

# E-Commerce and Digital Marketing Trends

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**Abstract:** The Indian market is moving more quickly than ever now. The internet is a channel for marketers to communicate with customers. People in India increasingly spend more time online daily, browsing the internet and using social media like Facebook, WhatsApp, and other sites. Thus, rather than focusing on conventional marketplaces, businesses are turning their market into a digital one by selling their goods online and making them accessible on numerous social media platforms. Social media is the source of the rise of digital marketing. People now spend time on social media, which is advantageous for marketers. India's digital marketing industry is expanding more quickly every day. Today Marketers are providing all the goods and services through online portals. It is only the way to gain success in the Consumer Market. This paper focuses on highlighting eCommerce's growth through digital marketing In India. 237 Marketers from digital marketing sector were surveyed to know the factors that determines the role of digital marketing in growth of E-commerce Business in India. The study concludes that Effective marketing, Target customer, Global reach and Strategy and Plans are the factors that determines the role of digital marketing in growth of E-commerce Business in India.

**Keywords:** Consumer, Digital Marketing, E-Commerce, Internet, Secure Socket Layer (SSL).

## 1 INTRODUCTION

Digital marketing refers to the use of electronic media and digital technologies to promote products, services, and brands through online platforms, mobile applications, websites, social media, search engines, and other digital communication channels. It is also commonly known as online marketing, internet marketing, or web marketing. Over the years, digital marketing has gained significant importance worldwide due to the rapid growth of internet usage and advancements in communication technologies. Businesses increasingly rely on digital platforms to reach both Business-to-Consumer (B2C) and Business-to-Business (B2B) markets effectively and efficiently. The widespread adoption of smartphones, social media platforms, and high-speed internet connectivity has transformed the way organizations interact with customers and conduct business operations.

Digital technologies have enabled consumers to access product information, compare alternatives, and make purchasing decisions at any time and from any location, thereby creating a customer-centric digital environment. The growing influence of digital transformation and e-commerce has further strengthened the role of digital marketing in modern business practices [1][2]. The rapid development of digital technologies has significantly influenced local and global trade, commerce, and communication systems. The emergence of advanced technologies such as 5G communication networks, artificial intelligence, big data analytics, and mobile commerce has enabled organizations to expand their market reach beyond geographical boundaries.

Digital marketing provides organizations with opportunities to engage customers through personalized communication, targeted advertisements, search engine optimization, email marketing, and social media campaigns. These opportunities have transformed traditional business models into digitally connected systems that support customer engagement and business growth. According to recent studies, digital transformation has become an essential strategy for improving organizational competitiveness and enhancing customer experiences in e-commerce environments [3][4]. The increasing importance of e-commerce has further accelerated the adoption of digital marketing strategies across industries. Modern consumers prefer online shopping because it saves time, reduces effort, and provides access to a wide variety of products and services. Through digital platforms, customers can conveniently browse products, read reviews, compare prices, and complete transactions without visiting physical stores.

The integration of digital marketing with e-commerce platforms has enabled businesses to attract global customers, improve brand visibility, and increase sales performance. Research studies have highlighted that effective digital marketing techniques, including search engine marketing, influencer marketing, and social media promotions, play a crucial role in enhancing customer attraction and online business performance [5], [6]. Furthermore, digital transformation has reshaped organizational strategies and business operations by enabling data-driven decision-making and personalized customer engagement. Companies are increasingly using digital tools and analytics to understand consumer behavior, optimize marketing campaigns, and improve customer satisfaction.

E-commerce enterprises are adopting innovative marketing strategies to remain competitive in the digital economy and strengthen their online presence [7]. The development of digital finance, online payment systems, and cross-border e-commerce has also contributed significantly to economic growth and global trade expansion [8], [9]. Additionally, recent advancements in digital commerce technologies, including commerce graph optimization and intelligent recommendation systems, are improving customer experiences and operational efficiency in online markets [10].

In the current competitive business environment, digital marketing has become an integral component of organizational success. Compared to traditional marketing methods, digital marketing offers broader market reach, lower operational costs, measurable outcomes, and real-time customer interaction. Businesses can monitor customer engagement, evaluate marketing performance, and implement strategic improvements using digital analytics tools [11]. As internet usage continues to rise and consumer preferences shift toward online platforms, organizations must continuously adapt to digital transformation to sustain growth and competitiveness in the evolving marketplace [12]. Therefore, understanding emerging trends in e-commerce and digital marketing has become essential for businesses, researchers, and policymakers aiming to enhance digital business performance and customer satisfaction.

## 2 LITERATURE REVIEW

Jain and Pandey (2019) investigated the modelling and optimization of different quality characteristics in electrical discharge drilling of titanium alloy sheets [1]. The study highlighted the significance of advanced technological processes and optimization techniques in improving manufacturing quality and operational efficiency. The research emphasized that modern technological innovations play an important role in enhancing productivity and industrial performance [1]. Jain, Yadav, and Shrivastava (2019) examined the optimization of quality characteristics in electric discharge drilling of titanium alloy sheets [2]. Their findings demonstrated the importance of analytical and technology-driven approaches in industrial applications. The study concluded that optimization techniques contribute significantly to process efficiency, quality improvement, and precision in manufacturing systems.

Mashalah, Hassini, Gunasekaran, and Bhatt (2022) analyzed the impact of digital transformation on supply chains through e-commerce [3]. The authors explained that digital technologies and e-commerce platforms have transformed traditional supply chain management by improving coordination, communication, and operational flexibility. The study proposed a conceptual framework highlighting the role of digital transformation in enhancing supply chain performance and customer satisfaction. Melović, Jocović, Dabić, Vulić, and Dudic (2020) studied the impact of digital transformation and digital marketing on brand promotion and electronic business development in Montenegro [4]. The findings revealed that digital marketing tools such as social media platforms, search engine optimization, and online branding strategies positively influence business growth, customer engagement, and market positioning. The study emphasized that digital transformation is essential for improving competitiveness in electronic business environments.

Jain, Yadav, and Shrivastava (2019) further explored optimization methods in electric discharge drilling processes and highlighted the increasing role of technological innovation and analytical methods in enhancing industrial productivity [5]. Their research demonstrated that advanced optimization approaches improve manufacturing accuracy and operational effectiveness. Al Mashalah, Hassini, Gunasekaran, and Bhatt (2022) conducted a detailed literature review on the impact of digital transformation on supply chains through e-commerce [6]. The study emphasized that e-commerce technologies support efficient supply chain integration, faster information exchange, and improved organizational decision-making. The researchers concluded that digital transformation strengthens business sustainability and customer-oriented operations.

Doshi (2024) discussed the role of digital transformation in e-commerce and explained how modern digital technologies are reshaping online business operations [7]. The study highlighted that digital transformation improves customer experiences, supports business automation, and enhances operational efficiency through advanced technological systems and online platforms. Ponzio and Erdmann (2021) examined customer attraction techniques in e-commerce using digital marketing strategies [8]. Their research identified that digital marketing channels such as social media marketing, influencer marketing, and targeted online advertisements are effective tools for attracting and retaining customers. The study concluded that customer-centric digital marketing strategies improve brand loyalty and business sustainability. Ma and Gu (2024) proposed a new marketing strategy model for e-commerce enterprises operating in the digital economy [9]. The study emphasized the importance of innovative digital marketing approaches, customer engagement, and technology integration in improving business performance. The authors concluded that businesses must continuously adapt to changing market trends and consumer preferences to remain competitive in the digital marketplace.

Luo, Zhang, Yuan, and Fan (2026) investigated the impact of digital finance and e-commerce development on agricultural income growth [10]. Their findings revealed that digital finance and e-commerce platforms contribute significantly to economic development by expanding market accessibility, improving financial inclusion, and increasing income opportunities for rural populations. The study highlighted the role of digital technologies in promoting sustainable economic growth. The research demonstrated that digital leadership and technological innovation positively influence international business expansion and organizational competitiveness. The study concluded that firms implementing digital transformation strategies are better equipped to manage global e-commerce operations effectively. Paul, Chakraborty, Dutta, Ghosh, and Mitra (2025) explored the application of commerce graph optimization in digital commerce systems [12]. Their study highlighted the importance of artificial intelligence, data analytics, and advanced digital technologies in improving customer experiences and optimizing online business operations. The findings indicated that intelligent digital commerce systems enhance operational efficiency, customer targeting, and overall business performance in e-commerce environments.

### 3 OBJECTIVES

1. To provide convenience to customers by enabling buying and selling of goods and services anytime and anywhere.
2. To expand market reach by allowing businesses to sell products to customers globally.
3. To reduce operational costs by minimizing expenses related to physical stores and manpower.
4. To improve customer satisfaction through faster order processing and delivery services.
5. To enhance business efficiency by using automated systems for inventory and order management.
6. To offer a wide variety of products to customers through online platforms.

### 4 RESEARCH METHODOLOGY

#### 4.1. Research Design

The present study adopts a descriptive and analytical research design to examine the emerging trends in E-Commerce and Digital Marketing. The research focuses on understanding consumer preferences, online shopping behavior, digital marketing practices, and the impact of digital transformation on business performance. Both qualitative and quantitative approaches were considered to obtain comprehensive insights into the role of digital marketing in the growth of e-commerce businesses.

#### 4.2. Sources of Data

The study is based on both primary and secondary sources of data.

##### 4.2.1. Primary Data

Primary data were collected through structured questionnaires distributed among respondents involved in online shopping and digital marketing activities. The questionnaire was designed to collect information regarding consumer preferences, digital platform usage, customer satisfaction, and factors influencing e-commerce growth. A total of 237 respondents participated in the survey.

##### 4.2.2. Secondary Data

Secondary data were collected from various published and unpublished sources such as research articles, journals, books, company reports, websites, and government publications. These sources helped in understanding previous studies, recent developments, and existing trends in e-commerce and digital marketing.

#### 4.3. Sampling Design

The respondents for the study were selected using a convenient sampling method. The sample consisted of students, employees, business professionals, and online consumers who actively use digital platforms for purchasing products and services. The demographic details of the respondents are presented in Table 1. The data presented in Table 1 indicate that the majority of respondents were female (57%) and belonged to the age group of 25–35 years (41%). Most respondents were employees and students, indicating active participation of working professionals and youth in digital commerce activities.

Table 1. Demographic Profile of Respondents

Category	Particulars	No. of Respondents	Percentage (%)
Gender	Male	102	43%
	Female	135	57%
Age	Below 25	85	36%
	25–35	96	41%
	Above 35	56	23%
Occupation	Student	78	33%
	Employee	95	40%
	Business	64	27%

#### 4.4. Methods of Research

##### 4.4.1. Descriptive Research Method

The descriptive research method was employed to describe current trends and practices in e-commerce and digital marketing. This method helped in understanding consumer behavior, online purchasing habits, and marketing strategies adopted by organizations in the digital environment.

##### 4.4.2. Survey Method

The survey method was used to collect responses from participants through questionnaires and online forms.

Table 2. Most Preferred Digital Marketing Platforms

Platform	No. of Respondents	Percentage (%)
Social Media	95	40%
Email Marketing	42	18%
Search Engine Marketing	56	24%
Influencer Marketing	28	12%
Affiliate Marketing	16	6%
Total	237	100%

The survey focused on online shopping behavior, preferred digital marketing platforms, customer satisfaction levels, and factors influencing digital purchasing decisions. The findings shown in Table 2 reveal that social media marketing is the most preferred digital marketing platform among respondents, followed by search engine marketing and email marketing.

##### 4.4.3. Analytical Research Method

The analytical research method was adopted to analyze the collected data using percentage analysis, charts, and tables. This method assisted in identifying trends, growth patterns, and the effectiveness of digital marketing strategies. Fig. 1 shows the basic e-commerce process flow.

Table 3. Key Factors Affecting E-Commerce Growth

Factor	Strongly Agree	Agree	Neutral	Disagree
Effective Marketing	110	82	25	20
Target Customers	105	76	34	22
Global Reach	115	79	28	15
Strategy & Planning	98	85	32	22

The responses presented in Table 3 indicate that effective marketing and global reach are considered the most significant factors influencing the growth of e-commerce businesses. Strategic planning and target customer identification also play important roles in enhancing online business performance.



Fig. 1. Basic E-Commerce Process Flow

#### 4.4.4. Comparative Research Method

The comparative research method was used to compare various digital marketing channels and e-commerce practices, such as social media marketing versus email marketing and online shopping versus traditional retail shopping. This comparison helped identify the most effective digital strategies used by organizations to attract and retain customers.

#### 4.5. Data Analysis and Interpretation

The collected data were analyzed using percentage analysis and tabular presentation methods. Graphs and charts were also used to improve the visual interpretation of the results. Fig. 2 shows the digital marketing funnel.



Fig. 2. Digital Marketing Funnel

Table 4. Customer Satisfaction Level

Satisfaction Level	No. of Respondents	Percentage (%)
Highly Satisfied	98	41%
Satisfied	76	32%
Neutral	35	15%
Dissatisfied	18	8%
Highly Dissatisfied	10	4%

The analysis presented in Table 4 shows that the majority of respondents are either highly satisfied or satisfied with online shopping and digital marketing services, indicating the increasing acceptance and effectiveness of digital commerce platforms among consumers.

## 5 CONCLUSION

Digital marketing and digital transformation have become essential components of modern business operations. The rapid growth of internet technologies, e-commerce platforms, and digital communication channels has significantly changed the way organizations interact with customers and promote their products and services. Businesses are increasingly adopting digital marketing strategies to improve brand visibility, customer engagement, and overall business performance. Effective online marketing campaigns help organizations increase sales, generate leads, and enhance customer satisfaction through personalized services and targeted communication. Digital transformation also enables companies to improve operational efficiency, data management, and decision-making processes through advanced technologies and analytics tools. In the highly competitive digital environment, organizations must continuously adapt to changing technological trends and consumer preferences to sustain growth and maintain market competitiveness. Therefore, integrating digital marketing and digital transformation strategies is essential for achieving long-term business success, improving customer experiences, and ensuring sustainable development in the evolving digital economy.

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## ETHICS STATEMENT

This study did not involve human or animal subjects and, therefore, did not require ethical approval.

## STATEMENT OF CONFLICT OF INTERESTS

The authors declare that they have no conflicts of interest related to this study.

## LICENSING

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