



ISSN : 3048-5320 (Online)

# CSIBER International Journal - CIJ

Vol. 3, Issue 4, December, 2025

MULTIDISCIPLINARY  
JOURNAL



MAKE IN INDIA

Published by : CSIBER Press, Central Library  
Building, CSIBER Campus, University  
Road, Kolhapur-416004, Maharashtra, India.

Find the Journal Online at  
<https://www.siberindia.edu.in/journals>  
E-mail : [cij@siberindia.edu.in](mailto:cij@siberindia.edu.in)

## **FOUNDER PATRON**

**Late Dr. A. D. Shinde**

*Chhatrapati Shahu Institute of Business Education and Research Trust was established in 1976 to provide professional education to the youth of rural western Maharashtra and North Karnataka. It was founded by a well-known educationist, the former Dean of Shivaji University, Kolhapur and a renowned Chartered Accountant, Late Dr. A. D. Shinde Sir.*

## **PATRON**

**Dr. R. A. Shinde**

Managing Trustee, CSIBER Trust, Kolhapur, India

**C. A. H. R. Shinde**

Trustee, CSIBER Trust, Kolhapur, India

## **CHIEF EDITOR**

**Dr. Bindu Nandkumar Menon**

bindumenon@siberindia.edu.in

Associate Professor, CSIBER, Kolhapur, India

## **EDITORIAL BOARD MEMBERS**

**Prof. T. Mangaleswaran**

mangales@vac.ac.lk

Vice Chancellor, University of Vavuniya, Sri Lanka

**Dr. Dinesh Kumar Hurreeram**

directorgeneral@utm.ac.in

Director General, University of Technology, Mauritius

**Dr. Varsha Rayanade**

vnrayanade@siberindia.edu.in

CSIBER, Kolhapur, India

**Er. D. S. Mali**

malids@siberindia.edu.in

CSIBER, Kolhapur, India

**Dr. Samir Gopalan**

samirgopalan.mgmt@silveroakuni.ac.in

Dean of Colleges, Silver Oak University, Ahmedabad, Gujarat, India

**Prof. Dr. Hemant B. Chitto**

hchitto@utm.ac.ma

University of Technology, Mauritius

**Dr. Mohamoud Yusuf Muse**

president@uoh.edu.so

President, University of Hargeisa, Somaliland, Africa

**Dr. Terefe Zeleke**

terefe.zeleke@ecsu.edu.et

Deputy C. E. O., Ethiopian Management Institute, Addis Ababa, Ethiopia, Africa

## **SUPERINTENDENT**

**Dr. Mrudula K. Patkar**

CSIBER, Kolhapur, India

# CSIBER International Journal (CIJ)

## CONTENTS

Sr. No.	Name of the Title	Page No.
1	<b>Assessing Millets Consumption Behaviour among Youth of Delhi Urban: A Survey based Study</b> <i>Shalini Gupta</i> National Forensic Science University, Gandhinagar, Gujarat <i>Rohit Kumar</i> Rashtriya Raksha University, Lucknow campus, Lucknow	01-07
2	<b>Digital Marketing and It's Impact: Conceptual Framework</b> <i>Ms. Jayashri Sadanand Lokhande</i> Research Scholar Department of Commerce and Management, Shivaji University, Kolhapur	08-11
3	<b>Emotional intelligence and work- life balance among the faculty members of Higher Education Institution of Jammu and Kashmir, UT</b> <i>Aabid Yousuf</i> Research Scholar, Gulzarpora Awantipora <i>Dr. Aasim Mir</i> <i>Dr. Gaurav Seghal</i>	12-15
4	<b>Illuminating the Untapped Insights: A Systematic Literature Review of Employee Cynicism in the Workplace</b> <i>Sneha P.</i> Research Scholar, Research and PG Department of Commerce, MES Keveeyam College Valanchery, Malappuram (D.T), Kerala, India	16-28
5	<b>The Dynamics Of Employee Engagement: Investigating Its Influence On Job Satisfaction In The Workplace.</b> <i>Vidhya S</i> Teaching fellow, MBA, IFMR GSB-KREA University <i>Vaneeta Aggarwal</i> Assistant professor, University of Madras	29-36
6	<b>Effect Of Metacognition Mastery Program On The Creative Thinking Skills Of Primary School Students</b> <i>Zeenath P. Y.</i> Research Scholar, Farook Training College, Research Centre in Education, University of Calicut. <i>Dr. Anees Mohammed C.</i> Associate Professor, Farook Training College, Research Centre in Education, University of Calicut.	37-42
7	<b>Assessment of the Attributes of Good Leadership Practice of Middle-Level Leaders in Government Organizations. The Case of Some Selected Bureaus of Amhara National Regional State.</b> <i>Chuchu Alebachew</i> (Corresponding Author) Amhara Leadership Academy, Ethiopia <i>Assabie Mihretie Kassa</i> Amhara Leadership Academy, Ethiopia <i>Muhabaw Takele</i> Amhara Leadership Academy, Ethiopia	43-56
8	<b>Towards a Secure Digital Governance in India: Assessing Cyber security Initiatives and Strategy therefore</b> <i>Prof. (Dr.) Shyam T. Shirsath</i> Department of Public Administration, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajnagar, Maharashtra, India <i>Mr. Swapnil S. Kumare</i> Department of Public Administration, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajnagar, Maharashtra, India	57-64
9	<b>Impact Of Online Business On Retail Business And Analytical Studies</b> <i>Pranit Prashant Khanderao</i> Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering, Shegaon.	65-71

Sr. No.	Name of the Title	Page No.
10	<p><b>The Digital Divide, Gender and Education – Challenges for e-Governance among the Tribes of Odisha</b>  <b>Mr. Nirajan Sahu</b>  Faculty in Political Science, Govt. Degree College, Tentulikhunti, Odisha  <b>Dr. Gugulothu Srinu</b>  Asst Professor, Dept. of PA&amp;PS, Central University of Kerala Periyar, Kasaragod</p>	72-82
11	<p><b>Examining the Impact of Artificial Intelligence Technologies on Faculty Development: A Comprehensive Analysis for Educators and Scholars</b>  <b>Ms. Vijayashri Machindra Gurme</b>  Research Scholar  Sydenham Institute of Management Studies and Research and Entrepreneurship Education, University of Mumbai, India</p>	83-92

---

## Digital Marketing and Its Impact: Conceptual Framework

**Ms. Jayashri Sadanand Lokhande**

Research Scholar

Department of Commerce and Management, Shivaji  
University, Kolhapur, Maharashtra, India

---

### Abstract

The purpose of this review is to examine the effects of digital marketing and its importance for both consumers and marketers. This article begins with an introduction to digital marketing, followed by the tools of digital marketing, the difference between traditional and digital marketing, and the advantages, disadvantages and importance of digital marketing in modern times.

The world is moving from analog to digital, and marketing is no exception. As technology advances, so does the use of digital marketing, social media marketing, and search engine marketing. The number of internet users is increasing rapidly and digital marketing has benefited the most as it is mostly dependent on the internet. The buying behaviour of consumers is changing and they are more inclined towards digital marketing instead of traditional marketing.

**Keywords:** Marketing, Internet, Digital, Technology, Search engine.

---

### Introduction

Technologies like desktop computers, mobile phones and other digital media and platforms to advertise products and services in the market. Its development in the 1990s and 2000s changed the way brands and companies use technology in marketing. As digital platforms have become more and more integrated into marketing plans and daily life and as people increasingly use digital devices instead of visiting physical stores, digital marketing campaigns have become increasingly common, using search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data marketing, e-commerce marketing, social media marketing, social media optimization, direct marketing, display advertising, e-books and optical discs and games have become commonplace. Digital marketing extends to non-internet channels that provide digital media such as television, mobile phones (SMS and MMS), pagers and mobile phone ringtones. Expansion into non-internet channels separates digital marketing from online marketing.

### Digital Marketing Components

#### Search Engine Marketing

A search engine is a web-based tool that help to users find the information which they are looking for. Examples of search engines are Google, Yahoo, Bing, Baidu, etc. Search engine marketing means any activity that increases the ranking of users and websites in any search engine. There are two types of search engine optimization in search engine marketing (SEO) and paid search.

#### E-mail

There are many reasons why it's so hard to replace email as a medium to high ROI channel for your business, but one thing you can't take away from email is its versatility. While email may not be the newest technology available, it allows you to implement the latest trends in content marketing, such as personalization and automation, without breaking your marketing budget. Mail can support other marketing goals, so it's no surprise that 73% and 63% of B2B marketers say email is their best tool for generating leads and 63% for increasing revenue.

In addition to generating leads and generating revenue, email can help you in many other ways:

- Email has become so widespread that it reached 3.9 billion users in 2020 and is expected to grow to 4.3 billion users in 2023, which is more than half of the world's population!
- Email still delivers the best returns: 73% of survey respondents rate the channel as excellent compared to 72% and 67% for search engine optimization and paid search respectively.
- For every dollar spent on email marketing, you can expect an average ROI of \$42.
- Up to 62% of openings are made via mobile and 10% on desktop.

### **Social Media**

Social media marketing is on this list for very good reasons, but it's not just social media that's hitting the 3.81 billion mark. Social media has evolved from a channel that people use to make personal connections to bigger, bigger and better than originally thought.

- Facebook: It is the number one social media platform. The company can advertise its products and services on Facebook.
- LinkedIn: Professionals write their profiles on LinkedIn and can share it with others. The company also creates its own profile, and LinkedIn connects these two points, companies and professionals.
- Google+: It is Google's social network where users can easily connect based on common interests and friendship.
- Twitter: Its strategy is to increase brand awareness and sales, attract new followers and leads and increase conversions.

### **Affiliate Marketing**

In affiliate marketing, a company rewards affiliates for each customer or visitor they bring to the company and website through their marketing efforts or strategy on behalf of the company. The Intelligent Passive Income of Pat Flynn and quote; Affiliate marketing earns a commission for promoting other people and (or companies) products. You find a product you like, promote it to others and earn a share of the profits for every sale you make and make.

### **Online Display Advertisement**

Traditional Marketing refers to any business placing a poster or billboard on either side of the road or publishing an advertisement in a magazine/newspaper to advertise its product or service. Online advertising is the digital version of this. Today, a marketer can use online display advertising to achieve the same goal. Display ads are of different types like video ads, banners, interactive ads and interactive multimedia ads etc. Display advertising is good for attracting attention thanks to graphic ads.

### **Comparison between Traditional and Digital Marketing**

Traditional marketing is the best known form of marketing. Most people are used to traditional marketing because of its longevity. Some examples of traditional marketing are tangible items such as advertisements in newspapers or magazines. It also includes a billboard, a brochure, an advertisement on television or radio, a poster, etc. It is a non-digital marketing method. Instead, digital marketing uses different digital channels to reach customers.

Traditional marketing refers to marketing that uses traditional channels or media for marketing communication. Digital marketing refers to the marketing of products and services through digital channels such as the Internet, smartphone, display advertising and other digital media.

### **Advantages of Digital Marketing**

The most important advantage of digital marketing is that it is possible to reach the target audience in a cost-effective and measurable way. Other benefits of digital marketing include building brand loyalty and increasing online sales.

- Global reach - a website allows you to discover new markets and trade globally with only a small investment.
- Lower costs - A properly planned and the targeted digital marketing campaign can reach the right customers at a much lower cost than the traditional marketing methods.
- Trackable, Measurable Results - Measuring your online marketing with web analytics and other web metrics tools makes it easy to determine the effectiveness of your campaign. Get detailed information about how customers use your website or respond to your ads.
- Personalization - If your customer database is linked to your website, you can greet them with targeted offers whenever someone visits your website. The more they buy from you, the more you can refine your customer profile and market to them effectively.
- Transparency - By participating and carefully managing social media, you can build customer loyalty and build a reputation for being easy to communicate with.
- Social Currency - Digital marketing allows you to create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - passed from user to user and spread virally.

- ❑ Better Conversion Tests - When you have a website, your customers are just a few clicks away from making a purchase. Unlike other mediums that require people to get up and call or go to a store, digital marketing can be seamless and immediate.

#### **Disadvantages of Digital Marketing**

- ❑ Skills and Training - You need to ensure that your staff has the necessary knowledge and expertise to successfully implement digital marketing. Tools, platforms, and trends change quickly, and it's important to stay up-to-date.
- ❑ Time consuming - tasks like optimizing online advertising campaigns and creating marketing content can take a lot of time. To ensure ROI, it is important to measure results.
- ❑ Strong Competition – While you can reach a global audience through digital marketing, you also face global competition. Among the many online messages directed at consumers, it can be difficult to stand out from the competition and gain attention.
- ❑ Complaints and Feedback - Any negative feedback about your brand can be visible to your audience on the social media and review sites also. Providing effective customer service online can be difficult. Negative comments or failure to respond effectively can damage your brand image.
- ❑ Data security and protection issues - There are several legal aspects involved in collecting customer data and using it for digital marketing purposes.

#### **Importance and Benefits of Digital Marketing**

- ❑ Better Reach- Today many people around the world spend their time online. They browse the internet looking for your products. Maximizing your online presence is key to capitalizing on this huge audience. This is where digital marketing comes in. Digital marketing is all about reaching the right people at the same time. Therefore, you need to start by having an attractive online store that is easy to navigate to improve your audience. In this process, various digital marketing tools - Pay Per Click Marketing, Social Media Marketing, Search Engine Optimization, Content Marketing and many more - can ultimately help you build your brand.
- ❑ Can compete with big companies- Competitor analysis is a key function of digital marketing. The operation is necessary to keep up with the competition, especially among fast growing brands like Myntra, Amazon, Big basket, Walmart. Companies are also trying to push the envelope through multi-channel marketing, which consists of PPC, SEO, social media and many other means. This approach helps both small and large companies achieve their goals and level the playing field.
- ❑ Increase Brand Awareness for Small Businesses- Digital marketing is a boon for businesses. Big companies use digital marketing to stay stable in the competitive environment. In contrast, small businesses use Internet marketing to reach thriving markets and increase brand awareness among large corporations.
- ❑ Sales growth- One of the key aspects of digital marketing is that their CRO (Conversion Optimization) can be measured in real time. The data helps you understand the overall percentage of searches that convert into sales leads. PPC, social media marketing, SEO services, affiliate marketing are some of the active channels to communicate and get high conversions.
- ❑ Return on Investment- If you want to know the value of digital media, look at the profit and loss metrics it brings to a business. The ROI of digital marketing determines the value of your marketing campaigns. For example, compared to other mediums such as email marketing, content marketing, PPC, social media campaigns; SEO is known to produce a higher ROI. Based on key metrics such as sessions and bounce, organic traffic generated by SEO shows a 40% higher revenue increase than any other marketing strategy.
- ❑ Maintaining Brand Reputation- Developing a strong brand reputation in the online world has become very important because brand reputation strengthens one's ability to stay in the market. This further increases the importance of digital marketing in this regard as well.
- ❑ Can target ideal audiences- Imagine reaching the right audience for your business niche is a great opportunity. This is exactly what digital marketing helps to achieve. You can analyze the online behavior of your audience and take action to achieve optimal performance. When you reach the right audience, you get more traffic, which leads to better campaigns.
- ❑ Stay ahead of your competition- The digital market is incredibly competitive, especially in online business. So you want potential customers to find you through your top reviews and other actions initiated by digital marketing services. With these steps, you can finally move towards the right business goals together with

your client. Every successful company must also monitor the activities of its competitors. How do they interact with customers? What makes them unique? Competitor analysis will help you understand all of the above questions and develop strategies that will work best for you.

- Different channels to increase traffic- There are many different ways to make your business successful in the marketing world. Business owners have the freedom to use SEO services, PPC services, content marketing services and even social media campaigns to increase their website traffic.
- Collaboration with mobile customers- We are connected to the mobile world, because nowadays people take their devices like smartphones and laptops with them on the go. Almost all websites, after Google's mobile-first update, have been developed in such a way that they are easily accessible on mobile. Maybe mobile users are more common now than ever, and mobile users are likely to buy.

### Conclusion

Individuals are investing more in online content, and companies trying to understand this fact in their advertising strategy must adapt quickly. The more time people spend online each year, the more the digital platform they use plays an ever-evolving role in their lives. The main objective of Digital India is to promote digital media in our country. As people can access the digital platform anytime and anywhere in the world, companies need to transform their marketing strategy from traditional to digital.

### References

- Dunakhe, K., & Panse, C. (2022).** Impact of digital marketing—a bibliometric review. *International Journal of Innovation Science*, 14(3/4), 506-518.
- Nawaz, S. S., & Kaldeen, M. (2020).** Impact of digital marketing on purchase intention. *International Journal of Advanced Science and Technology*, 29(4), 1113-1120.
- Parsons, A., Zeisser, M., & Waitman, R. (1998).** Organizing today for the digital marketing of tomorrow. *Journal of interactive marketing*, 12(1), 31-46.
- Anbumani, S. (2017).** Digital marketing and its challenges. *Airo International Research Journal*, 12, 2-17.