2. **Review of literature:**

The Internet was the result of some visionaries in the early 1960s who saw great potential value in allowing computers to share information on research and development in scientific and military fields. J.C.R. Licklider of MIT, first proposed a global network of computers in 1962 and moved over to the Defense Advanced Research Projects Agency (DARPA) in late 1962 to head the work to develop it. Leonard Kleinrock of MIT & UCLA developed the theory of packet switching which was to form the basis of Internet connections. Lawrence Roberts of MIT connected a Massachusetts computer with a California computer in 1965 over dial-up telephone lines. It showed the feasibility of wide area networking but also cleared that the telephone line's circuit switching was inadequate. Kleinrock's packet switching theory was confirmed. Roberts moved over to DARPA in 1966 and developed his plan for ARPANET. These visionaries and many more left unnamed here are the real founders of the Internet.

These days digitalization is a broad term that can be defined as the 'use of the internet to advertise and sell goods and services'. Essentially anything that is a service and which can make money on the internet is and can be interpreted as internet marketing.

Chung W (2002) based on his study of New Zealand consumers has suggested that companies must have a privacy policy statements under their website. This policy assures consumer that the company would not misuse the information gathered from them. The study publication interestingly discusses argument for and against internet privacy concerns. This approach is good however the author could not provide any input on whether some cookies do steal user information or not. The author has made valuable contribution in his paper by providing solutions that can be used to protect privacy of users. One will agree with author’s view that a solutions like legislation, self regulation and technical solutions will protect consumer privacy.

Chiu Yu-Bin et al (2005) in their work has discussed about how different genders perceive internet marketing. Their empirical model is a direct modification of technical acceptance model. They have used four antecedent constructs namely personal awareness of security, personal innovative ease of purchasing and usefulness. Some of the key gender based findings are as follows: Improving the usage speed of the site is a driver for males to do shopping, Male consumers are more target oriented in their approach towards shopping and Male consumers will make purchases when they are confident that their sensitive information is safe regardless of the security provided on the website. The study also reveals that females
use word of mouth broadcasting to help other females overcome the barrier in internet shopping at least during the starting stages. The most valuable contribution of this study is the bringing out the differences in what manner each gender perceives about online marketing. From the study shows above it can be considered that factors such as importance of consumer privacy, role of web mavens, consumers preference in the selection of internet services, building consumer trust with companies, consumer behavior in internet purchasing and gender differences largely affects the Internet Marketing. The protection of consumer privacy and trust are most significant factors for consumers to indulge in internet marketing and hence without these two factors internet marketing cannot grow.

Davidson Alistair (2006) in his paper describes how users would react to them. Consumers may have to face various contents such price, feature, technology etc which influence their decision making. This influences them to seek advice from web mavens which provide product information. In such situations consumer would use the internet for purchase with web maven & thus can review the factors that would influence their mindset. Urban Glen (2006) in his paper quotes various examples of how today the people are making automobile purchases. According to him the buyers get complete information about the product online before visiting the automobile showroom which in turn gives them advantage over the information from the dealer. He also claims that present day Consumers of today are very aggressive in expressing what they like and what they don’t like. Some of the customers do not want to purchase any product from companies that are too aggressive in marketing i.e. who don’t care about what customers really want but intentionally try to dump their product. After considering how consumers purchase products it is also important to know the mindset of consumers involved in service usage. A common service now days on the internet is the online travel agency service.

Social media with an extra ordinary example Facebook has opened for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Marketing professional must truly understand internet social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing to the young audience accessibility to social media and usage. It is important that strategic integration are adopted in organization’s marketing communication plan (Rohm & Hanna, 2011).
Blogs as a tool for digitalization have successfully an impact on increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013).

As we all know that technology gives rights to survey about that product or services which they willing to buy before final purchase. Social media marketing highly affect consumer’s view for buying particular products or services. Today’s consumers are highly effected by e-marketing mostly rather than TV or Newspaper advertisement. Social media marketing help companies to gather potential customers of their particular products or services. In past years, through survey we found out that today’s customers are mostly watched advertisement on mobile, Whatsapp, Facebook, Twitter, YouTube etc. As we all know that online shopping and advertisement are gradually too fast in nowadays market, the industries and business are highly targeted now on online marketing advertisement rather than other advertisement tool. Through research we assume that as e-marketing is more convenient rather than traditional as it has no limits of advertisement, no limit to whom they are advertising because they target global market through the help of internet as well. The author survey different places of the world regarding the impact of e-marketing on consumer because they float research question on internet and different social media, the survey result shows that e-marketing is highly motivating consumers for online buying and selling. The global economic crisis is highly affecting economies of both home and host countries. So by online marketing consumer can directly call the companies to buy that companies product and get those products from shipments or other international buying tools. The cost and expenses totally paid by companies or individual who is purchasing that product, so that’s the reason government also help and support them. Although nowadays government and private sectors understanding the importance of online marketing, so they also help consumers how to get product through online marketing. It also helps host country’s companies by giving them as a middle-man profit. They appreciated that because they earn high profit in this way. Developed countries like U.S.A, Canada and others focus on research regarding companies of marketing so they can generate maximum profit with lack of risk. In Malaysia consumer and seller both research and appreciate e-marketing tool because it help to get the exact what the market and customers are demanding for. It changes the host countries selling methodology as well because both have different taste and preferences for buying that same product as well. The major use of online marketing in the world the higher economy of that particular country rises and foreign currency float in that country. (Jin, Abdullah, Nizam, Rahim, & Safizal, 2016)
The consumer are looking and searching more from online to find the best deal form the sellers around India. Digitalization such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, optical disks and games, are becoming more and more common in our advancing technology. Today we all are connected via whatsapp and facebook and enhancing the use of social media is creating fresh opportunities for digital market experts to attract the customers through digital platform. Digitalization is cost effective and having a great commercial impact on the business. (Dr. Amit Singh Rathore, Mr.Mohit Pant & Mr.Chetan Sharma, 2017)