

Adoption of Digital Marketing in MSME: A study in Coimbatore, Tamil Nadu

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Today, information technology has nationally as well as globally turned over the entire working atmosphere. Electronic commerce paved a new way into the common people's lives on the way how products and services are bought and sold in entire world market. Digital revolution has been changing the entire world style fundamentally. The purpose of the study is to generate an insight on the digital marketing adoption and whether it has been fully involved into the Tier III city like Coimbatore, Tamil Nadu. Internet marketing and advertising are typically used as a replacement for the earlier traditional types of advertising such as radio, television, newspapers and magazines. The methodology adopted for the study as Scheduled Questionnaire with convenient sampling. The study spreads out in showing a clear cut picture on the important platform of digital market with its benefits and finally suggesting the new entrepreneurs to get into the marketing field without burning their hands in the competitive business environment.

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