

New Media and Business Communication**Exploring the influence of New Media as a tool for Business Communication**

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Abstract: New media is the convergence of traditional media like television, radio, newspaper, a magazine, on a single platform like a web portal, social media embedded with interactive features. NDTV, BBC, RSS, YouTube, Facebook, Instagram, etc. are a few examples.

Today, business communication is shifting from offline to an online platform. Most of the products, especially electronics, cosmetics, FMCG have become retail free; one can purchase it online through mobile apps. Websites have become responsive; it is accessible to desktop, tablet, and mobile. Mobile apps were introduced as a value addition to websites such as Amazon, Flipkart, Zomato, Swiggy, etc. People started using apps over mobile or tablet website for better utility and experience. Ola, Uber, Swiggy has made life easy in city life. The sale and business of brands have blossomed in the last couple of years and have built a huge customer base. Brands are investing a lot in developing an interactive interface for better communication and conversion.

Business communication, whether internal or external has incorporated new media for their non-verbal interaction. The interaction today is much more responsive and agile.

This paper discusses the types of communication and focuses more on marketing communication. This further elaborates the current factual status of the use of new media in business communication. It also explores, how the use of social media and digital media in any digital marketing campaign are becoming favorites in business communication of an organization over the traditional media of print, TV and experience marketing. In the end, the paper establishes the best possible strategy for startups to efficiently use new media and achieve the best business communication within and outside organization for their desired result. The method used will be a qualitative analysis of new media-based brand communication strategies of a couple of successful corporate organization listed in Fortune 500 companies and a startup.

(**Keywords** - New media, Business Communication, Brand/Corporate Communication, Social Media, Digital Marketing, Brand Identity.)

Introduction

In the digital age, it is hard to imagine life without the internet, mobile and social media. As per internet user stats, more than 50% of world population is on the internet today, out of which Asia is far ahead from other continents with 2.2 billion of users as reported till June 2019 ("World Internet Users Statistics and 2019 World Population Stats," n.d.). The other factor which has escalated the impact of digital media is smartphones. The number of smartphone users worldwide is more than 3 billion and is expected to grow by hundreds of millions in future. India ranks third after the US and China in the number of smartphone users ("• Number of smartphone users worldwide 2014-2020 | Statista," n.d.). This is the reason why new media have disseminated

worldwide at an expeditious rate in recent years. Business communication is widely influenced by new media. Since its induction into the business world, it has become a leader in the world of business communication. It has given a tough challenge to the traditional means of media, Print and Electronic. E-Commerce Industry is the product of the new media. E-commerce over the years won the trust and confidence of online buyers and it is giving a tough competition to the retail industry. Amazon, Ali Baba, Flipkart, Myntra is very popular among people. In India, the net penetration of the e-commerce industry in 2018 has been recorded of over 1 billion and is expected to rise.

E-commerce revenue is expected to reach 62.3 billion US Dollars by 2023 (“• Number of smartphone users worldwide 2014-2020 | Statista,” n.d.). With people shifting to online platforms for purchasing, mobile ads picked up gradually and became very popular among business organization in the last few years. In 2016, 53% of global internet users made an online purchase as reported by the US Department of Commerce(“Digital in 2018,” 2018).

The debut of digital ads which first began in 1994 with a banner Ad of AT&T on wired.com (“The evolution of social media advertising,” n.d.). The next development was Google ad word in 2000 which gave birth to a new platform of communication and online promotion. Google went on inventing new tools like Google Adsense, Google Analytics, YouTube, which attracted business houses to experience and explore the fast and efficient method of success. Facebook, Instagram, LinkedIn, Twitter were created simultaneously and a new ecosystem of social media was created on Web 2.0. These social Media platforms changed the narratives of business communication under the umbrella of digital marketing. The share percentage is continuously rising every year. The reason behind is the Smartphone and the presence of the target audience on these platforms. As per the current status, Facebook is leading with 113.3 million youths followed by snapchat with 66.9 million, Instagram with 52.9 million, twitter with 20 million and so on (“Global social media users pass 3.5 billion,” 2019). This is all because of new media, which has enabled the sharing of digital content and adding interactivity feature on social media. Digital Marketing has become very popular among business organization. Business organizations are investing more on SEO, Social Media, Blogging, Email than printed and TV ads. In print media, pamphlets, flyers, Brochures, posters are being produced on a smaller scale. They are being replaced by online ads, infographics banners and posters. And the same happening with electronic media, business communication is more happening in social media and videos are being live streamed on YouTube and Facebook. Practically creating an infographics and YouTube video is relatively cheaper, making a TV Ad. In India, making a TV ad can cost from lakh to crores depending upon the concept, duration and actors used and the buying a slot from a TV channel will cost on an average of 6600 per ten seconds of an ad film (“How Much Does A Television Advertisement Really Costs?,” 2018). That’s why the focus of marketing of any business organization has slightly shifted from print and electronic to new media. Business communication either internal or external has adopted and upgraded to new media platforms as of the ease and fast communication. Efficient use of social media at work places enhances the productivity of employees (Hettiarachchi H.A.H., 2015)

Social Media presence has become indispensable for any business organization. As for startups, setting up a digital platform on the web has become unavoidable because of the reach,

affordability and enormous presence of the target audience. This has also been the fastest means of promotion when compared to the traditional means.

Objective

To find out the strategies of utilizing new media in business communication in reaching out the maximum target audience on social media platforms (Google, Facebook and YouTube), in the best time.

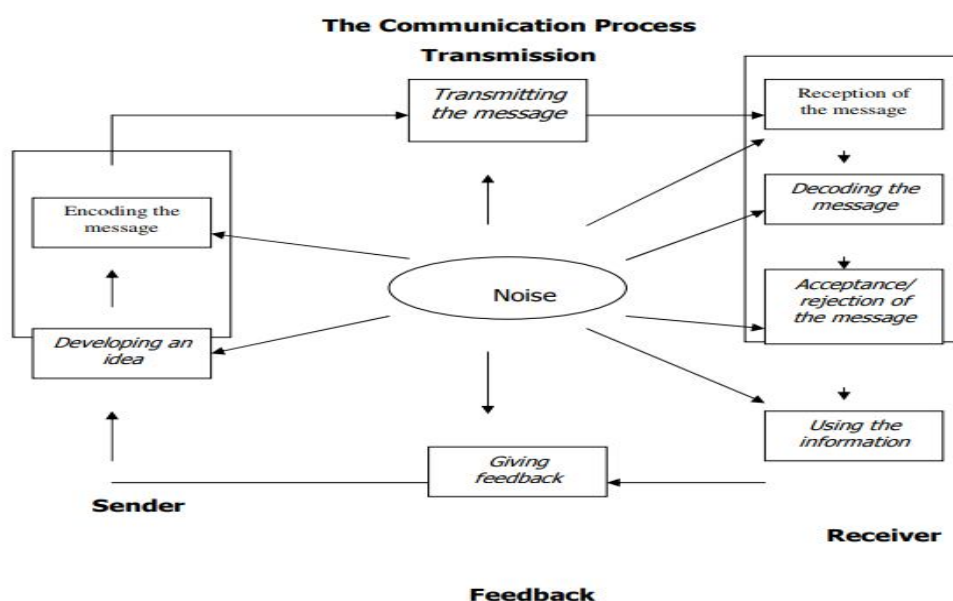
Hypothesis

Using new media in business communication has no impact on the promotion of a product or service of any organization.

Literature Review

The National Institute of Agricultural Extension Management in the training book on effective communication has briefly discussed on the importance of communication in business organization. Communication has been termed as the nervous system for any organization. Communication has been defined as the process of transmitting information, thoughts, opinions, messages, facts, ideas or emotions and understanding from one person, place or thing to another person, place or thing (National Institute of Agricultural Extension Management (An Organization of the Ministry of Agriculture, Govt. of India), n.d.). Communication plays a key role in the operation and smooth functioning of any organization. Precise, clear and continuous communication helps in maintaining a healthy environment and quality in the organization. The two way communication process which is the essence of new media has been explained through the

following diagram.



Source: Effective Communication (Reading material Pg 5), National Institute of Agricultural Extension Management (An Organization of the Ministry of Agriculture, Govt. Of India)

The two-way communication process is a loop system where the message keeps flowing from sender to receiver. There are eight phases of communication starting from the development of an idea to the encoding the message by the sender and transmitting to the receiver through a medium like written, oral or chat. The receiver decodes the message as per his experience and intelligence and then either accept fully, partially or even rejects it. The decoded message is nothing but the new information which can be stored, shared or forgotten by the receiver. At the end, some response is expected from the receiver which may occur or may not. This response is called feedback. Feedback is the most integral part of this two-way communication process. The loop is only completed when feedback or response occurs. This is what happens in interactive communication and all means of new media from digital media to social media have collectively integrated to make the business communication better by bringing interactivity and feedback system.

New media is not a new phenomenon. It is a byproduct of the internet and business communication. Business communication is the communication taking place between two or more parties concerning business affairs ("What is business communication?," 2013). Business communication is all about sharing of business-related information within and outside the team with a motive of a commercial benefit, for the organization. Based on the target audience business communication is divided into two parts- Corporate and Marketing Communication. The communication between stakeholders of an organization like owners, employees, clients, retailers, vendors, is called corporate communication, whereas communication with consumers of goods and services are termed as marketing communication("Difference Between Corporate & Marketing Communications," n.d.).

There are five dimensions of internal business communication downward, Upward, Horizontal /Lateral, Diagonal, and Grapevine Communication. Downward communication means sharing of information from top management to bottom, Upward is just the reverse, Lateral is at the same level of the hierarchy, Diagonal is the communication between a manager and employee of other workgroups within an organization and lastly the Grapevine is an informal sharing of information which happens among employees outside the workgroups. External Communication is any communication that leaves the office and deals with customers, prospects, vendors or partners (Meenakshi Raman, 2012).

Tom Duncan has defined Marketing Communication as a collective term for all types of planned messages used to build a brand like advertising, sales promotions, public relations, campaigns, packaging, customer service ethic. Duncan in his book Principle of Advertising and IMS discussed in detail about different media of Marketing Communication through which the messages of any business organization reach to the target audience. The different types of media have been described as TV, Radio, Newspaper, magazines, internet, e-mail, outdoor boards. The business organization defines its brand positioning in the market and uses these mediums to display their brand image and build their brand value. The visuals in the form of name, logo, type (Font) and color give them an identity in the market which is called brand identity or corporate

identity. The business organization uses this visual identity to communicate with their customers and stakeholders in the market. This communication process builds an emotional and psychological aspect of a brand in the hearts and minds of people which is called Branding. The messages and expression communicated by a brand or business entity through online and offline media build its brand image in the market. Business organizations are investing 25 to 50 percent of their total budget on marketing communication to maintain and uplift their brand image which in turn adds an intangible value to the company beyond their physical assets known as Brand Equity or Goodwill. New media with its universal presence and huge accessibility and has accelerated the process and holds the focus point of marketing communication (Tom Duncan, 2005).

Jaishree Jethwaney and Shruti Jain have described advertising, sales promotion, direct marketing, and digital media as the most important tools of marketing communication (Jaishree Jethwaney, 2012). With the expansion of the internet and digitization, the marketing tools have upgraded too. Digital Media has evolved over the years and has become an indispensable tool for marketing communication. Digital media includes graphic design, video, animation, and website. Advertising spending on digital media in India is going from an impressive rate. It is currently poised at around Rs 8000 crore and is expected to see a growth of 19,000 crore by 2020. Further, the share of Digital media, which includes internet (websites, banners, and social media) and mobile (laptop, tablet, cell phones) expenditure in a company's advertising budget is expected to grow from 15% to 24 % by 2020. The largest expenditure on digital advertisement is shared by FMCG (Fast Moving Consumer Goods), telecom, E-Commerce and BFSI (Banking, financial services and insurance) sector (The Economic Times, 2018).

Tom Duncan elaborated four key features of digital media responsible for about the growth of online advertising in the recent past. They are **interactivity, flexibility, precise targeting, quick result and measurable**. Interactivity enables the customer to engage with the company and share their experience and feedback. Flexibility lets the company change and upgrades its brand message constantly as per the mood and requirement of the market. Precise targeting helps the company in making its campaign efficient and better return on investment which is also called high ROI ratio. As there is more population engaged on the internet so the probability of selling of products and services are much higher. The last one Measurable feature helps the company to keep track of purchase, hits, click on online ads more accurately (Tom Duncan, 2005).

Amelia and Hardy Rahim discussed in the context of advertising about how social media has enabled users on the web to share text, words, images, audio, and video which further puts a strong impact on any particular product's sales and services. Social Media started with Prodigy Communication (Evans 2008) in the early 1980s, launched with the collaboration of American advertising companies CBS, IBM and SEARS. It was found, that only online communication connects a real people with real location so it tends to have more power and credibility. Social Media contributes to uplifting to the brand value of the product. Social Media is being preferred over traditional media with its dominance in reach, performance, quality, accessibility, usability,

and frequency (Haida & Rahim, n.d.). Facebook, Twitter, YouTube, Instagram, and LinkedIn are considered the favorites for SEO and Digital Marketing perspective.

sMethodology

The impact of new media can be investigated through case studies of Fortune listed companies like Coca Cola, Amazon, and a startup business unit.

Case Study 1 Coca Cola #sharacoke campaign 2012

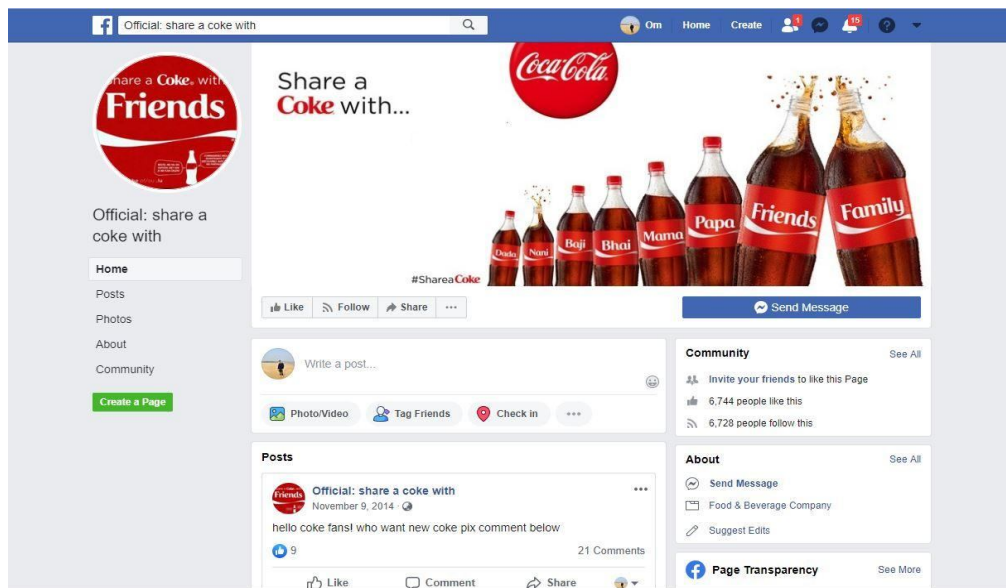
Source : (Heble, 2019)

Coca Cola is also known as Coke, is an FMCG based company and one of the oldest and most popular brands worldwide. Coca- Cola is registered in the hearts and minds of people by its red and white-coloured logo and name written in a cursive font.



Brand Identity of Coca-cola

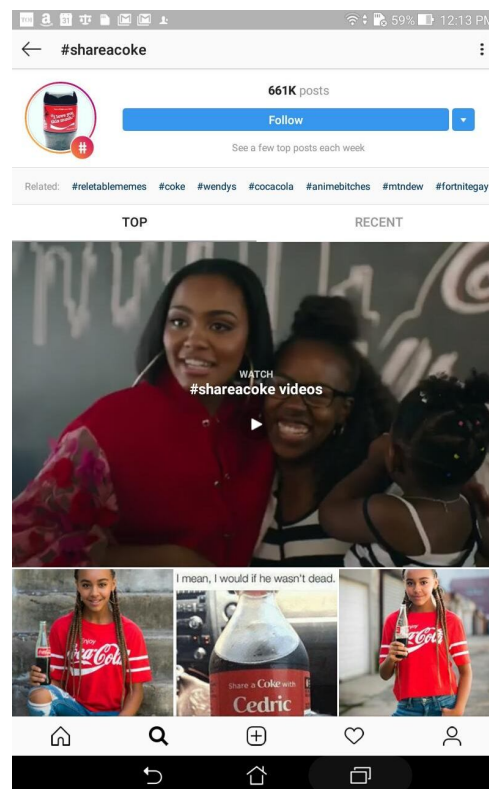
Coke is considered as a leader in the field of advertisement for its consistent ad campaigns, which has helped it to reach 200 countries worldwide, with consumers consuming more than 1.9 billion beverages a day as per record in the year 2013. Though the most successful campaign of Coke is considered to be the digital campaign named 'Share a Coke' which was launched in partnership with Ogilvy and Mather Australia in the year 2012. The campaign had a variety of marketing communication starting from commercials on TV and radio (ATL, Above The Line) to billboard and experiential marketing where customers could custom make their bottles (BTL, Below The Line). But the real success came through a digital platform, where it started with hashtag #shareacoke on social media. Users had to mention their name on each bottle mentioned #sharacoke and share it on social media.



#sharacoke Facebook page



#sharacoke Twitter Page



#shareacoke Instagram Page

Coca-Cola had two main objectives with the campaign, the first was to increase the sell and the second was to create a personal bond with customers by engaging them in the campaign. The hidden objective was to create an emotional appeal and sense of attachment while sharing their name on the bottle with friends, dad and loved ones. The campaign was well supported by other platforms such as TV and billboard. It was present simultaneously on all popular social media channels such as Facebook, Instagram and Twitter. Although it became very successful on Facebook as users participated in large scale. This campaign acted as 'call to action' as the name 'shareacoke' persuaded people to purchase a coke and share a picture with their friends on social media.

The campaign had the following findings as illustrated in the source

- (i) The ratio of young adult consumption of Coca-Cola was up by 7%.
- (ii) The campaign earned around 18.3 Lakhs media impressions.
- (iii) The Facebook website saw traffic increased by 870%, while the Facebook page, on the other hand, grew by 39% in terms of fans.
- (iv) The number of virtual Coke cans shared online were found to be around 76,000.

(v) 378,000 number of custom Coke cans were printed across the country.

(vi) The campaign was pretty successful in establishing coke as a popular brand.

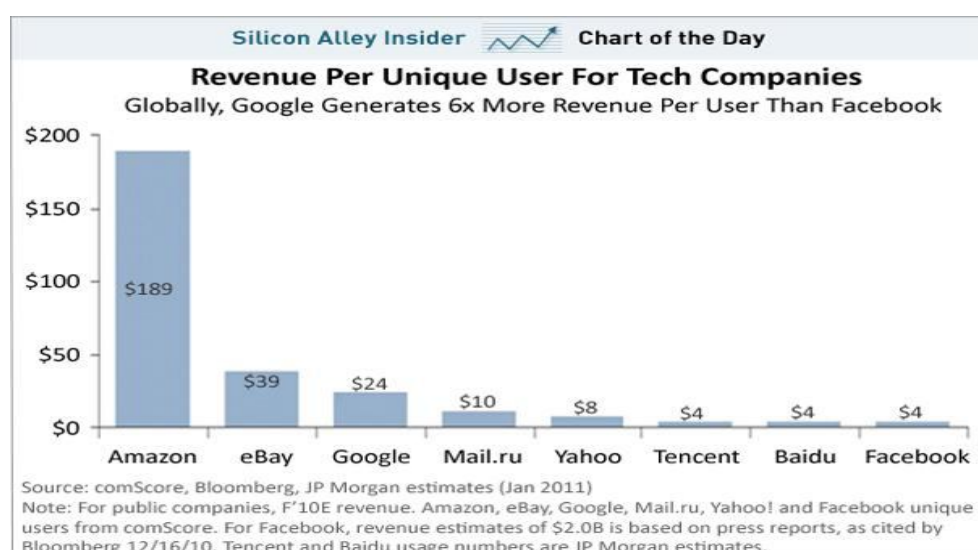
The main reason behind the success of the campaign was its bonding, strong CTA (call to action) and dynamic behavior where the campaign was constantly updated through users on social media which kept it fresh and refreshing.

Case study 2 Amazon India

Source : (Symbiosis Centre for Management Studies, NOIDA, Symbiosis International University, Pune. et al., 2017)

Amazon is an American international e-commerce company started by Jeffery P. Bezos in 1994 in America. BUSINESS MODEL OF AMAZON INDIA 2017 discussed the case study of Amazon in brief. Amazon was launched in India in 2013 and within 6 years, it has become the top online buying portal. It has reached almost every city in the country. The reason for its success in India is the 1.25 billion population. 35 % of the total population that is 500 million people have access to the internet. 6 million people join the internet every month in India. As per research, the online shopping market in India is expected to reach \$150 billion by 2022 (Livemint 2018). Amazon India gave a better platform for Indian audience than its unorganized retail sector. Its campaign on Glocal (Go Global, Act Local) and Aur Dikhaao was very successful. Amazon added 'cash on delivery (COD)' on its portal realizing the challenge of only 12% credit/debit cardholders in India, made it very popular among locals.

Amazon when compared to other e-commerce and social media companies like Flipkart, Google, Facebook has more revenue and is the world's most successful online company.



Source – (“Amazon.com case study—2018 update,” 2018)

The success of Amazon lies in its core objective of providing the best customer experience. The user interface of Amazon is responsive and is very precise and clear on any desktop, tablets or mobile. Apart from the UI, Amazon has worked parallel on its digital marketing strategy. It has constantly done SEO (Search Engine Optimization) and Google Ad words targeting a million keywords. SEO is the organic way of getting traffic on the web site by engaging in content development and natural way of browsing on search engines. Good content on a website in the form of good words, links, titles, words in links, reputation better work for SEO (Search Engine Land 2019). Amazon has simultaneously maintained its presence on social media platforms like Facebook, Instagram, and YouTube. To better connect with the audience and attract more traffic Amazon launched Amazon Prime. Amazon prime gives premium service to the user with free delivery on most of the products and access to various TV shows films on the prime channel.

Amazon has been doing holistic development. The latest feather in its cap is its new product which is in line with the latest technology and innovation is Amazon Go. It is a new kind of retail store where there are no checkouts required. There is no queue and no waiting, one can enter the store by scanning its mobile app to pick the products and go. The products will be added to the user's kart and can be paid directly from the app. This is the best example of new media integration of AI (Artificial Intelligence) Amazon Go ("Amazon.com," n.d.)

Case Study 3 - A Startup - Fresh Box Office by Auomira Entertainment Pvt. Ltd (Self Project)
Source : Auomira Entertainment Pvt Ltd, Bhubaneswar ("(66) Fresh Box Office—YouTube," n.d.)

Fresh Box Office, a Bhubaneswar based startup started in June 2017 as a Bollywood channel on YouTube. The channel is about reviewing upcoming movies, songs, music albums, and information about celebrities. The objective was to achieve maximum subscribers on YouTube in less time. First of all the brand identities was created with its social media presence.



Logo - Fresh Box Office
(Source- Freshboxoffice, Auomira entertainment Pvt. Ltd)

The biggest challenge was to achieve the maximum output in limited investment. To achieve the objective a small dedicated team was set up with their roles defined. The digital marketing strategy was built to bring more traffic on the YouTube channel. Enlisted are the important points.

1. SEO (Search Engine Optimization) was done rigorously with choosing keywords, proper title, setting link on words, blogging on various platforms like WordPress, Blogspot. The content was rigorously uploaded. Some of the blog pics are given below:

freshboxoffice.Over-blog.com/2018/03/bollywood-star-anushka-sharma-best-performances.html

Bollywood Star Anushka Sharma: Best Performances

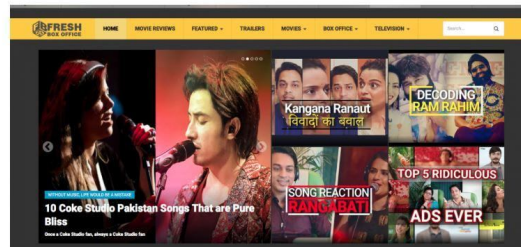
MARCH 6 2018



Anushka Sharma is one of the most popular actresses of Bollywood. Her career looks promising starting from the day of her debut opposite king of Bollywood Shah Rukh Khan in 'Rab Ne Bana Di Jodi'. Anushka Sharma's acting skills are top-notch in her recent release 'Pari'. Anushka Sharma's roles in movies like NH10, PK, Sultan and many others received huge critical acclaim.

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Fresh Box Office is a movie buff's dream come true! We have got the glitz and glamour, the gold and the glitter. Movie, music, celebrities – everything you need to know and want to find out is right here. We are not just a database website only. We have trailers, videos, photos, box office and interviews – get ready for a real movie rush.

Fresh Box Office

Bollywood

Author: freshboxoffice

UNCATEGORIZED

Katrina Kaif Again Work with Salman in Upcoming Bollywood Movie Bharat

After Priyanka Chopra left the movie Bharat it's a great opportunity for Katrina Kaif now to again work with Salman Khan. Salman Khan's movie 'Bharat' has turned headlines these days. Priyanka Chopra was going to fall short of the film. Suddenly the actress was startled by saying goodbye to the film. The reason behind it is Priyanka has engaged with American singer and boyfriend Nick ... Continue reading

AUGUST 12, 2018 / LEAVE A COMMENT

Search

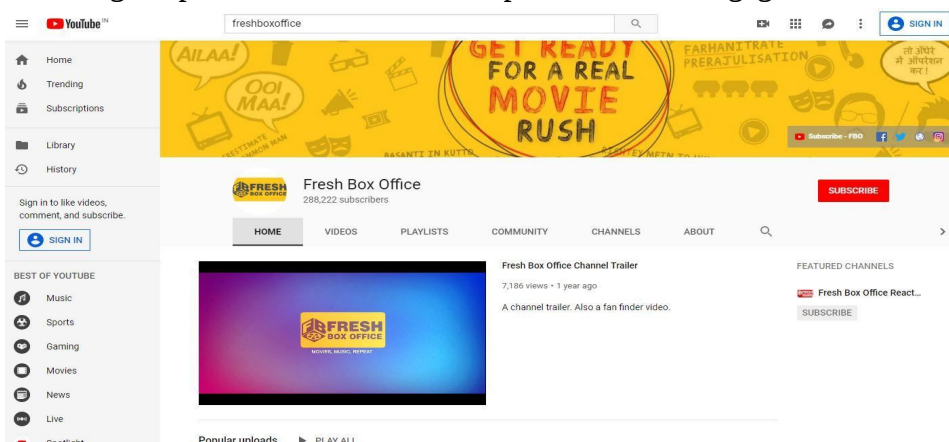
Search ...

Fresh Box Office

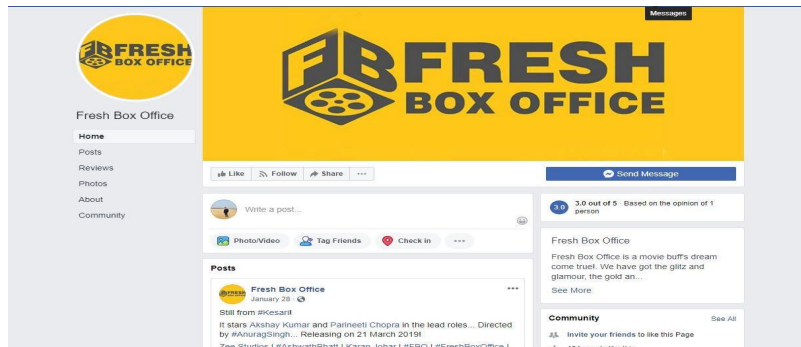
Fresh Box Office is a movie buff's dream come true! We have got the glitz and glamour, the gold and the glitter. Movie, music, celebrities – everything you need to know and want to find out is right here. We are not just a database website only. We have trailers, videos, photos, box office and interviews – get ready for a real movie rush.



2. Social Media Optimization (SMO) - Fresh Box office presence was created on popular social media platforms. Regular posts were created to keep the audience engaged with the channel.

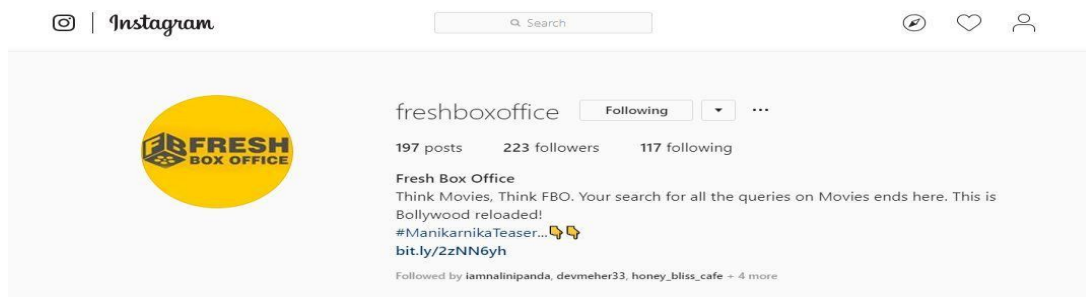


Fresh Box Office - YouTube Channel (2,88,238 Subscribers)
https://www.youtube.com/channel/UC7mw3zivX_cLSJ8gg-9Cz3w/about



Fresh Box Office - Facebook

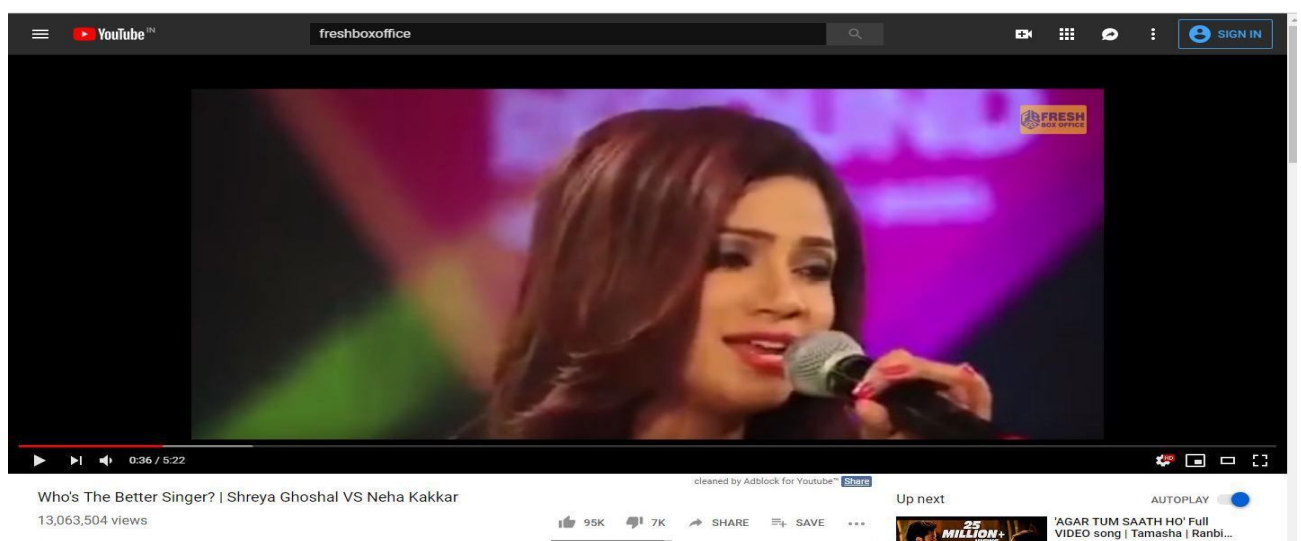
<https://www.facebook.com/Fresh-Box-Office-1699173970184247/>



Fresh Box Office - Instagram

<https://www.instagram.com/freshboxoffice/>

3. Videos were consistently uploaded on YouTube. Some of the videos went on having 13 million, which views. This was a great achievement.



<https://www.youtube.com/watch?v=lcMVPI6l1Xo>

4. Some paid campaign (Inorganic ads) was done too to generate traffic.

Results as reported by Managing Director of Company, Dev Meher.

1. Fresh Box Office YouTube channel has 2,88,238 subscriber 2 years.
2. It has grabbed 5000 USD from YouTube so far.
3. The valuation of the YouTube channel is approx 3 Crores as evaluated by the CA.

Several brands that have been mushroomed and flourished because of new media tools. Some of the top names are Airbnb, Uber, Makemytrip, Triavago, Netflix, etc. who couldn't have existed without Digital, AI and Social Media. Apart from business organizations, new media has contributed to the success of social movements like SwachBharat, #metoo, #betibachaobetipadhao and so on.

Limitation of New Media

Although new media has a lot more to contribute to business communication, yet it has the following limitations:

1. It is dependent on the internet, and locations with limited access can't be targeted and India as a developing country has still a long way to go in terms of broadband connectivity and internet speed.
2. The internet has privacy and security issues. With news of personal data theft on Facebook and other online platforms, people may become reluctant to use it for shopping and online transactions.
3. Digital Marketing Communication is dynamic and it varies from product to product and services, it is very tough to define any standardized model for success. It takes a lot of expertise and hard work in preparing the desired model, but it might vary from industry to industry and from time to time.

Conclusion

This paper examines the positive results achieved by two established and a startup by engaging new media in their business communication. So, the null hypothesis created in the beginning of the research are supposed to be void. New media to some extent, enable the business organization to achieve bigger goals in lesser investment and time. However, the results are much better when it runs parallel with the traditional method of advertising which can be observed in Coke and Amazon (Fortune 500 listed Companies). Some of the benefits can be summed up as follows:

1. It helps in the personalization of a brand by engaging in communication in the form of tweets, comment, and feedback on social media, which build a relationship between the brand and its customers. This contributes to better customer service.

2. It helps in bringing more traffic on the website which in turn accelerates lead generation and business.

3. Digital Marketing tools help in keeping a track of marketing communication and can be further analyzed and improved.

Through new media has some limitations, but it creates many opportunities for success, which justifies its role and makes it viable to use in marketing communication. The findings of the case studies discard the hypothesis raised in this paper and shows a significant rise in the organization's popularity among users and contributing to sales growth.

This paper further invites future research work in this domain, which may bring more clarity and integrate the latest technologies like AI, IOT and Augmented reality to create a more accurate digital marketing model for startups and business organizations.

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