews, tweets, and other communications about the firm affect people's perceptions of the brand. Businesses can continually learn how customers feel about their goods and

services by using sentiment analysis. This enhances the quality of services and offers for customised products. These are many more benefits of AI in Business sector like automation of operations, enhanced and more dependable customer services, more income, a better knowledge of clients, improved service experiences, and fraud detection etc. Even there are some challenges also. Artificial intelligence is increasingly being used in the commercial world. Some significant obstacles that restrict the application of AI technology in business, however, pose a danger to this expansion.

Future Trends in AI

The usage of AI has been widely embraced by the majority of the top businesses in the globe. Alibaba employs AI to estimate the items that consumers may like to buy and to automatically produce product descriptions as part of the integration of AI into its business processes. Uber, a massive ride-hailing corporation, is yet another significant organisation that is using AI to alter the business world. Uber uses AI to forecast demand, which reduces predicted arrival time and effectively matches passengers with drivers, lowering churning rate. Uber's AI one-click chat tool enables drivers to interact with passengers by suggesting responses to their comments with only one click. Amazon, with its AI recommendation, automated factories, and the Amazon Alexa digital assistant, is another outstanding company that has used AI to alter corporate processes. Tesla and Microsoft both have self-driving cars, thanks to Power BI and the Azure machine learning platform, respectively. According to the fascinating AI tendencies of the near future, we might anticipate:

- Entertainment businesses produce music and movies using AI. factories that operate entirely without human oversight
- Using AI to create high-quality training data for itself, to deal with bias and data scarcity issues, and many other things.
- As a result of AI's potential, humans will finally have the ability to shape the future precisely how we want it.

The prospects of artificial intelligence are only beginning to be explored. Businesses who don't want to miss out on the transformative commercial future will unavoidably use AI as a compass. AI would know precisely what you wanted and would provide it for you. Right now, we're far from accomplishing that. But that is essentially what we strive toward—getting a little bit closer to it.

Conclusion

Artificial intelligence is typically seen as a supplementary tool rather than a replacement for human intellect and inventiveness. Even though AI presently struggles to complete tasks that are considered common sense in the actual world, it excels at processing and interpreting vast amounts of data considerably more quickly than a human brain could. The synthesised courses of action can then be presented to the human user via artificial intelligence software. This will enable us to leverage AI to

speed up decision-making by playing out potential outcomes of each action. These characteristics make AI very beneficial across a wide range of businesses, whether it's simply assisting guests and employees in effectively navigating a corporate site or carrying out a task as difficult as monitoring a wind turbine to foretell when it will require repairs. AI is effectively used by both large and small businesses to streamline procedures, accelerate big data analysis, and save personnel costs. For its consumers, the outcomes include concrete advantages. Despite the fact that the adoption of AI can vary greatly between nations and businesses, 2022 has seen a rise in interest in what is still one of the most interesting software technologies. However, companies that deploy AI widely now have to think about these ethical issues far more seriously than they did in the past. Until the capabilities of AI and their influence on human life are completely understood, AI governance—the process of developing laws that address the unfavourable effects of AI—will probably continue to draw attention.

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Recent Practices of Marketing Mix

Dr. Rakesh Kumar Jhamb*

Introduction

The process of marketing or distribution of goods requires special attention of the management as production has no relevance unless the products are sold. Marketing mix is the process of designing and integrating various elements of marketing in such a way as to ensure the achievement of enterprise objectives. The objective of every producer is to make profit. This benefit will be received by him from the consumers and this benefit will be received from the consumer when the producer provides maximum satisfaction to the consumers by producing the goods as per the choice of the consumers. The consumer is the king of the market, so the manufacturer manufactures only those goods that the consumer buys. The choice made by the consumer, the way of spending by him, determines the production and form of a commodity. In order to sell successfully in the market, a company adopts the strategy of building the marketing mix. It is the combination of the use of various marketing elements for the best possible result. The objective of marketing for the seller is to combine the various selling production elements in such a way that he can make the necessary sales at a cost that makes him desirable.

Every firm makes marketing decisions in such a way that maximum profit can be earned at a given time and situation. Here the marketing mix is developed keeping in mind that keeping high price with comparatively more marketing and promotional costs is more suitable for the business or keeping low price with less promotional cost i.e. following two types in front of the businessman There are discounts – either he sets the price of the product higher and also reduces the sales promotion expenditure. With the help of marketing mix, the marketing mix prepares the program which gives net profit to the firm and gives maximum satisfaction to the customers.

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In this way, which item should be produced by a producer, it is decided by the consumer. The consumer decides to buy a product on various grounds such as price of the product, type of product, sales promotion, branding and packaging of the product, etc. To make maximum profit the producer has to control the market effectively. This is possible only when the manufacturer is aware of all such marketing decisions that can increase sales. The businessman can know all this through marketing mix. All such decisions are taken under the marketing mix, which motivate or encourage sales, are called marketing mix. Marketing mix includes product brand, trademark, packaging, price, distribution channel, advertising and sales promotion, marketing research, etc

Meaning and Definition

The problem for the marketer is how to integrate these different elements for the marketing front. Each organization combines the above mentioned components in such a way that maximum profit can be earned from that arrangement at a given time and situation. Some scholars have given the following definition regarding marketing mix:

According to **Dr. R. S. Dabur**, "The strategies used by the manufacturer to achieve success in the market constitute the marketing mix".

According to **Keeley and Ledger**, "The marketing mix is made up of a large battery of devices that can be employed for the purpose of persuading customers to purchase a particular product."

According to Philip Kotler, "The objective of a firm is to find the best configuration for its marketing moves. This configuration is called marketing mix.

According to Stanton, Etzel and Walker – "Marketing mix is the combination of four components – product, price structure, distribution system and promotional activities – that are used to satisfy the needs of an organization's target market and at the same time meet marketing objectives." goes."

On the basis of the above meaning and definitions, it can be said that with the aim of achieving success in sales, the producer/seller analyzes various strategies. This is called marketing mix.

Features of Marketing Mix

- Marketing mix is a combination of four major components known as product, price, place and promotion. Marketing objectives are achieved by combining these four components.
- Marketing mix always has to work and there is a need to change the marketing mix from time to time. Thus, it can be said that marketing mix is a continuous process.

- Every organization has to prepare its own marketing strategy. In which various activities, methods, policies etc. of marketing have to be included. Thus, it would be appropriate to say that the marketing mix is a strategy consisting of various marketing activities.
- The effectiveness of the marketing mix depends on the inclusion of each component in the marketing mix keeping in mind the situation and environment of the enterprise. In short, the effectiveness of a marketing mix depends on its proper mix.
- Marketing mix is a systematic concept that helps in solving marketing problems. The work of marketing mix is very important, so it is executed by the marketing manager.
- Marketing mix is a systematic concept that is intended to assist in solving marketing problems.

Types of Marketing Mix

The elements of marketing mix are classified under four heads- product, price, place and promotion. That is why marketing mix is called a combination of the four P's. Product related decisions include product designing, packaging and labeling, and product varieties. The decision on price is very important as sales depend to a great extent on product pricing. Whether the same price will be charged or whether different prices will be charged for the same product in different markets are examples of product pricing decisions. The third important element is place, which refers to the decision regarding the market where the products will be offered for sale. Promotion involves decisions affecting the ways and means of increasing sales. Various devices or methods can be adopted for this purpose. The relative importance of engaging in different methods is decided by focusing on the element of promotion in the marketing mix. The marketing mix consists of decisions regarding the products to be made available, the price to be charged for the same, and the incentives to be provided to consumers in the markets where the products will be made available for sale. These decisions are taken taking into account the influence of marketing forces outside the organization

The types of marketing mix are as follows:

- **Product**

Marketing requires the development of a product suitable for a given market. Different types of goods attract customers in different markets. Marketing is needed to make the product effective. According to McCarthy, first product planning is done for different markets and customers. According to the interest of the customers, the form-color, size-type and conditions of the product are decided. The brand is granted to popularize the product of the goods, its certification is done.

- **Location**

The element called place is of special importance in the marketing mix. It is very important for marketing that the item demanded by the customer can be made available to him at the right time at the right place. Production of goods and services is meaningless without a place in marketing.

- **Promotion**

In the marketing mix, sales promotion or sales promotion of the product is very important, the product of the goods should be introduced to the potential customers and they should be motivated to buy the goods. Once you have a customer, it is very important to retain them as well as to make new customers. Personal promotion and dissemination is given importance for promotion.

- **Price**

The decision of the price of most of the productive items depends on the own will. The development of the price policy should be done keeping in mind the objectives of the firm. Many things should be kept in mind while determining the price, such as the quality of competitive goods, demand utility; price is a major factor in creating demand for the commodity and increasing the demand. Factors such as the discount offered to the customer, the terms and conditions of the customer's purchase, etc., must be considered while determining the price.

Factors Affecting Marketing Mix

Those elements or powers which cannot be controlled in any way are known as uncontrollable elements or market elements or environmental elements. Such elements are:

- **Consumer Behaviour:** There are continuous changes in consumer's interest, demand and fashion. A successful marketing management should always keep an eye on these and study the effect of consumer behavior on the demand for the product.
- **Distribution System:** The existing distribution system in the market affects the distribution system of the organization. Therefore, a marketing manager should prepare his marketing mix by systematically studying the intermediary chain, transportation, storage etc. existing in the market.
- **Competitive Situation:** Every marketing manager should prepare his marketing mix after studying the situation of competition existing in the market. Marketing management should thoroughly study the marketing policies, strategies, type of product, price etc. of the competing organization and only after that it should prepare its marketing mix.
- **Government Rules and Policies:** Country's business and marketing policy, industrial policy, tax policy, liberalization policy, business and industrial

regulations affect the marketing mix of the organization. Government rules and policies should be kept in mind while preparing the marketing mix and only after that the marketing manager should prepare the marketing mix of his organization.

- **Product Related Elements:** The elements which are related only to the product are called product related elements, on which the organization can establish control to some extent, such as size, packing, color, design, variety, etc. of the product. Apart from this, the brand of the product, product range and number of products in each product range, guarantees and warranties available in relation to the product, their duration and types and after sales services provided for the product etc. are such things that the organization can control. and may modify them as required. Therefore, product-related elements are internal elements over which the organization can establish control.
- **Price-Related Elements:** The elements which are related to the price of the product are called price-related elements and to some extent the organization can establish control over them, in this the organization's pricing policy, pricing strategy, lending policy of the organization The factors that affect the marketing mix of the firm are the terms of credit, policy regarding discounts and rebates, price discrimination, etc.
- **Location-Related Elements:** In the location-related elements, there are elements related to the organization's distribution system, on these elements also the organization has control to some extent, in which the organization's distribution channels and the organization's policy in relation to them, related to the remuneration of the intermediaries. Policy related to transportation, storage and warehousing of products, etc. are the elements that affect the marketing mix of the organization.
- **Elements Related to Promotion:** The elements which are related to marketing promotion and affect the marketing program of the organization are called elements related to promotion. On these also the organization can establish its control to some extent. In these, the advertising policy of the organization, medium of advertising, advertising budget, policy related to sales promotion, means of sales promotion, present and future budget of sales promotion, promotion and dissemination system of the organization etc.

It is clear from the above description that the organization should take care of all the controllable and uncontrollable factors while preparing its marketing mix. Keeping this in mind, an organization can maintain the marketing mix of its organization according to time and circumstances.

Elements of Marketing Mix

- **Product mix**

Product mix is the group of products that a firm offers to the market for sale. For example, all the products sold by Hindustan Unilever Company in the market will come under product mix. The product line of bath soaps will include bath soaps like Lux, Rexona, Hamam, Pearce etc. The characteristics of the products involved have to be determined. The characteristics of the product include: product design, product color, product packaging, product brand and label, product flavor, after sales services etc.

- **Price Mix**

The marketing management has to determine the policies and strategies related to the price of its product as well as to determine the discounts and rebates to be given to the intermediaries, the terms of credit, the period of credit and the facilities to be given to them. The price of a product is affected by many factors, some of these factors are: market demand for the commodity, Current status and level of competition, Facilities provided to intermediaries, Product cost and profitability, reputation of the institution etc.

- **Distribution Mix**

The distribution mix includes all those things by which the product reaches from the producer to the consumer. These include all those policies and strategies that are necessary for the physical distribution and transportation of the product. In short, marketing management has to take decisions regarding wholesaler, retailer, transportation, storage, packing etc. of the product in the distribution mix so that uninterrupted access of goods from producer to consumer is possible at minimum cost.

- **Promotion Mix**

Providing information about the products of the firm to the customers and persuading them to buy the products. Activities can be included in the promotional mix: Advertisement, promotion and dissemination, Formation of sales teams and personal selling, tele marketing etc.

Conclusion

While creating the marketing mix, the marketing management first has to identify the forces or elements related to the market which affect the marketing mix and after that the marketing manager has to determine those policies, methods, actions and strategies. For this, the marketing manager has to take many important decisions regarding each component of the marketing mix because each component is related to the other and one component influences and is affected by the other component. The marketing manager gets help from the study of market research in taking various decisions of marketing mix.

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The Relevance of Computer Auditing in a Computerized Accounting System

Manisha Sharma*

Introduction

Innovation is the exquisite manner to fulfillment on this virtual age. The course of innovation in commercial enterprise way doing something different, smarter or higher in an effort to make a high quality distinction in phrases of value, fine or productiveness with the aid of using the usage of rising or proved technology of the world. The generation which has already proved itself in remaining many years is of direction the records generation (IT). It has dramatically modified the lives of the people and groups. Currently online shopping, virtual marketing, social networking, virtual verbal exchange and cloud computing and so forth are the excellent examples of extrade which got here via the wave of records generation. Now correct commercial enterprise planning, powerful marketing, international sales, systematic control, actual time monitoring, immediate customer service and long time commercial enterprise increase can not be accomplished on the ideal stage with out IT. Every organisation undertake the accounting machine, approach of recording of transactions, due to the fact agencies have to show positive monetary and control records to the authorities and public customers. With the improvement of records technology, there had been additionally evolved laptop products, along with software program that make accounting clean for customers of accounting records. Auditing is vital for the ones groups which can be the usage of computerized accounting machine in preference to guide accounting machine to fulfill the shareholders of the organisation that monetary declaration supplied to them indicates a real and honest view. It is the responsibility of

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outside auditor to observe the transactions and file their findings to the shareholders and the public. Companies additionally want to fulfill themselves that monetary declaration indicates real and honest role earlier than they are able to use them to make decisions. Therefore, they appoint auditor as a team of workers of the corporation (inner auditor) who carry out impartial appraisal feature hooked up inside corporation as a provider to the corporation with the goal of helping contributors of the corporation withinside the powerful discharge in their obligations. The auditor is consequently required to own affordable understanding of numerous hardware and software program used withinside the corporation if you want to audit an automated accounting machine.

Definition

- **Concept of Computer:** A pc is a programmable system designed to carry out mathematics and logical operations robotically and sequentially at the center given through the person and offers the preferred output after processing.
- **Concept of Auditing:** Auditing is a scientific and impartial exam of statistics, statements, facts, operations and performance (monetary or otherwise) of a company for a said reason. In any auditing situation, the auditor perceives and recognizes the propositions earlier than him for exam, collects evidence, evaluates the equal and in this foundation formulates his judgement that is communicated via his audit file.
- **Concept of Computerized Accounting System:** Computerized accounting gadget is the combination of various element structures to provide computerize books of bills and pc generated accounting facts and documents. It is a gadget wherein accountants input monetary statistics into spreadsheets and different accounting software, after which mathematical algorithms compute the statistics into the vital ledgers and monetary statements. Computerized gadget additionally lets in Accountants to create trending analysis, and file any variances fast and accurately. Additionally, transactions from all organization divisions are available via automatic accounting structures, giving Accountants higher get entry to monetary statistics.
- **Concept of Computer Auditing:** Computer auditing is the device that helps the enterprise in regard to statistics processing whilst setting a unique issue to a few goal operations. The device merges or opinions the statistics through the programmers or the accountants and the analysts and extract the statistics withinside the summarize form. This pc auditing equipment store the time, cash and the frustration. These auditing equipment additionally serve for the reason of tracking any person activity, the device robotically choices the statistics from the connected PC this is being utilized by some other worker who're commonly the accountants and the analysts.

History of Information Technology in Auditing

Information Technology Auditing (IT auditing) commenced as Electronic Data Process (EDP) Auditing and evolved in large part due to the upward thrust in generation in accounting structures, the wait for IT manage, and the effect of computer systems at the cap potential to carry out attestation services. The previous couple of years were an interesting time withinside the global of IT auditing due to the accounting scandals and elevated regulation. IT auditing has had a fairly brief but wealthy records while in comparison to auditing as an entire and stays an ever-converting field. The advent of pc generation into accounting structures modified the manner records turned into stored, retrieved and controlled. It is thought that the primary use of a automatic accounting device turned into at General Electric in 1954. During the term of 1954 to the mid-Nineteen Sixties, the auditing career turned into nonetheless auditing across the pc. At this time simplest mainframe computer systems have been used and few human beings had the talents and abilities to application computer systems. This commenced to alternate withinside the mid-Nineteen Sixties with the advent of new, smaller and much less pricey machines. This elevated the usage of computer systems in companies and with it got here they want for auditors to come to be acquainted with EDP ideas in business. Along with the growth in pc use, got here the upward thrust of various sorts of accounting structures. The enterprise quickly found out that they had to broaden their personal software program and the primary of the generalized audit software program (GAS) turned into evolved. In 1968, the American Institute of Certified Public Accountants (AICPA) had the Big Eight (now the Big Four) accounting corporations take part withinside the improvement of EDP auditing. The end result of this turned into the discharge of Auditing & EDP. The e-book covered the way to report EDP audits and examples of the way to method inner manage reviews. Around this time EDP auditors shaped the Electronic Data Processing Auditors Association (EDPAA). The purpose of the affiliation turned into to supply guidelines, processes and requirements for EDP audits. In 1977, the primary version of Control Objectives turned into published. This guide is now referred to as Control Objectives for Information and associated Technology (CobIT). CobIT is the set of commonly regularly occurring IT manage goals for IT auditors. In 1994, EDPAA modified its call to Information Systems Audit and Control Association (ISACA). The length from the past due Nineteen Sixties via nowadays has visible speedy adjustments in generation from the microcomputer and networking to the net and with those adjustments got here a few primary occasions that alternate IT auditing forever.

Audit Process for a Computerized Accounting System

The audit process of a computerized accounting system consists of five main steps: performing the initial audit (planning the audit); review and evaluation of internal controls; compliance testing (testing of internal controls); content tests (detailed data

tests); and reports (conclusions and findings). Auditors should agree on the scope and limitations of the audit with the client from the outset. It facilitates compliance with the audit objectives in an effective and efficient way:

- **Conduct a preliminary study of the company:** This is preliminary work to plan how the audit will be conducted. Auditors collect information about the computerized accounting system relevant to the audit plan, including: a preliminary understanding of how the computerized accounting functions are organized; Identification of the computer hardware and software used by the entity; a preliminary understanding of each major computerized accounting application; and identification of proposed implementation of new applications or revisions to existing applications and applicable controls.
- **Obtain and document an understanding of internal controls:** Two types of controls are there: general and application. General controls are those that cover organization, management, and processing within the computing environment, but are not tied to specific applications. They should be tested before the application controls because if they are found to be ineffective, the tester cannot rely on the application controls. General controls include things like proper segregation of duties, contingency plan, file backup, use of tags, access control, procedures for acquiring and implementing new software and equipment, etc. Application control is related to specific tasks performed by the system. These include input controls, processing controls and output controls; and must provide reasonable assurance that data initiation, recording, processing and reporting is successful.
- **Conducting compliance testing to determine whether controls are in place and working as intended:** There are three general approaches to conformance testing: The test data approach, in which the tester processes test transactions through the customer's system and then compares the results to predetermined results; the integrated test facility approach, in which fictitious transactions are processed alongside real transactions and compared to the pre-determined results of the testers; and the parallel simulation approach, in which the actual transactions are processed by the client's system and also by a parallel system set up by the auditor using the same programs and the results are compared. Regardless of which of these testing approaches is used, the results should inform the investigator that the controls are in place and functioning properly.
- **Run meaningful tests to determine if the data is genuine:** Auditors should seek and rate evidence in relation to management's claims about the financial statements. There are five affirmations: Integrity; Rights and obligations; evaluation or order; existence or occurrence; Presentation of Statements and

Disclosures. The examiner uses the assertions to develop examination objectives and design substantive examinations. Substantive reviews are reviews of transactions and balance sheets, and analytical techniques to support claims. The auditor should obtain sufficient professional evidence to provide a basis for an opinion on the audited financial statements. If sufficient expert evidence cannot be provided, an expert opinion cannot be issued.

- **To write the audit report to complete the audit:** The auditor's report contains an unqualified auditor's report, a qualified auditor's report or a waiver of the auditor's report. An unqualified opinion means that the financial statements are presented in accordance with generally accepted accounting practice (GAAP). A qualified opinion means that the financial statements are presented in accordance with GAAP except for certain qualifying matters.

The Role of Auditors in Computerized Accounting System

Auditing has ended up a manner specialized vicinity of the expert accountant work. Equally pc auditing is in addition specialization in itself. Indeed, many auditors today, will locate pc generation now no longer handiest applicable however additionally quite essential if they're to capture up with present day innovation withinside the profession. The auditor examines and check the pattern of accounting and different manipulate device (inner manipulate) to look whether or not or now no longer they represent or dependable base for the instruction of the accounts. In different words, the auditor wishes to fulfill himself that the device supplied for inner manipulate with the aid of using management, be it in guide and traditional accounting or pc accounting surroundings is as certain with the aid of using accounting standards. For the auditor to acquire his audit goal the auditor might also additionally difficulty himself with the controls exercising withinside the pc departments to make sure that the facts is absolutely and as it should be processed.

The Benefits of Computer Audit Programmes

- Examination of data is more rapid in computerized audit.
- Examination of data is more reliable.
- Computer audit program is the only practical method of examining large amounts of data.
- It gives the auditor practical acquaintance with live files.
- It provides new opportunities to the auditor.
- It is relatively cheap to use once set up costs have been incurred.

Demerits of Computer Audit Programmes

There are actually several disadvantages of computerized audit programs. They may include the following:

- It is expensive to set up or acquire.
- For using computerized audit program some technical knowledge is required.
- A variety of programming languages is used in business. Standard audit programs may not be compatible.
- Detailed knowledge of systems and programs is required. Some auditors would dispute the need for this detailed knowledge to be gained.
- Difficulty in obtaining computer time especially for testing.

Recommendations

Based at the findings of this research, the subsequent tips had been made:

- One essential truth control need to take critically is consulting their auditor every time a brand new machine is to be set up for accounting transaction. The following factors illustrate the usefulness:
- At the initials making plans level, the auditor will tell his patron of the inner controls and statistics requirements.
- At the level in which the machine specification are computer, however earlier than distinctive programming has been beneath Neath taken as a way to allow the auditor evaluation the machine and guarantees it's far designed to satisfy requirements.
- When the machine is to be practice for operational use that is for the auditor to make sure it's far functioning as intended.
- That auditing expert our bodies ought to arrange seminars regularly for auditors, so as for them to be familiar with new structures and improvements in software program programs utilized in auditing automatic accounting machine, as this could allow them do their paintings greater effectively.
- That development ought to be made on installed structures and methods of automatic auditing, and questionnaires on inner manage machine as this could make the paintings of Auditors simpler and their reviews greater correct and reliable.

Conclusion

I think its miles not possible to acquire long time enterprise achievement without leveraging the advantages of statistics generation on this virtual age. The groups need to undergo an affordable fee to gain this achievement due to the fact the use of progressive technique in enterprise strategy, using distinctly educated IT specialists and making proper selections at proper time are the prerequisite of enterprise achievement. As IT answers maintain to growth the productivity, performance and effectiveness of enterprise operations and communication,

enterprise will maintain to depend upon Information Technology for achievement. The extracted and the summarize shape of the records generated through the pc auditing equipment will assist the control for the cause of choice making and additionally in preserving below veil the enterprise secrets. Many groups' regulation emphasizes to guard the property of the enterprise and make a sturdy maintain amongst all such things. They make a few guidelines or guidelines that make sturdy the inner surroundings of the enterprise. Such device simply safeguards the property and gives the whole display to its users. Computer auditing equipment additionally does the protection measuring task on your enterprise. This device makes the backup of the records that's saved withinside the auditors or the accountant's pc. Computer reminiscence is taken into consideration to be the unstable reminiscence; any form of virus can do critical harm in your employer's records that you have received after a protracted difficult work. The pc auditing equipment routinely collect the records from the connected up server computers and make a backup of it on a weekly or day by day basis, right here the person will set the priority. Even that equipment makes the difficult reproduction of the documents.

It's now grow to be very an awful lot important to apply those pc auditing equipment, those are actual time saving equipment and dependable too. The formation and upward thrust in recognition of the Internet and E-trade have had sizeable impacts at the boom of IT audit. The Internet impacts the lives of maximum of the sector and is an area of elevated enterprise, amusement and crime. IT auditing enables businesses and people at the Internet discover safety even as assisting trade and communications to flourish. Today, maximum medium and massive scale enterprise relies upon on pc for his or her speedy and clean get entry to to statistics which complements speedy choice making. Auditing has grown to be a manner specialised region of the expert accountant work. Equally pc auditing is a similarly specialization in itself. Therefore, many massive corporations have a pc auditing professional for specific forms of pc and those professional can be referred to as to help the ordinary audit team, every time the latter feels that the complexity of the pc gadget is extra than his levels of competence so no audit corporations, regardless of its size, can have enough money to disregard the lifestyles of computer systems any longer. The emergence of computer systems did now no longer in any manner alternate the auditor obligations and responsibilities. What has alternate is the shape and strategies of preserving accounting statistics. The auditor continues to be anticipated to explicit an opinion on whether or not the economic announcement provide authentic and truthful view of the affairs of the organization, and its end result regardless of the alternate withinside the shape of preserving statistics.

In Nigeria, lately pc is turning into a residence call in control statistics gadget (1915), particularly in preserving economic statistics. It will become imperative, therefore, the auditor need to received themselves with the pc centers in use and

enhance on their audit strategies, to allow them confirm records and explicit opinion whether or not the economic announcement provide a real and truthful view of the affairs of the organization. The major intention of an audit is to carry out thorough assessment of an employer's economic statistics and reports, and offer an employer with development pointers primarily based totally on that assessment. Although, pc auditing used for automated accounting gadget gives numerous extra advantages than guide auditing, the feature of guide audit will in no way leave completely.

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Design of Security System for Furnace Access and Control Based on Radio Frequency Identification

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Introduction

Radio Frequency Identification (RFID) technology is versatile and simple technique to exchange data between two entities. This technique use radio waves for its operation. [1,2,3] RFID is also known as Auto ID method by which automatically any object can be identified. Voice recognition, Optical strip, Barcode, Magnetic strip are other identification techniques. RF(Radio Frequency) is useful in numerous applications such as radio, television, systems for Identification etc. RFID is used in the frequency range between 5KHz to 2.5GHz. This technology is fast and authentic means for identifying the objects.[4,5,6] RFID is a contact less technique which uses radio wave to identify, track, detect and thus manage different devices.[7,8,9] RFID is a technique that permits simultaneous identification in a fully automatic manner via radio waves. Because of several advantages, RFID systems can be used in various fields like vehicle tracking, livestock identification, production control, Parts identification etc.[10]

In today's era, with technological advancement, security has become a prime difficulty for any Institute, organization, office or home. Also, for the research purpose when any sophisticated instruments are procured in the research laboratory, it is necessary to handle and operate these instruments safely by its operator. If it is not

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used properly, it may damage and then it is difficult to repair in stipulated time period. Here we have tried to address the real time problem encountered at our Institute. High temperature furnace is very important instrument for thin film researchers which should be programmed and operated properly to grow good crystal and ingots of compound materials. Looking to this fact, we have designed and developed an RFID based system for furnace access and control.

The fundamental target of this paper is to give security in an organization by permitting the authorized personnel to get the secure operation of sophisticated instruments. The developed system uses RFID Tag (Sensor), RFID reader(Detector), Solid State Relay(SSR) connected to furnace and ATMEGA328P microcontroller Arduino Uno card for furnace access and control.

In this system whenever authorized user shows the valid RFID card (White Card)then only the furnace turns ON using solid state relay. When any other user tries to switch ON the furnace i.e when user shows invalid RFID card (Blue Card) we have connected Red LED (Indication of Alarm) which will be turned ON. The microcontroller receives the signal from the sensor and it is processed using software programme and stored in ROM.

Experimental

- **System Hardware**

Figure 1 shows the block diagram of developed system for furnace control.

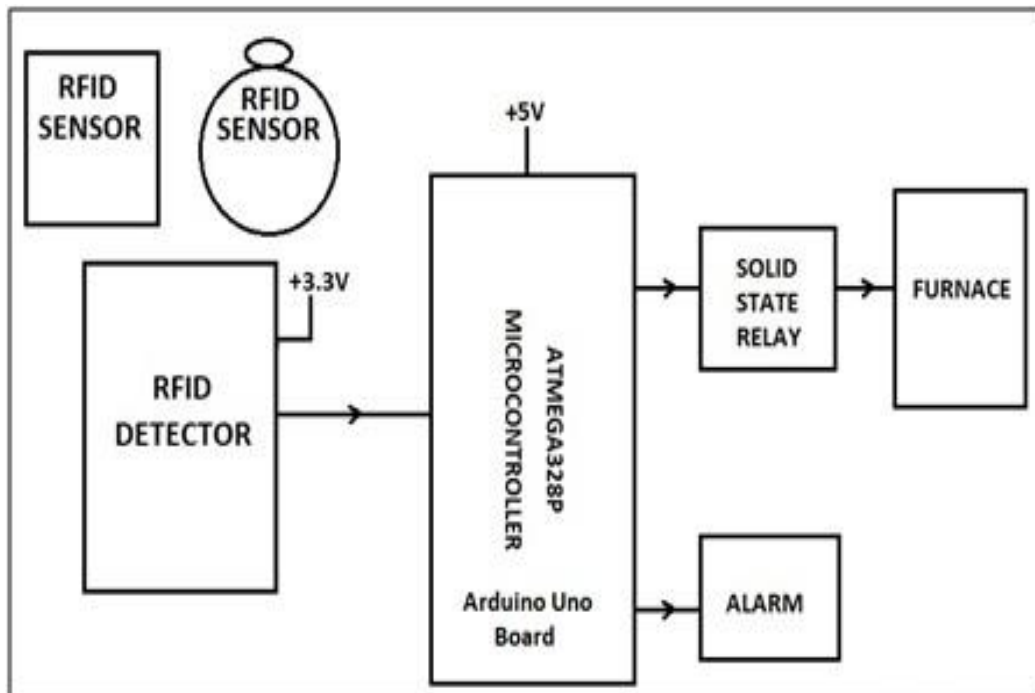


Fig.1: Block diagram of RFID based Furnace Control

An RFID based system consists of mainly three key components.

- A transponder i.e RFID Tag.[11] It is having unique ID code i.e object identifying data.
- A transreceiver i.e. RFID tag reader [12] which reads and writes tag data.
- Data base Microcontroller or similar device which stores contents related with tag data.

ATMEGA328 microcontroller Arduino Uno board [13] is used to receive and process the signal available from RFID reader. The Arduino Uno board can be powered via the external power supply or USB connection. The Arduino Uno is programmed with the Arduino Software (IDE). The ATMEGA 328P has 32KB memory,2KB of SRAM and 1KB of EEPROM.

Microcontroller positive analog output is connected to the solid state relay which is used to control the controller of the Furnace. Other output is connected to Red LED (Indication of Alarm) which turns ON when user shows invalid RFID card.

The detail design of developed circuit is as shown in Figure 2.

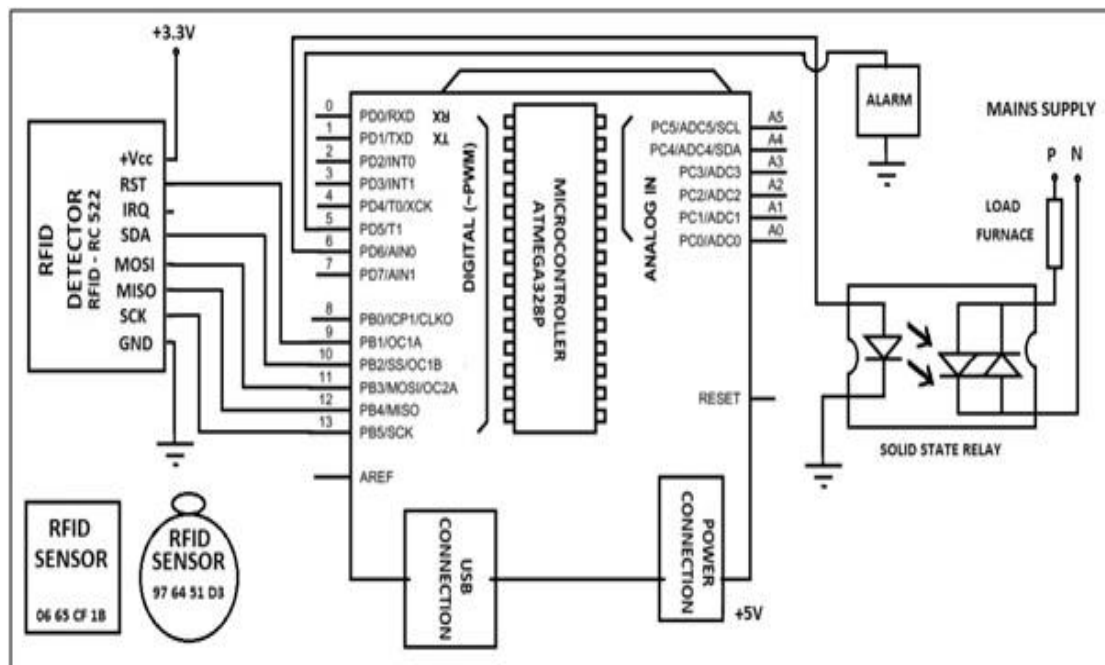


Fig. 2: Detail circuit design of developed model

The circuit is built around Arduino Uno Board, RFID reader module (detector), RFID Tag(sensor), solid state relay and Furnace connected as a load to the output of the Solid state relay.

In this circuit,+5V and 3.3V DC power supply is used which provides required amount of voltage to essential circuits. The RFID card used in this design is a passive

type device for the low frequency applications. A RFID reader emits a low level RF magnetic field which energizes the Tag. The Tag responds to the reader's query and transmits its unique identification code. This data is decoded by the reader and then applied to the microcontroller system. The system then searches and matches the identity code with stored information in it. If IR code matches then it outputs a signal to switch ON the controller of the furnace connected to Solid State Relay (SSR LED ON). Facility is provided to switch ON Red LED (Alarm) if RFID card is not valid. In this way, authentication to operate the furnace is verified. If it is verified then only it is permitted to operate the device otherwise refused (SSR LED OFF).

RFID Reader Module

In this design we have used RC522 RFID reader module (**Figure-3**) which is highly integrated reader IC for contactless communication operating at 13.56MHz. The module can be powered with 3.3V supply pin MOSI and Pin MISO of Reader is connected to Pin 11 and Pin 12 of Arduino Uno Microcontroller respectively.



Fig. 3: RFID Reader Module (Detector)

RFID Tag (Card)

An RFID Tag (**Figure-4**) is a smooth card which is read by an RFID reader. It works at 13.56 MHz frequency with a unique ID. Normally each tag has a unique ID number which we can't change. This unique ID can be identified through software. Here we are using two different RFID Tag in which one is valid card and the other is Invalid card.

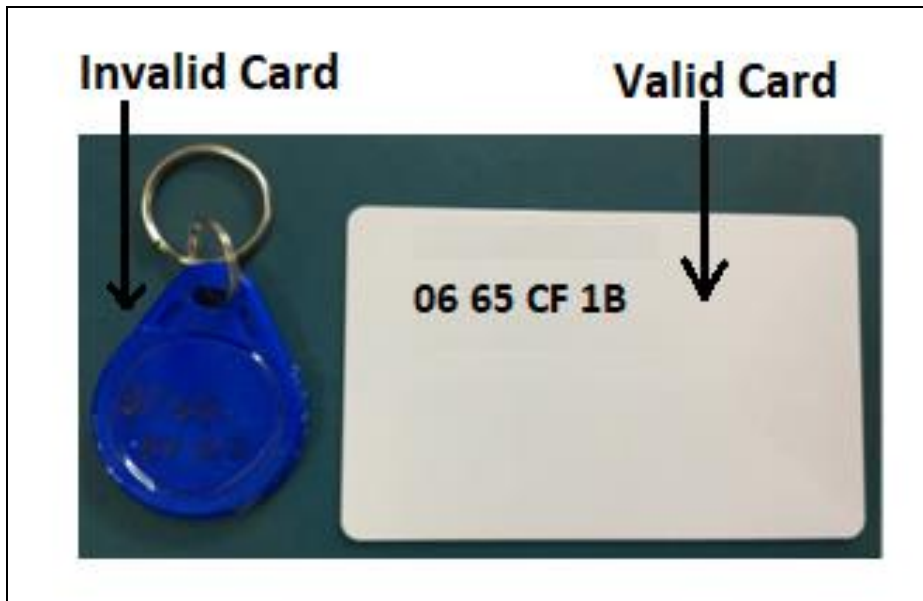


Fig. 4: RFID Tag / Sensor (Card)

Arduino Uno Board: (Figure -5) represent Arduino Uno Microcontroller board.



Fig. 5: Arduino Uno Microcontroller board

- **System Software**

For this project the software programme is written in Arduino programming language. The Arduino Uno is programmed using Arduino IDE software. ATMEGA328 on Arduino Uno comes with a bit loader that allows to upload new code to it without the use of external hardware programmer.

The Flow chart of RFID based Furnace control is as shown in Figure-6

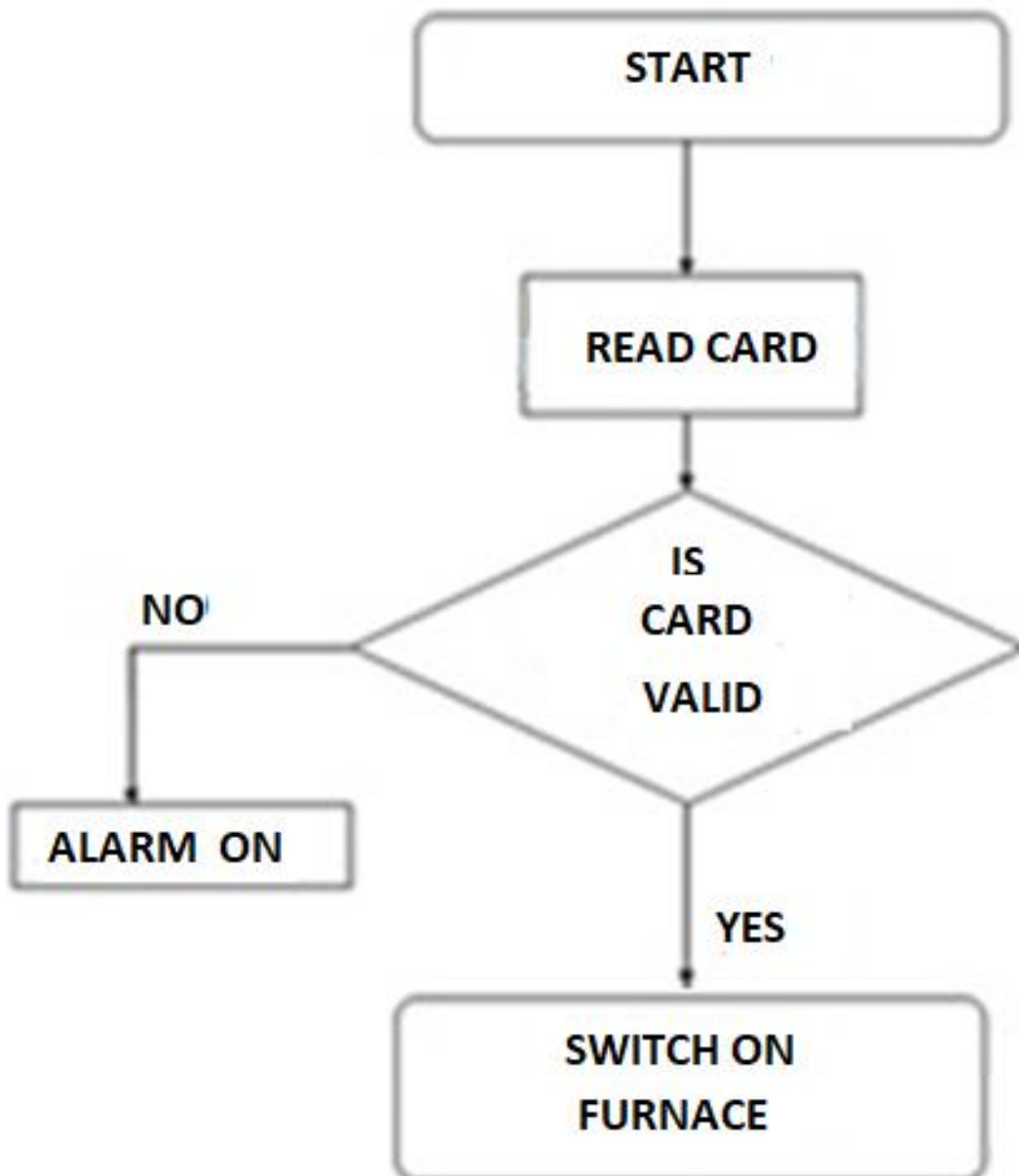


Fig. 6: Flow Chart of RFID based Furnace control

• **Results and Discussion**

The project gives an idea of RFID based Furnace access and control. The RFID tag used on which a single unique identification number is integrated. The RFID card reader reads the code and sends the read data to the micro controller. The controller checks whether the person is authorized then the furnace controller is switched ON. But if any unauthorized person tries to operate the furnace, Red LED (Alarm) becomes ON. The developed circuit and working model is as shown in **Figure-7**. The design of a system is suitable to operate and control any other such type of sophisticated devices/instruments in order to reduce maintenance cost and where security is essential. **Fig.7(a)** shows Basic Furnace setup, **Fig.7(b)** indicated Furnace ON condition when Valid card is detected and **Fig.7(c)** shows Alarm (Red LED) ON condition when Invalid card is detected.

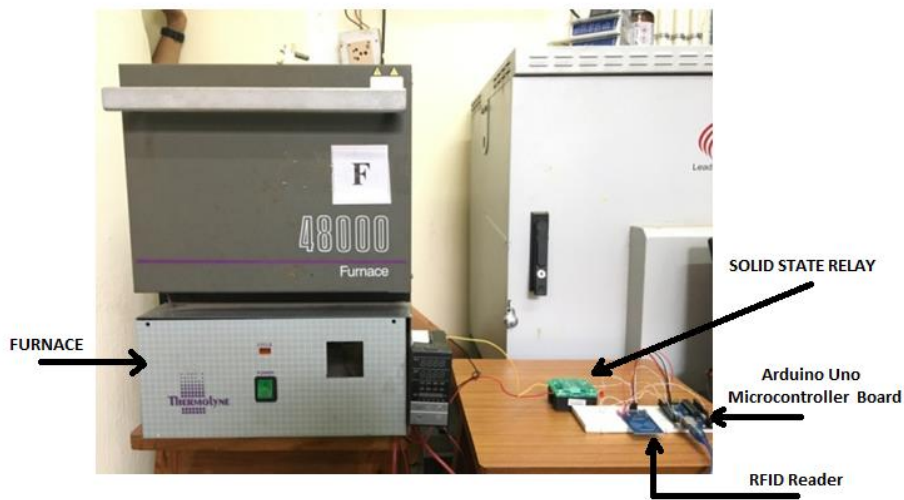


Fig.7 (a): Furnace Set up

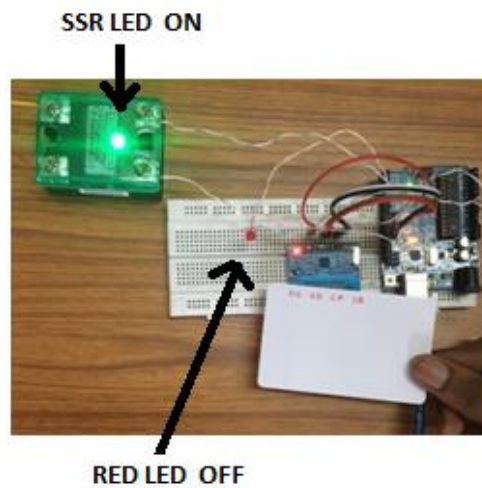
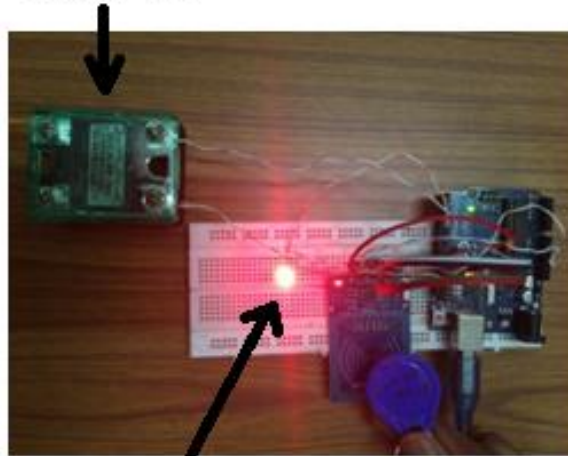




Fig. 7 (b): Furnace ON when valid card is detected

SSR LED OFF



RED LED ON



Fig. 7 (c): Alarm (Red LED) ON when Invalid (Blue) card is detected

Conclusion

RFID based Furnace Access control system is designed and developed. The Furnace controller switches ON only when authorized person is identified by valid card. If a person is not authentic to operate the furnace, Red LED (Alarm) becomes ON. The developed project is easy and simple to operate, flexible and user friendly. It has a wide variety of applications in access of any device control system which requires security.

Conflicts of Interest/Competing Interests

The authors have no conflicts of interest to declare that are relevant to the content of this article.

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Social Media Marketing Strategy by Amazon

Dr. Rubina Sajid*
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Introduction

There have been extraordinary changes throughout the marketing panorama over the past several months. Definitely, it was not easy to find a concrete method to market a business on social media through a global pandemic. But still, there are key principles that are persistently followed and they have helped brands to develop their presence on social media.

Over the few months of pandemic, the business enterprises were dependent on technology more than expected to exist and keep the business or enterprise going.

Businesses, especially, started relying on digital and social media marketing because, of that many brands are turning more creative and are using social media differently and so are consumers.

People from all spheres and ages are adjusting to the new digital environment. Consumers trust different platforms for content, and the demand for more content is continuously surging.

For brands, it has become imperative that content should be created to meet an extensive audience in multiple places, including senior population who are in the process of accepting digital lifestyle. Along with the brands and consumers, social media is also growing by leaps and bounds. The social media is also updating and improving to meet the consumer expectations and demands.

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Amazon

Amazon is the vast internet-based enterprise. Besides, being the first name in online retailing, they also viewed that a solid social media strategy could have a clear understanding of their audience and clientele.

It is based in the United States and originally started as an online bookstore back in 1994, Amazon, has grown to become a market leader in electronic commerce, transforming into several areas including technology, software, music, film, apparel, and homeware.

Along with being the world's biggest provider of Cloud Infrastructure (AWS), they have expanded the business into several areas. Starting from just acting as a marketplace, they've become an outstanding producer of consumer electronics, including tablets, smartphones, and smart-home technology.

Amazon first reached an astonishing \$1 trillion market cap in September 2018, decreasing below and back up over 2019. As of 2020, Amazon is worth over \$1.5 trillion. Unfortunately, many smaller businesses suffered during the Covid-19 pandemic. But, Amazon; being the giant it is, turned to an even bigger profit-earning organisation during 2020.

Amazon India's Target Audience

Amazon India offers a wide variety of products and services to its customers, with the leisure of ordering from home or work-place by using their mobile devices. Thus Amazon targets every individual in the country as its prospective customer. Amazon also has around 40+ subsidiaries that particularly cater to a definite set of customers. Here's a breakdown of the same.

| Amazon | Target Group/Audience |
|--------------------------|--|
| Amazon.com | General Public |
| Audible and Kindle | Book Readers |
| Twitch | Gaming Community |
| IMDb, Prime Video, Music | General Movies and Entertainment Audience |
| Amazon Web Services | Corporates and Businesses, Bloggers, Freelancers |

The above table clearly shows the exact approach of Amazon regarding its target clientele.

Review of Literature

A lot of research is done on the topic of social media marketing; definitely all of them cannot be dwelled but still a few of them are reviewed in the following lines:

Dr. Veni Nair and Dr. Sarit Prava Das; in their article entitled "Effects of Social Media Campaign on the Purchase Choices of Consumers"; established that consumers in India are strongly taking advantage of social media platforms as a tool

for justifying their purchase decisions. Nonetheless, consumers are assumed to be passive in sharing their word of mouth to others with the friendly social media platforms also. The availability and clarity of information that social media has offered to consumers is studied in the entire research. Consumers can access important information not only in a great range but also in a faster speed, while mass media consumes more time in searching for information.¹

Ibrahim, S.A. Shamsudeen Ibrahim and Ganeshbabu, P.; in their article entitled “A Study on the Impact of Social Media Marketing Trends on Digital Marketing” entrenched that in the situation of digital marketing the most essential feature is to connect with the users. The study has also found that to apply digital marketing, companies are required to design an effective plan of action. With the example of Interest, the effectiveness of social media platform is discussed. The current status of digital marketing is also discussed in the study. The study revealed that in the present context, it has become essential to integrate all the systems with the digital platform. The transformation of newspaper from the printed style to the online style has been taken as an example to show the current trends of digitalization.²

Bhosale, Jaysingh, and Phadtare, R.G., in their study “Usage of Social Media Marketing for Small Business”, concluded that during the rapid advances in marketing strategies, social media marketing is becoming an important aspect of promoting businesses. Social Network provides wider customer reach at a lower cost. Hence, companies will have to search for tools to cater and to satisfy customer needs in whichever platform they operate. Also, businesses need to be careful of the content displayed on social media without getting preachy, which might lead to customer frustration. Social Media Investigation can be adopted by companies and firms to see the quantitative specifications of customers. Therefore, companies can design product promotion strategies to obtain new customers and retain a relationship with current customers. Ultimately, to conclude smaller business enterprises will have to accept and adapt to new technologies coming into the market for their existence.³

Appel, Gil; Grewal, Lauren; Hadi, Rhonda, and Stephen, Andrew T., in their research paper “The Future of Social Media in Marketing”, concluded that this area is still in a situation of modification. The future of social media in marketing is interesting, but also unsettled. It is imperative that social media is better understood. Since it has become highly culturally relevant, a powerful form of communication and articulation. It has turned to a major media type used by companies for advertising and other forms of communication, and even has geopolitical consequences.⁴

Ravi B. and Kumar, Sujaya, in their article “Social Media Marketing: A Conceptual Study”, opined that social media had acquired an absolute position. The new generations of customers have a very high degree of brand awareness, they use

the internet to function in foreign markets, and their views can have a significant influence on people in various parts of the world. Therefore, when managing the presence of fan pages and brands on Facebook, it is crucial for businesses to produce high-quality content and to correctly understand the behavioral dynamics of users on the social network to achieve greater user engagement. They need to know what drives are needed in order to ensure an effective outcome and to build successful promotional campaigns things in line with their fans' needs. Posts of brands' Facebook fan pages can have different characteristics, and their content can have other effects on different consumers. The advantages of social media marketing speak for themselves, generating a high degree of brand loyalty and reducing the company's contact gap with its customers. It acts as a creative marketing tool for engaging the company with more and more clients. It is also cost-effective, i.e. no enormous social media marketing funds are needed.⁵

Research Methodology

This research paper is a descriptive case study of Amazon. A host of secondary sources like journals, websites, newspapers, etc. are referred to collect the various details about the topic. In addition to that, an explanatory approach is used while writing the manuscript.

Case Study: Amazon

Amazon's Social Media Marketing Strategy

Amazon promotes and advertises its products on social media, successfully tapping into the social networks' audience and linking them back to its product pages for sale. In today's times, everyone is on social media. To engage with its audience better, it has partnered with several micro and macro-influencers of the country.

The following paragraphs compile the method in which Amazon uses various social media platforms, and leverage all available channels. Amazon is on Facebook, Instagram, Twitter, Youtube and Pinterest.

- **Amazon on Facebook**

There are 10 million followers of Amazon India on Facebook. It utilizes the facebook platform mainly for posting company updates and promotions. It employs dynamic promotion strategies to boost its Sale Days. It also proceeds for topic-based posts, by and large on special occasions. The following lines discuss its marketing campaigns in detail.

- **Sale Day Promotions**

Amazon declares various sales such as Freedom Sale around Independence Day and various other sales during a particular year. This year it introduced BookBazaar Sale, ApniDukaan Sale, Wardrobe Refresh Sale, and many more. Exciting Offers and discounts are used as key USPs to promote Sale Days.



In this sequence, Amazon has carried promotion for Amazon's Freedom Sale and Amazon's Wardrobe Refresh sale promotions were held this year.

- **Topical Promotions**

Amazon also recognizes festivities and other memorable days such as Doctors' Day, Mother's Day, Father's Day, Raksha Bandhan, Holi, Diwali, and many more.



These tiniest artistic pieces with simple messages pieces also help prospective consumers to catch up with the brands. Here, Amazon is actually not promoting any of its products or services. It just extends a simple message and attempts to remind the customer over and again about its presence.

- **Highlights of Amazon's Stories**

Amazon activates and supports those with small businesses who later turns to the most inspiring entrepreneurs and sellers. In the below image, Monika Agarwal is one of the inspiring sellers of Amazon who tells her story- she owns Swara Creations, in Mumbai, which offers traditional and modern fashion accessories.

prime day

Stories from Indian small businesses

AISHWARYA PATHY
Petal Home, Coimbatore

I come from a family with a century-old textile legacy in Coimbatore, a city known for its quality cotton. While our commitment to quality is rooted in this heritage, our creative sensibilities are inspired by contemporary influences. Our range of home linen is sure to bring elegance, warmth and comfort to your happy place.

To hear more seller stories
Just tap  on your Amazon shopping app* and say
"Alexa, tell me an Amazon seller story."

*on your Android device

amazon.in 

This also motivates other small businesses and retailers to sell their products on this platform and thus leading Amazon on embarking more sellers who offer customers everything they require.

- **Amazon on Instagram**

Amazon's marketing strategy on Instagram is mainly used for meetings and interviews with several experts from divergent backgrounds and primary promotions. It has about 2.8 million followers on Instagram.

Its plan of action on Instagram resembles its strategy on Facebook, except for company news updates; the posts are almost the same both on Instagram & Facebook.

Here is a notable promotion done by Amazon to create spread, laughs, and inspiration.

- **Prime Day Promotion**

prime day

26th - 27th July
DISCOVER JOY

great deals  new launches  blockbuster entertainment 

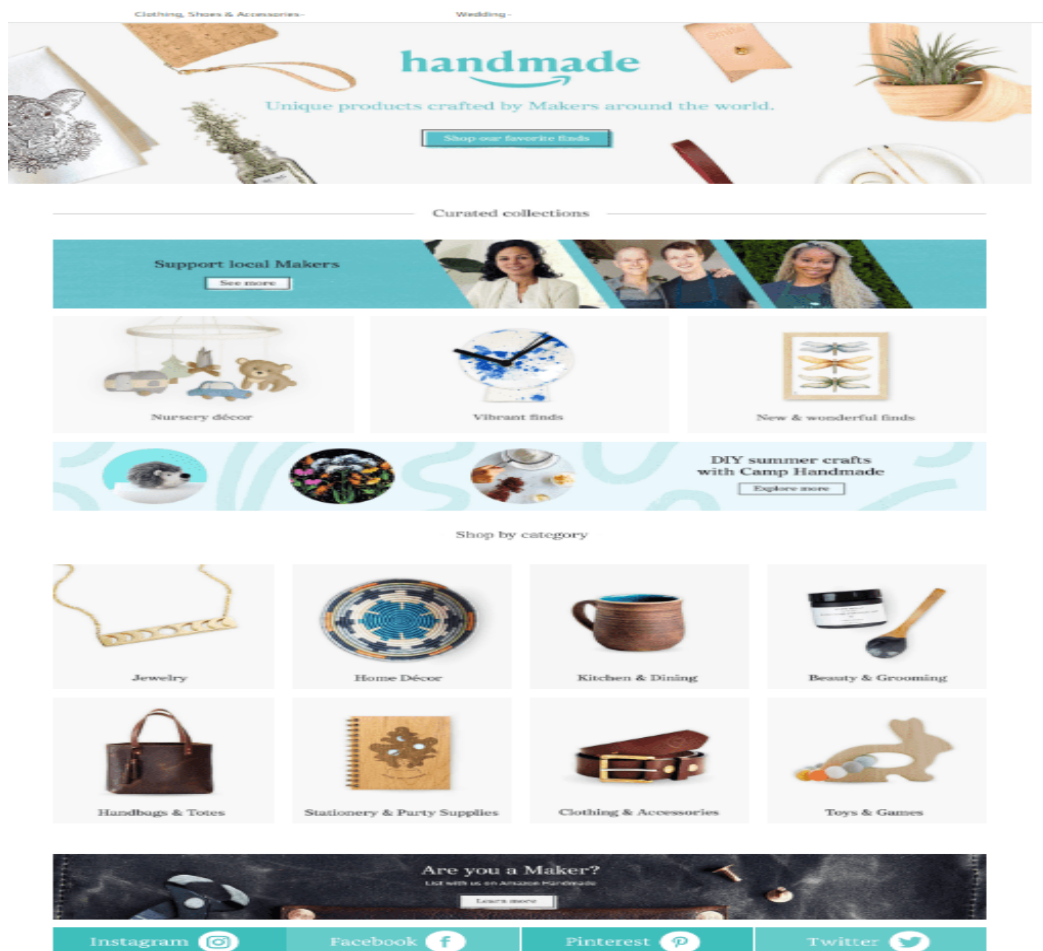
On Amazon's latest Amazon Prime Day, it partnered with 14 very popular stand-up comedians in India to promote their Sale Day.

The caption was, "Your 10-minute breather is here. Enjoy your #AmazonPrimeDay shopping with 14 comedians keeping your company, every hour. #DiscoverJoy" this appeared to be exciting, and that influenced many customers to purchase.

▪ Amazon HandMade

Recently, Amazon celebrated women-owned businesses on Amazon Handmade Instagram profile. The opinion behind this movement was that the women with small businesses are the ones who are inspiration for other women out there.

They have transformed their passion and creativity into handcrafted products for customers worldwide with the hashtag #BossBabe. This action motivated women from all over the globe to start their business and use Amazon as their distribution channel.



- **Amazon on Twitter**

Amazon India employs a very different perspective to acquire new clientele on Twitter. It keeps its supporters occupied, a vast collection of content, conducts customer-acquiring contests, uses multiple accounts, and take part in trends.

It has a fan base of 2 million on Twitter, which is one the excellent followers count in the industry.

It uses a friendly approach on Twitter. This approach presents content in a way that seems like personal recommendation rather than an advertisement. This has made Amazon seem to sell nearly everything, and they also have scope for almost everything. Here are some of the highlights from Amazon India's Twitter platform.



- **Amazon on YouTube**

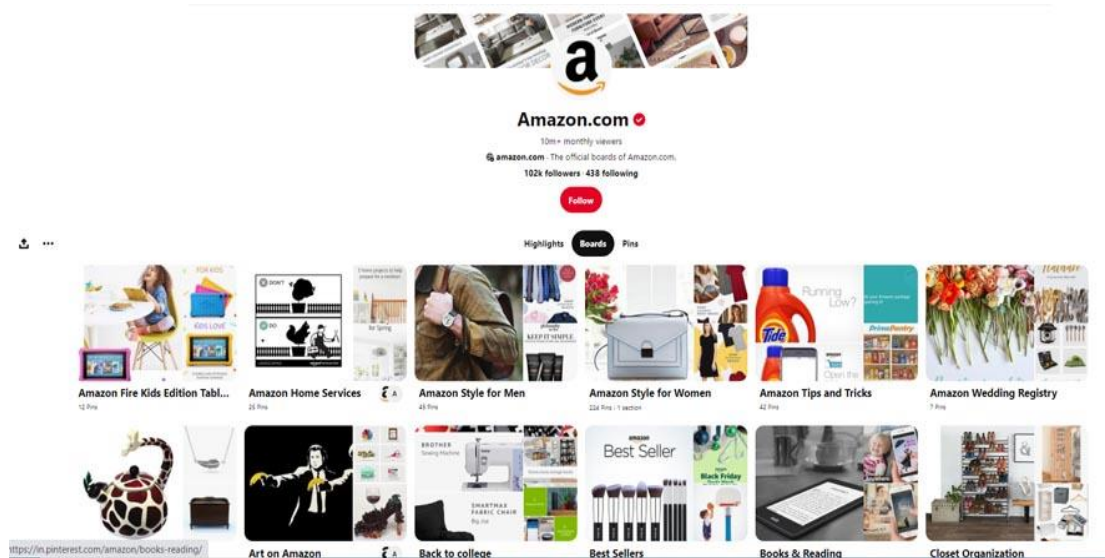
The finest action about Amazon's YouTube advertisements is that they Hook people immediately. Amazon always endeavors to keep its ads relevant and appealing usually by trying to link with the customer using a touching post.

In today's world, where people are anxious that the advancement of technology is drawing them apart, Amazon Echo's new campaign objects to bring Indian families together with their smart speaker technology.

Another very admired campaign released by Amazon with the hashtag – #MomBeAGirlAgain, rotates around a mother-son relationship, where the son gifts his mother a Camera using Amazon's services.

YouTube offers brands with various field formats to showcase its advertisement, like skippable in-stream ads, Non-skippable ads, etc. Amazon uses all these formats from time to time, depending on the purpose.

- **Amazon on Pinterest**



Amazon's account on Pinterest has over 1 lakh followers. They utilize their existence on Pinterest by promoting their products based on various themes.

Amazon makes a collage of its most popular products in several thematic lifestyle buckets such as for wedding planning, for home, office, kitchen, etc to lure a wide range of consumer groups back to the products on its E-commerce website.

Amazon's Website Analysis

In simple terms, SEO (Search Engine Optimization) means the action of upgrading website to enhance its clarity for relevant searches. The better visibility of pages in search results, make it easier to attract attention of prospective and existing customers of business.

Here are the key metrics that should be considered:

- It has about 7.6 Crore organic keywords, which are just crazy.
- It gets about 36 Crore organic monthly traffic. This shows that Amazon has laboured upon its service offerings to give out a better experience to its customers.
- YouTubers are busy promoting the products, and when you click on the links of one such product it mostly redirects you to Amazon.in. This process is known as backlinking. Discussing about Backlinks, a great chunk of fans exists of those product lists stimulated by famous bloggers.
- Amazon has nearly 11 crores of backlinks linked with its site. This assists it to bring more and more customers to its website from various other popular websites and social media platforms.

Amazon's Email Marketing Strategy

Whenever a product is purchased from Amazon, the purchaser receives email, thanking the purchaser for the purchase, asking for a product review, and even offering a discount on the email. This is called Email Marketing.

Amazon's email marketing strategy is simple, it sends its customers personalized product recommendations, email based on various aspects like – purchase history, past order value, location, age, gender, and on-site browsing.

It also sends very personalized coupons to its customers via email. This makes its customers check every personalized E-mail which Amazon sends.

Conclusion

If there is one company that knows what it takes to be in the top spots of the search engine results, it's Amazon because they understand how people look for products and services online.

Honing their digital marketing strategy, Amazon is making master moves to ensure that they are at the forefront of digital marketing and giving shoppers what they want, easy and fast.

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Digital Marketing: Concept, Opportunities and Risk

Dr. Asha Rathi*

Introduction

Marketing to consumers using various digital channels, like as websites, mobile apps, and social media platforms, is known as digital marketing. Internet marketing, which only takes place on websites, is distinct from this type of marketing. Digital marketing covers a wide range of activities, such as luring clients through email, content marketing, online directories, social media, and more. How to stand out in a world that is overrun with digital marketing advertisements is one of the main issues that digital marketers confront. However, digital marketing has certain benefits and drawbacks, so it presents both chances and hazards.

What is Digital Marketing?

All marketing-related internet activities are categorized as digital marketing. These include email marketing, social media marketing, and search engine marketing. The benefits of digital marketing are clear to see: companies can broaden their reach and hence enhance sales by focusing on specific consumer segments. Additionally, digital marketing gives the chance to pinpoint which advertising strategies are effective and which are not. Companies can continually enhance their strategy in this way to achieve long-term success.

Scope of Digital Marketing

As you know, the digital marketing industry is growing, creating more opportunities for professionals in this industry. Below are opportunities for professionals. To start a career in digital marketing, you need good soft he skills and technical proficiency. As more companies and technologies enter the digital marketing sector, annual trends emerge and quickly become obsolete. There are several themes in this area that he will influence in 2023 and beyond. Analysis of the results of digital

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marketing campaigns usually comes later. For example, a marketer publishes content and evaluates its performance after a few weeks. While certainly useful, real-time analytics are already making waves in digital advertising. Real-time information allows businesses to tailor messages to specific customer segments and respond to campaigns very quickly.

Marketers in every industry are looking to social media influencers to build their business. This style of digital advertising is rapidly gaining popularity because people trust their peers more than their companies. From 2023 onwards, more businesses will use these influencers to increase their sales.

The Scope of Digital Marketing after Covid-19

The Covid-19 pandemic has dramatically increased home office (WFH) jobs. Due to Covid-19, many businesses are shifting their advertising and marketing to digital marketing. Once the economy returns to normal levels, we anticipate great demand for digital marketing specialists across India.

Several reports show that the demand for digital platforms is growing. A user spends 50% more time on her media social. This gives businesses a great opportunity to target these specific users. Many are now switching to his GIG-based work (freelance). Demand for quality freelancers is growing due to many restrictions on offline activities

Benefits of Digital Marketing

Digital marketing enables us to target the customers most likely to purchase your goods or services and reach a wider audience than you can ever with conventional techniques. Additionally, it allows you to gauge progress on a daily basis and make adjustments as necessary, and it is frequently more affordable than traditional advertising.

Some More Advantages Include:

- It is less expensive than outbound marketing strategies.
- By levelling the fair competition within your sector, digital marketing enables you to compete with more established brands.
- Digital advertising may be measured.
- A digital marketing plan may be modified and adjusted more easily.

Types of Digital Marketing

- **Search Engine Optimization (SEO)**

The purpose of SEO is to raise a company's position in google search results, which will subsequently increase traffic from search engines to the company's website. To do this, SEO marketers look up the terms people use to seek for information online and include them into their own material. The content on your web

pages, the way other websites link to you online, and the structure of your website are just a few examples of the numerous components that make up SEO, according to the "beginners guide to SEO" published by top SEO software business moz.

With that in mind, the following are some of the most crucial concepts from moz's "beginners guide to SEO" that SEO strategists and marketers in general need to comprehend regarding how SEO operates today:

- **Content Indexing:** It's critical to make it easy for search engines to "read" the content of your website by providing things like alt text to photos and text transcripts to videos and audio files.
- **Good Link Structure:** In order for search engines to easily "crawl" your site's structure and find all of the content on it, it is crucial. An SEO expert can do a variety of things to format links, urls, and sitemaps correctly so that site crawlers can easily access them.

It is widely accepted best practice to write high-quality content that includes keywords in the headers and a few times throughout the crawlable page content. Pages that follow this rule will perform higher in search engine results.

- **Pay-Per-Click (PPC)**

Pay-per-click is a term used to describe boosted search engine results and paid adverts. This type of digital marketing is transient, so if you stop paying, the advertisement disappears. PPC is a method of boosting search traffic to a website for a business, much like SEO.

When you set up a pay-per-click campaign, you will also be able to choose whether you want your ad or promoted results to be shown to users all over the world, or only within a specific geographic area.

- **Social Media Marketing (SMM)**

This includes everything a business does via social media channels. Just about everyone is familiar with social media, but marketers must approach social with an integrated and strategic approach. Social media marketing goes far beyond simply creating posts for social channels and responding to comments.

To be effective, efforts must be coordinated and consistent rather than an afterthought. To help keep posts consistent, there are many online tools available to automate and schedule social media posts, although marketers only should use automation as a tool, because public will figure it out quickly if there is no real person behind the posts.

Social media marketers should not be in a silo separate from other marketing functions. Social marketers need to work with the company's wider marketing team to coordinate their message across all platforms, online and off, so that every part of the brand is telling the same story.

- **Content Marketing**

Content marketing uses storytelling and information sharing to increase brand awareness. Ultimately, the goal is to have the reader take an action towards becoming a customer, such as requesting more information, signing up for an email list, or making a purchase. “content” can mean blog posts, resources like white papers and e-books, digital video, podcasts, and much more. In general, it should first and foremost provide value to the consumer, not just advertise the brand or try to make a sale. Content marketing is about building a sustainable, trusting relationship with your customers that can potentially lead to many sales over time, not just making a single transaction.

- **Marketing Analytics**

One of the major advantages of digital marketing is that it is highly trackable and measurable. Once, the only trackable marketing pieces were coupons and similar direct mail offers. If a customer used the coupon, you knew the message resonated. Today, analytics allow marketers to track user behavior at a highly detailed level: how many times they click on a link, how much time they spend on a web page, how often they open emails, and much more.

Not only does this allow marketers to learn what is successful with consumers and adapt their marketing messages moving forward, it also means they can demonstrate their value to the company. Understanding all of this data and using it to make strategic decisions is an important part of a digital marketer’s work, and one that sets them apart from their traditional counterparts.

Opportunities Via Digital Marketing

- **Global Reach**

It's no surprise that digital marketing efforts are no longer limited to specific geographies. Instead, it can be targeted and localized to meet the diverse needs and nuances of different countries, cultures, and consumer preferences.

- **Visually Rich**

Digital marketing is essentially visual storytelling. Marketers know that visual content captures people's attention more effectively than blocks of text. “science reports that we respond much better to visual stimuli than to optical stimuli,” says forbes. No wonder youtube has become his second largest search engine after google. Or that a global brand is adapting its digital marketing campaigns to meet the demand of its trending visuals everywhere.

- **Optimize on the Fly**

Online analytics tools that allow marketers to collect data at every point in the sales process, from conversion to conversion, means they can immediately make the necessary changes to further optimize their digital marketing campaigns. It's important to use data to optimize your campaigns.

- **Market Micro-Segmentation**

Micro-segmenting customers into specific groups based on specific behaviors, traits, and other factors is a practice employed by businesses and marketers to optimize customer retention and interaction. Secondly, target very specific digital marketing campaigns to each micro-segment. This is especially important when cross-cultural values and social nuances need to be considered. The advantage of this tactic is that marketers can predict the impact of different marketing her campaigns on different customer clusters over time and adjust their campaigns accordingly.

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- **Customizable and Personalized**

The possibilities for personalizing and customizing your digital marketing strategy and the actual digital experience are endless. Moreover, consumers want it. Companies and brands need to anticipate these expectations and find creative ways to meet them. Today, technology exists that enables us to realize ideas that were largely unknown just a short time ago. Marketers should leverage these tools to deliver the personalized experience their customers want.

Risk Involved in Process of Digital Marketing

- **Lack of a Clear Digital Marketing Strategy**

A digital marketing plan is as important as any other strategic communication produced by your business. The risk of digital marketing without a clear plan is a dangerous consequence of the above.

- **Disclosure Risk and Defamation Risk**

Risks of simple social media accounts include the potential for public ridicule. A single mistake can damage an organization's reputation. The lasting damage caused by this online failure and the more powerful and open digital campaigns are, the more likely it is to anger communities, fail to meet social guidelines, or rally groups of people involved. There is an increased risk of wrong direction. Damage control is difficult to manage in these situations. It is very important to ensure that pr issues are in place and campaigns are audited prior to release.

- **Service Use Risk**

Marketing through online channels involves using search engine optimization (SEO) and search engine marketing (sem) tools, but not using them leads to outdated and outdated information. However, improper use of these services can expose the company to several risks (frost 2016). Over the years, these tools have evolved rapidly and been updated regularly, so your digital marketing strategy should be updated at the same time.

- **Lack of Research on Target Groups**

The danger of online marketing is the lack of research, especially when it comes to audience analysis. One of the first processes in coordinating marketing campaigns across online channels is targeting user types based on geography, online behavior, demographics, psychographics, and many other factors (ouellet 2017). By not defining target segments for your campaigns, your organization can risk wasting money, wasting resources, and failing to reach your campaign goals. There is also the added risk of information hitting its target and being lost in the sea of advertisements on the internet. Without segmentation, the data analysis process would be ineffective. Highly targeted and automated messages help your campaigns perform better.

Conclusion

Although digital marketing has numerous disadvantages but we can't deny it at all. This is the only medium to cover a wide range of remote consumers as well as to increase global reach. This method is cost savings in terms of time, effort and money plus is useful to small, medium and large-scale businesses also. Therefore, it is the most reliable source to increase turnover and goodwill of any enterprise.

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Digital Payment Methods in India: Opportunities and Challenges

Dr. Deepty Bansal*

Introduction

The spread of digital technologies along with digital literacy is the key policy agenda of government of India. For widespread digitalisation of the economy 'Digital India Mission' was launched in July 2015 with the motive of transforming India into a digitally empowered society and knowledge economy [1]. The programme was mainly focused on three vision areas viz. spread of digital infrastructure, digital delivery of government services and digital empowerment of the people of the country. Digital India programme is expected to boost the Indian digital economy to US \$ 1 trillion by 2025 [2].

The programme is supportive to the success of various other government programmes like make in India, startup India, jan dhan yojana, direct benefit transfer, JAM trinity etc. Digitalisation in the different sectors of economy increases the convenience and transparency in the spread of services delivery, promotes inclusive growth and has the potential to remove corruption and regional imbalances. Digital India programme is focused on nine pillars of growth, namely Broadband Highways, Public Internet Access Programme, Universal Access to Mobile Connectivity, e-Governance, e-Kranti – Electronic Delivery of Services, Reforming Government through Technology, Information for All, Electronics Manufacturing, IT for Jobs and Early Harvest Programmes. Multiple Ministries and Departments are involved in providing various digital services [3].

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Spread of digital technologies in the field of finance can play a prominent role to attain the goal of financial inclusion. Digital financial modes would increase the spread of financial services in remote rural areas also. Digital modes spread financial services in a more convenient, safe and transparent manner and contributes to the growth of manufacturing, trade, e-commerce and other services sector. In order to promote digital transactions, the government as well as private sectors are developing safe and convenient digital payment modes suitable for varied individual requirements.

A digital payment includes the use of various electronic mediums like mobile phones, digital payment wallets, debit and credit cards and internet banking. In this type of payment method, there is no use of cash or cheque. In a cashless economy, all transactions are carried out using different types of digital payment methods and this does not involve cash for the purchase of various goods and services. In our daily life, a large number of financial transactions take place while shopping in market, online shopping from e-commerce sites, various types of bill payments, payment of installments of bank loans, insurance premium, fees and tax payments etc. Digital payment methods can help in safe, quick and convenient financial transactions without the need of holding cash every time. The spread and usage of digital financial modes is gaining rapid momentum in India. As per Ministry of Electronics and Information Technology (2019) India is among the top three global economies in terms of number of digital consumers. India is the second-largest internet usage market in the world, with 560 million internet subscriptions in 2018, up from 238.71 million in 2013. Aadhaar, the unique digital identity programme of India, covers more than 1.2 billion people. This is the largest system of this kind in the world (Kaka, N. et.al. (2019).

The present paper analyses the different digital payment modes available in India. The opportunities and challenges in the way of using digital modes are also discussed. The paper also highlights the different methods to protect from financial risks and cyber-crimes.

Digital Payment Methods in India

Digital payments are the electronic transactions which do not require actual flow of currency. Digital payment methods limit the actual circulation of currency and transfer payments are made within the accounts, without the actual use of money. Different digital payment modes available in India are:

- Debit, credit and prepaid cards
- Internet banking (RTGS, NEFT, IMPS etc.)
- Unified Payment Interface (UPI)
- Mobile banking
- Mobile wallets

Features of Various Digital Payment Methods

- **Credit Card:** Credit card can be used both for cash withdrawal from ATM and for electronic payment without any balance in your bank account. Credit card bill is paid every month for the total amount of loan. It is mainly used for shopping. Money could be used up to the credit limit. Cash withdrawal limit depends upon the card type. The main benefit of credit card is its round the clock usage without any interest rate. It is convenient for international usage and some reward points or cashback is also availed by the user. Along with these advantages there are various disadvantages also. High rate of interest, around 36% per annum is charged if the bill is not paid up to the due date. Some cash withdrawal charges and annual charges are also levied from the users.
- **Debit Card:** The card can be used both for cash withdrawal from ATM and for electronic payment from bank account. The usage limit depends upon type of card and generally it is less than 1 lakh. Cash withdrawal limit is generally up to 40000 per day. The card has round the clock banking advantage. The annual charges are also less as compared to credit cards. The card has the advantage that we can spend only upto the existing bank balance and there is no risk of over spending. Bank balance information is received after each transaction. The main disadvantage is that in case of any emergency we cannot shop without bank balance. More severe fraud activities at ATMs and during online fund transfer are also prevalent.
- **Prepaid Card:** The card can be used both for cash withdrawal from ATM and for electronic payments. It is a substitute for cash and enjoys the benefit of round the clock banking. The cash withdrawal limit is up to the card balance. There is no risk of over spending and the fraud limit is up to the card value. It is very useful while national and international visits. Prepaid card has some disadvantages also. We can spend money only up to the card limit. No interest is paid on the money kept in the card rather we have to pay some bank charges.
- **Internet Banking:** There are different methods of financial transactions under internet banking.
- **RTGS (Real Time Gross Settlement):** RTGS is used to transfer large amounts of money instantly with in 30 minutes. It is very useful for large business transactions. Timings for RTGS is 24 hours on all days of the year. There is a minimum limit of Rs. 2 lakhs for RTGS transactions, and no maximum limit as such but for saving account Rs.10 lakhs per day is the maximum limit. Bank charges Rs. 15-50 per transaction.

- **NEFT (National Electronic Funds Transfer):** NEFT can be used to transfer small as well as large amounts of money from your bank account to others bank accounts any time round the clock. There is no minimum limit of fund transfer but the maximum limit is up to 10 lakhs per day. It may take some time approximately 2 hours to get credit. Bank charges Rs. 1 to Rs. 25 per transaction are levied depending upon the amount to be transferred.
- **IMPS (Immediate Payment Service):** IMPS is another real-time payment service to transfer comparatively lower amounts, up to Rs. 2 lakhs, instantly. This method is the fastest method of money transfer as compared to RTGS and NEFT. Under IMPS, there are two methods of fund transfer.
 - **Using Mobile number & 7 digit Mobile Money Identifier (MMID) number (P2P):** Transaction limit is Rs. 1-10000. To transfer funds via IMPS in this method, one should first register for the mobile banking service of the concerned bank and generate a Mobile Money Identifier (MMID) and MPIN from the bank. Beneficiary or recipient must also have the MMID and MPIN. To transfer funds, after log in to the net banking portal, select IMPS as the mode of transfer. Then the details like the recipient's mobile number, the recipient's MMID, the amount to be transferred, and MPIN are provided to complete the transaction.
 - **Using Account number & Indian Financial System Code (IFSC) (P2A):** Transaction limit is Rs. 1 to Rs. 2 lakhs. Bank Charges are Rs. 5 to 15 per transaction depending upon the amount transferred. Fund transfer procedure under this method is similar to RTGS and NEFT.
- **Unified Payment Interface (UPI):** It is a simple, secure and convenient 'interface' to send or receive money in real-time using smartphones. This has been developed by National Payments Corporation (NPCI) of India. Any UPI app can be used to transfer the money. Popular UPI apps are: BHIM, Paytm, Amazon pay, Google Pay, Phone pay, Airtel money, Freecharge, Mobikwik etc. Besides most of the bank apps provide UPI fund transfer facility. There is no minimum limit of fund transfer but the upper limit is Rs. 1 lakh per day. The money transfer with UPI is from one bank account to another bank account by any of the following methods.

Entering UPI address, which is a Virtual Payment Address (VPA). It is like the email address. One has to share only the VPA to transfer funds and there is no need to disclose the bank account details, IFSC code, mobile number or Aadhaar number.

- Scanning QR code.
- Entering account number and IFS code of receiver's bank.

Mobile Banking

There are different mobile banking services.

- **Mobile Banking over mobile applications:** It is by using mobile applications on smartphones; e.g. SBI Yono, Payzapp by HDFC Bank and iMobile by ICICI Bank, etc.
- **Mobile Banking over SMS:** It is also known as SMS Banking and no smart phone is required.
- **Mobile Banking over Unstructured Supplementary Service Data (USSD):** In order to transfer the money under this method no smart phone is required. Just after dialing *99# from the phone number which is linked to the bank account, a menu will appear showing:
 - Send money
 - Request money
 - Check balance
 - My profile

Select the required option by sending the option number i.e. 1,2,3 or 4. Follow instructions to complete the transaction.

Mobile Wallets

Mobile wallets are mobile app based wallets used on smartphones such as Paytm, Amazon pay, Phone pay, Airtel money, Freecharge, Mobikwik, Jio money etc. Money can be added in mobile wallets by using credit card, debit card, UPI or internet banking. This money can be used for bill payment, recharge, shopping, money transfer etc. Money can be transferred from wallet to bank account after paying some charges like 2 to 5%. The benefit of using digital wallets is the quick access to money and various cashback offers given by banks or merchants.

Digital Transactions in India

Due to efforts of Government, and other stake holders, digital transactions have significantly increased. A substantial growth has been seen in the UPI, IMPS and National Electronic Toll Collection (NETC) during last five years. It has transformed digital payment ecosystem in India. In January 2023, BHIM-UPI the has recorded 803.6 crore digital payment transactions with the value of ₹12.98 lakh crore. UPI has emerged as the most preferred payment mode of the citizens. The total number of digital transactions in India was 2,071 crores with the valuation of 1962 lakh crore in FY 2017-18. The total number and the value of transactions increased to 8,840 crores and 3021 lakh crore respectively in FY 2021-22 (Ministry of Electronics and IT, 2023).

Table 1 represents the total number and total value of digital transactions during the latest five financial years. The table shows a rapid increase in the digital transactions.

Table 1: Total Number and Value of Digital Transactions

| Financial Year | Number of Digital Transactions (in Crore) # | Value of Digital Transactions (in Lakh Crore) # |
|----------------|---|---|
| 2017-18 | 2,071 | 1,962 |
| 2018-19 | 3,134 | 2,482 |
| 2019-20 | 4,572 | 2,953 |
| 2020-21 | 5,554 | 3,000 |
| 2021-22 | 8,840 | 3,021 |
| 2022-23 | 9,192* | 2,050* |

* Data till 31st December 2022

Note: Digital payment modes considered are BHIM-UPI, IMPS, NACH, AePS, NETC, debit cards, credit cards, NEFT, RTGS, PPI and others.

Source: Ministry of Electronics and IT (2023)

Advantages of Digital Payments

Availability of various easy and convenient digital payment solutions have increased the ease of living for citizens, financial inclusion, and growth of business and economy. During the pandemic, availability of contactless digital payment solutions facilitated social distancing and continuity of businesses, including small merchants. Some of the main advantages of digital payments are:

- **Convenience & Accessibility:** Customers no longer need to carry cash or visit an ATM. In fact, they don't even need to be physically present to pay. Customers can pay anytime from any part of the world.
- **Lower Risk:** No risk of fake currency, no risk of soiled or mutilated currency, no risk of less or more payment due to wrong counting.
- **Easily Traceable:** Details of payments are stored in a merchant-specific database. Both merchants and customers have easy access to payment information. This avoids ambiguity and confusion while tracking payments.
- **Energy and Time Saving:** Anytime, anywhere transactions save energy and time.
- **Suitable for Very Small and Very Large amount of Transactions:** Different digital transaction modes are available for carrying out very small and large amount transactions.
- **Standing Instructions:** Standing instructions can be given to bank for auto debit from account. It will help for auto payment of various types of loan EMI payments, bill payments, fees payments etc.
- **National Electronic Toll Collection (NETC) System:** NETC system has been introduced on NHAI toll plazas. In this system, the toll is collected through electronic method by using a fastag and customers need not to stop at the toll plaza. It saves a lot of fuel and time. It also helps to reduce pollution due to emission of vehicles waiting at toll plaza.

Challenges in the Way of using Digital Payment Modes

- **Frauds:** Digital frauds like loss of money, loss of personal information are biggest challenges in using digital payment modes.
- **Vulnerability to Cybercriminals:** Cybercriminals can disable online payment methods or exploit them to steal people's money or information. Hacking and cloning of the websites is very popular fraudulent practice. Limited financial and digital literacy is also a biggest challenge.
- **Reliance on Telecommunication Infrastructure:** Internet and server problems can disable online payment methods.
- **Technical Problems:** Refund in any situation may take up to 3 days.
- **Service Fees:** Payment gateways and third-party payment processors charge service fees also. Moreover, cross-border payments can be slow, inefficient, and expensive.

Methods to Save from Digital Frauds and Cyber-Crimes

- Never share any information like OTP, CVV, debit or credit card details to anybody. Banks never ask for verification.
- Disable international usage of your credit and debit card.
- Hackers always eye on the unsecured connection so that they can introduce malwares into the device. Do not access bank website or mobile banking on a public network.
- Don't believe your caller ID. Technology makes it easy for scammers to show fake caller ID information, so the name and number you see aren't always real.
- Never respond to any prize money or lottery winning call.
- Beware of phishing emails. These emails are designed to prompt you to click links provided within the email to verify or change your account in some way. Often, the links included in the email are ways for fraudsters to install malicious software.
- With cyber-attacks on the rise, it's more important than ever to install antivirus software on your computer or network.
- Check authenticity of bank website before entering bank details. Use virtual keyboards. Keep your password difficult to crack.
- Do not search and use bank customer care numbers online on google.
- Never give your smartphone to any stranger, not even for 10 seconds. He may install malware apps from play store.
- Keep a PIN or finger print lock on your phone.

- Don't put your correct information on social media accounts like facebook etc. Always link your phone with Aadhaar.
- Avoid online shopping from dubious websites offering heavy discounts.

Findings and Conclusion

From this discussion, we can conclude that the digital payment methods are very useful in trade and e-commerce. The digital payment methods promote the ease of doing business, saves time, increases efficiency and accuracy, reduces the risks of fake money transactions, provides time flexibility and suitable for very small and very large transactions. Digital transactions help in promoting cashless economy. But along with the benefits there are chances of various risks and frauds also. So the user has to gain sufficient knowledge and must remain careful and vigilant while doing the online transactions.

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Digital Marketing in India: Challenges and Opportunities

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Introduction

Digitalisation is very popular concepts now days. Indian government is empathising on digital India and digital marketing. India has largest mobile and internet penetration after China. Digital marketing can be use anywhere and at any time. World is moving towards digital marketing. Digital marketing is now popular concept. The uses of social media platform like whatsapp and facebook has been increasing day by day. This paves the way for popularising digital market. It is very cost effective technology and great impact on business world (Jamuna, 2019). Customer gets every bit of information about the product and can easily compare various products. Customer are now more fascinated towards online marketing. The value of Indian digital market was USD 3931.3 million. Investment in digital advertising has increased in emerging economics like India and China. This leads to digital market growth. Digital penetration is more among youngsters. India is second largest seller in smart phone. These are the reasons of increased the demand for laptops, smart phones and other electronic device. Digital marketing is a marketing of promoting of products and digital media services through online platform by mobile phones, displays and other modes. There are different digital platform are there such as search engine marketing, search engine optimisation, content management, content marketing, social media optimisation and marketing, e-commerce marketing, e mail direct marketing and data driven marketing. According to end use digital marketing is divided into Telecom, Automotive, Education, E-commerce, media and entertainment, retail, BFSI, FMCG and other (Expert Market Research, 2023).

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Review of Literature

The following sets of literatures are covered in this study.

Banerjee, (2022) examined the current trend and importance of digital marketing in India. There is radical change in digital marketing. Entrepreneurs are getting benefit from digital market through different digital platform.

Pandit and Chauhan, (2020) investigated the status of digital marketing. Digital marketing is now booming. It has significant impact on advertisement and marketing. It spread across all the business sector. It has reduces the geographical barriers and it give the platform to all customer and supplier of the world to stay connected in one place. It allows to market at any time at anywhere. It provide new way of business opportunities, positive impact on consumption, employment, income and growth. Entrepreneurship must explore the unexplored potential customer of rural India.

Jamuna, (2019) analysed the changes of digital marketing in India. The current digital market faced many challenges like customer expectation, security and privacy, lack of trust, impersonal services and not acceptable, possibility of fraud and many more. Skill is needed to utilise the digital technology effectively.

The study by Pahuja, (2019) examined the trend and opportunities of E-marketing. It has many opportunities like small business can get good momentum for business, it can reduce geographical barriers, the e-marketing is open for 24*7 days. E-marketing is digital marketing reduce time and space in the globe. It has several threats like security and privacy, low level of computer penetration, cyber crime, lack of trust on online marketing are the challenges of E-marketing. This sector is booming but too much dependent on technology is may challenge for the entrepreneur.

Kumar, (2019) examined the status of digital marketing in India. Most of the business firm are now fascinating towards digital marketing where inter act as lifeline. The study found that the responded felt that role of internet is very much essential in digital marketing. The growth of digital market and internet are significantly correlated. The growth of digital market is depending on internet. Future of digital market is bright and it enhances more revenue for the business firm.

Dar and Lakha, (2018) discusses India is a developing economy and huge potential customer with fastest growing digital market. Wide uses of internet in different online platform are a good sign for positive growth of digital marketing. Now time has came to change the business from digitalisation, because now all are moving towards digitalisation the traditional market should opted online.

Objectives of the Study

- To examine the status of digital marketing in India.
- To investigate the status of digital platform in India
- Tries to understand the relation between use digital platform and growth of digital market.

Methodology

The present study analyse the status of digitalisation and digital marketing. The study is based on secondary data. The data on digital statistics has been obtained from Kepios and the status of digital market has been obtained from EMR. The study followed online articles, journals and reports on digital marketing.

Digital Statistics and Digital Marketing in India

Digital statistics of India is very impressive. The digital platform users are very high in India in comparison to other countries of the world. India is having largest mobile user penetration (77.46%). 1.10 billion people uses mobile and 692 million people uses internet. India stood second position in internet use after china. Internet penetration is more among youngster. They uses many social media platform like Facebook, YouTube, Instagram, Facbook messenger, LinkedIn, Snap chat and Twitter (Table 1).

Table 1: Digital Statistics in India 2023

| Sl. No | Different Digital Platform | Users (in Millions) | Percentage of Total Population |
|--------|----------------------------|---------------------|--------------------------------|
| 1 | Internet | 692 | 48.73 |
| 2 | Social media | 467 | 32.89 |
| 3 | Facebook | 314.6 | 22.15 |
| 4 | YouTube | 467 | 32.89 |
| 5 | Instagram | 229.6 | 16.17 |
| 6 | Facebook messenger | 117.6 | 8.28 |
| 7 | LinkedIn | 99 | 6.97 |
| 8 | Snap chat | 172.5 | 12.15 |
| 9 | Twitter | 27.25 | 1.92 |
| 10 | Cellular mobile connection | 1100 | 77.46 |

Source: Kepios, 2023

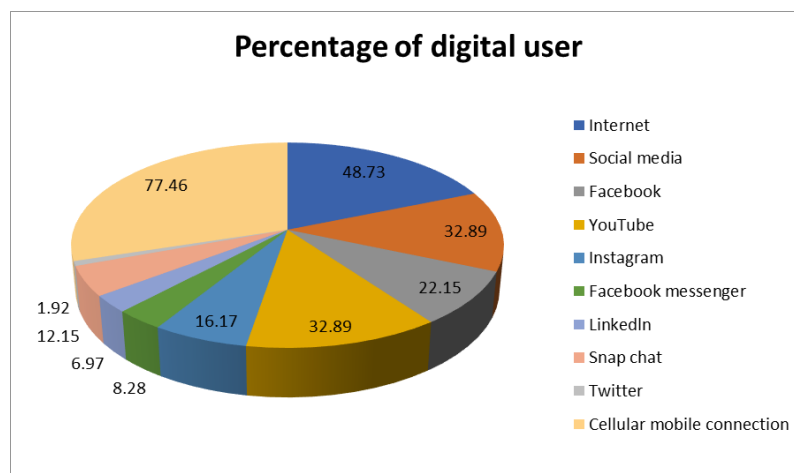


Figure: Percentage of Digital User, 2023

Table 2: Descriptive Statistics (Users)

| | |
|--------------------|-----------|
| Mean | 368.65 |
| Standard Error | 103.91 |
| Median | 272.1 |
| Mode | 467 |
| Standard Deviation | 328.59 |
| Sample Variance | 107977.31 |
| Kurtosis | 1.68 |
| Skewness | 1.33 |
| Range | 1072.75 |
| Minimum | 27.25 |
| Maximum | 1100 |
| Sum | 3686.55 |
| Count | 10 |

Source: Comply by author

Table 2 shows the descriptive statistics of digital platform users in India. Maximum mobile user are 1100 million. Less number of people uses Twitter (27.25 million). The mean digital user is 368.65. The standard deviation and variance are 328.59 and 107977.31 (Table 2).

Table 3: Descriptive Statistics (Percentage of users)

| | |
|--------------------|----------|
| Mean | 25.961 |
| Standard Error | 7.317387 |
| Median | 19.16 |
| Mode | 32.89 |
| Standard Deviation | 23.13961 |
| Sample Variance | 535.4415 |
| Kurtosis | 1.686081 |
| Skewness | 1.33568 |
| Range | 75.54 |
| Minimum | 1.92 |
| Maximum | 77.46 |
| Sum | 259.61 |
| Count | 10 |

Source: Comply by author

Table 3 shows the descriptive statistics of percentage of digital platform users in India. Maximum mobile user is 77.46 percent. 1.92 percent people uses Twitter. The mean percentage of digital user is 25.961. The standard deviation and variance are 23.14 and 535.44. The digital marketing depends on the digital platform. One can understand the extent of digital market by analysing the statistics of digital platform in India. It has many opportunities. Challenges in digital market are security and privacy issue, internet uses till not reaches to half of the population and not willing to purchase in online platform.

Conclusion

Digital marketing is now popular concept. The uses of social media platform like whatsapp and facebook has been increasing day by day. India is having largest mobile user penetration (77.46%). 1.10 billion people uses mobile and 692 million people uses internet. The digital marketing depends on the digital platform. One can understand the extent of digital market by analysing the statistics of digital platform in India. It has many opportunities. Challenges in digital market are security and privacy issue, internet uses till not reaches to half of the population and not willing to purchase in online platform. Digital market has bright future but challenges are many.

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Social Media Tools and Threat of Data Privacy

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Introduction

Before we start with the main topic, we just discuss about the concept of Social Media first. Social Media is combination of two words, one is 'Social' and other one is 'Media'. So, Media is form of communication tool and Social related to class of people groups, thus we can say that Social Media is a form of communication which can be done by using some forms of social media platforms like: Facebook, Twitter, WhatsApp, Instagram, blogs etc. Now, we discuss about the term "Data Privacy", it is one of the branch of data security which is related to proper use of data like videos, messages, pics, notices, regulatory obligations or safeguarding the data against any illegal activities. Many researchers provide knowledge about social media tools use by entrepreneurs like one research conducted by Guillaume Hervet, Ivan A. Guitart on the topic of "Increasing the effectiveness of display social media ads for startups: The role of different claims and executional characteristics" in the year 2022, Vol. 153 issue Which main focus was effectiveness of display social media ads in the context of a startup that launched a new product in a new market. Another research conducted by Jeong-Bin Whang ^a, Ji Hee Song ^b, Jong-Ho Lee ^c, Boreum Choi ^d On the topic of Interacting with Chatbots: Message type and consumers' control in the year 2022, Vol. 153. So, with this paper we just try to fill the gap in the current study related to Impact of Social Media tools on data privacy.

Objective of the Study

- To analyze the Impact of different Social Media tools in an Individual & organization day to day functioning.

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Data Collection

This study based on Secondary data related to different social media tools and their impact.

Discussion

As, per the current report on total number of Active users of social media accounts are about 755.47 million in 2023 and estimated no. Of total no. Of Active users up to 2027 are 1,177.5 million in India. This shows that there is an increment in total no. Of Social Media users in India year by year.

Now, we just discuss about the different types of Social Media tools used in our day-to-day life, and those are:

| |
|---|
| Types of Social Media tools in daily life & Businesses |
| Social Networking tools: Facebook, Twitter and LinkedIn |
| Sharing of Photos: Like, Pinterest |
| Sharing of Videos: like, YouTube |
| Interactive Media: like, Snapchat, TikTok |
| Blogs/ Community: Like: Blogspot, Tumblr, Reddit |

Now we just discuss about all these separately with their pros & Cons:

• Social Media Networking Tools

There are some Important Social Media Networking tools like Facebook, Twitter, and LinkedIn are also known as “Social networking” platforms because they provide users with an facility to interact with each other in different ways.

Now, let’s discuss about the pros & Cons of Social Media Networking tools and those are:

Advantages are

- Most Used form of Daily life
- Integrate with scheduling tools like: Blogspot,
- All platforms have capabilities of sharing photos & Videos.
- Users can easily connect with anyone by use of hastag etc.

Disadvantages are

- Give priority to Individual posts higher than Business posts on Facebook, Twitter etc.
- Gives birth to many diseases due to depression & Anxiety
- Leads to Cyber Bullying (It is related to sharing of personal or private information about someone else on social media platforms which cause Humiliation for that person.)

Sharing of Photos

One of the important platform of photo sharing is Pinterest. It also describe as a “ Visual discovery engine” for those users whose interest is in cooking, home décor etc.

Advantages are

- Help businesses in creating brand Awareness
- Provide a platform for showing Visual content or product shots.

Disadvantages are

- Large amount required for dedicated production time & Photo Budget
- Requirement of Mobile App for some platforms.

Sharing of Videos

As, we can see that In the last few years, People Use Instagram for uploading reels and likewise Facebook comes with a feature of Facebook live and added a tab for mobile phone users to share videos. Ex- YouTube, Instagram Reels, Facebook Live etc.

Advantages are

- Videos can be available for longer time
- Website can be linked directly with the social media platforms.
- Proper analysis of views of videos on YouTube.
- Can reach up to maximum number of audiences.

Disadvantages are

- Content take more time for creation of monetary Advantages.
- Requires more Backend Tasks for better performance.

Interactive Media

Another form of Social Media tools is Interactive Media form, there are many apps like Snapchat, TikTok etc. available for social media users which provide a facility to share photos and videos, with a highly experimental features and variety of unique interactive platforms. These apps are based on the use of AR/VR filters, musical overlays and interactive games.

Advantages are

- More Creative and Experimental
- Target only niche audience group Ex- Young age group
- Provide behind the scene videos of brands with the help of story telling.
- Engage more customers with new & experimental platforms.

Disadvantages are

- Regular content updation is Expensive and Time Consuming
- Businesses lack of trust on Snapchat for promoting the brand.
- Snapchat and TikTok are not easy to use

Blogs/Community

As, Both Blogging and Community building platforms are helpful to those industrialists who wants to encourage audience around very niche Industries. For example: Companies hire bloggist for promoting their brands by writing about their products/services to attract more & more customers.

For Example: Blogspot, Tumblr & Reddit, allow users to post about the niche topics like: events, politics and western culture.

Advantages are

- Allow users to share text posts, photos and videos about business, brand or any individual thought.
- Provide a platform to do conversation on a topic.
- Allow users to link with outside websites.

Disadvantages are

- Need more time to write and craft the larger post.
- Target only a niche market or small segment of Audience.
- Thus, we can say that Various social media tools have both advantages and disadvantages.

Now the Question arise, What are the types of social media security issues and how to overcome these?

First of all we have to understand about the meaning of Social Media Security and it refers to various strategies used by businesses and individuals to protect their social media accounts from the threats like phishing, hacking and malware practices.

The Most common social media Privacy Issues are:

- Phishing attacks
- Imposter accounts
- Malware and Hacking practices
- Threat of Password theft
- Threat of Privacy Hacking and data security
- Lack of Security features in mobile devices

Now, let's discuss about the social media threat issues in detail:

- **Phishing Attacks:** Phishing is a form of fraudulent practices in which a hacker just send fake links or emails, text messages to uncover the confidential information related to a person bank account, password etc. Ex- Some hackers try to send fake discount or coupons to customers with the names of big brands and then asked from customers about their bank account information with password etc. and then with the help of that information steal the money from victims account.
- **Imposter Accounts:** It's a type of social media account which is set up to impersonate another individual or business directly or indirectly. Ex- Fake social media accounts which is created with the name of a person without his/her consent to steal information.
- **Malware & Hacking Practices:** Malware is a form of malicious software or practices that provide access to an attacker for having full or partial control over the target system. It can use to steal, modify, damage information from the target computer system. Examples of various types of Malware are: Viruses, Trojans, worms etc.
- **Threat of Password Theft:** It is used to hake the password of a business or persons account to lock the users account and download personal data from victims computer system.
- **Threat of Privacy Hacking and Data Security:** It is related to sharing of personal information with others without a person consent. Ex- Sharing Confidential bank account details with other person without consent.
- **Lack of Security Features in Mobile Devices:** Another form of Social Media privacy issue is lack of Security features in mobile devices. Ex- configuration settings, Authentication Service Security, Media player control security, networking application etc.

Now, here we discuss about the various measures which is used to remove the social media privacy issues and those are:

- A proper rules and regulations should be created for using social media platforms in Businesses.
- Terms and conditions should be mentioned clearly.
- Privacy settings should be done by yourself not to rely on default settings.
- A Good Anti Virus software should be installed.
- Location settings should be turn off, so that it will cause least loss.
- Account should be logged out properly, because open account can be hacked by the hackers.

- A proper training should be provided to employees for creating awareness about social media security issues.
- Regular check on latest social media security Issues.
- Try to avoid those posts which can provide full information about yourself like: photos with house name etc.
- Create a strong password and it should be reset after a certain period of time.

Thus, we can say that by using these measures a business & individual can remove the Threat of Social Media security or data privacy issues.

Questions:

- What do you understand by Social Media Tools? Discuss about the various tools used in social media communications.
- Explain the types of Social Media security issues in Business.
- Discuss about the measures used in removing social media security issues.

Write short note on:

- Phishing
- Imposter Accounts

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