

Chapter-17

IMPACT OF E - COMMERCE ON TRAVEL AND TOURISM

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ABSTRACT

The term "digital marketing" refers to advertising products or brands using electronic media. Unlike traditional marketing, digital marketing uses channels and methods that allow for immediate analysis of marketing campaigns. If you're an online marketer, you'll want to keep an eye on metrics like the number of views and sales a piece of content generates. Other digital marketing channels include podcasts, electronic billboards and channels, digital television and radio, wireless text messaging, instant messaging, mobile apps, and others.

keywords: *Digital marketing, Marketing Campaigns, Media, Online, Customers.*

INTRODUCTION

The term "digital marketing" refers to advertising products or brands using electronic media. Unlike traditional marketing, digital marketing uses channels and methods that allow for immediate analysis of marketing campaigns.

Customers can now get their hands on information at any time and from any place thanks to the widespread adoption of digital media. Your customers have no reason to rely solely on you to inform them of your offerings any longer. Third-party opinions, such as those expressed by the media, their own friends and family and even their peers, can influence customers' perceptions of your company in today's world. You have a better chance of persuading them if you can persuade them. Digitally-driven consumers expect relevant and personalised communications from companies they can trust, as well as offers tailored to their individual preferences and needs.

All aspects of customer service fall under this umbrella.

Digital marketing is critical in today's business environment, but it should not be the sole focus. As a result of this information, you can communicate with your customers in the most efficient manner and at the most optimal time and location. Customer preferences and expectations must be taken into account across all channels, including the Internet, social media platforms and direct mail in order to make this work.. It is possible for marketers to create seamless, consistent, and seamless customer journeys by utilising this data. You'll be able to have more fruitful interactions with your customers if you have a better understanding of their routines and preferences.

LITERATURE REVIEW

Over time, commerce has evolved. Things could be exchanged in a simple "barter process," such as milk for grain, before the development of money. The concept of a "market place" emerged as a result of the development of money. The four P's of commerce can be summarised as follows: The successful completion of a transaction depends on all four of these elements. Variations on the four Ps of commerce are determined by the various combinations that each P makes up. If they could deliver their products to their customers' doors, a few pioneers realised that people were willing to pay a premium for this service. There was a slight adjustment in price and location to make it easier for customers to purchase products at their homes. Customers loved this idea, and the term "street vendors" was coined as a result.

Immediately following the establishment of the postal service, businesses saw an opportunity to increase sales and began sending out mailers that detailed their wares. The concept of "mail order cataloguing" was born as a result of this. As media vehicles advanced, the "tele-shopping" network evolved inevitably from there. Online commerce is currently the most common form of commerce in today's world. A virtual marketplace for goods and services is provided by the Internet, where sellers and buyers can meet and trade goods and services. "E-commerce" has emerged as a boundary-less trade medium in the era of globalisation, allowing people from all over the world to conduct business with each other. The distribution channel for B2C and Since the internet can now reach customers' homes, C2C e-Marketers have taken on new significance. Products that previously had been delivered by mail have now been converted to electronic formats and are available for purchase online. For online payments, debit and credit cards could be used instead of cash or checks

RESEARCH OBJECTIVE

Consider how digital marketing can be used in the Indian economy's rapid growth. Investigate Indian digital marketing tactics. You'll learn about the current challenges and opportunities in Indian digital marketing.

RESEARCH METHODOLOGY

The term "research" refers to the pursuit of knowledge in common usage. A thorough investigation or inquiry is one that focuses on finding new information in any field of study. This means that in order to conduct research, one must first identify problems, formulate hypotheses or possible solutions, collect, organise and evaluate

data to draw inferences and draw conclusions, and then test those inferences against the hypotheses that were originally proposed.

RELATED RESEARCH TYPES

The following are the main types of research:-

In descriptive research, the focus is on finding facts to determine the nature of something as it is. If you're interested in determining whether or not your hypothesis is true, you'll need to conduct analytic research.

In order to help with decision-making in a variety of areas, such as product design, process design, and policy formulation, applied research is conducted.

In order to satisfy one's intellectual curiosity, this type of research is conducted.

In quantitative research, the focus is on the non-quantifiable aspects of the research subject, which means that this type of research cannot be used for quantitative analysis and measurement.

Measurements and quantitative analysis techniques are heavily emphasised in this type of research.

FINDINGS

It comes as no surprise that the Internet is primarily used to facilitate international information exchange. The Internet's ability to support both synchronous and asynchronous communication makes it an ideal platform for the dissemination of information. The Internet is a more effective tool for business-enhancement activities such as distributing tailored information about the company and its products to specific audiences. Internationalization appears to have no effect on the adoption of Digital Content Marketing by global B2B businesses. The percentage of a company's revenue or profit that comes from international operations has no bearing on how that company uses the Internet. It may not matter if a company is focused on the global market because the Internet has become so pervasive. If Indian businesses want to take advantage of national and international business opportunities, they should focus on digital marketing practises.

CONCLUSION

Traditional marketing and business functions, such as information delivery, are being replaced or supplemented by the Internet for Indian companies. Custom applications and product development with global partners are also being developed

with the help of this technology. At the moment, there appears to be a shift in global B2B internet usage. Even large and small businesses may be underutilizing the Internet, despite its obvious potential. Despite the fact that most of the company's uses are becoming more and more complementary, businesses appear to be using Digital Content Marketing more for business enhancement than revenue advancement. Competitive intelligence is a way of using data to deliver value and keep an eye on the competition's position, and even simple Internet activities such as collecting and disseminating information point to this type of approach to data. B2B operations on the internet can be shown to improve relationships by creating systems and protocols that address the concerns of both customers and suppliers.

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