

OPINION OF ENTREPRENEURS ABOUT DIGITAL MARKETING (A study with special reference to Virudhunagar district)

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Introduction

Marketing refers to any activities that a company uses to promote its products and services to improve its market share. In order to be flourishing, marketing requires a mixture of advertising savvy, sales, and the skill to deliver goods to end-users. Traditionally, companies focused on marketing through print, television, and radio. Although these options still present today, the increase of the internet led to a move in the way companies reached consumers. Hence digital marketing came into play. Digital marketing became trendy with the advent of the internet in the 1990s. Entrepreneurs shape the economy by creating new wealth and new jobs and by creating new products and services. One of the major objectives of developmental policies in India is to provide employment to millions of unemployed rural youth. Hence this study attempts to analyse the opinion of entrepreneurs about digital marketing.

Key words: Digital marketing, Entrepreneurs, Digital marketing channel

Introduction

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Entrepreneurship refers to the act of setting up a new business or reviving an existing business to take advantages from new opportunities. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by creating new products and services. One of the major objectives of developmental policies in India is to provide employment to millions of unemployed rural youth.