Emerging Trends in Digital Marketing



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Emerging Trends in Digital Marketing

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Preface

In the era of globalization and digital transformation, digital marketing plays a vital role in promoting products and services, enhancing customer engagement, strengthening brand awareness, and improving business performance. Understanding digital marketing practices is essential for BBA students to develop managerial skills, marketing knowledge, and industry-oriented competencies.

The edited book Emerging Trends in Digital Marketing , published by Muthra Publishers, Tirunelveli, Tamil Nadu, India, explores key areas such as social media marketing, search engine optimization (SEO), content marketing, influencer marketing, mobile marketing, email marketing, e-commerce, digital advertising, and customer relationship management.

This book integrates theoretical concepts with practical industry applications, case studies, and emerging trends, including artificial intelligence, marketing automation, data analytics, personalized marketing, and sustainable digital marketing practices. The contributions aim to bridge the gap between classroom learning and professional requirements by highlighting innovative strategies and contemporary challenges in the digital marketing environment.

We sincerely thank all authors, reviewers, and contributors for their valuable support and academic contributions. We also extend our gratitude to Muthra Publishers for their cooperation and assistance in bringing this edited book to publication.

We hope this book will serve as a valuable resource for BBA students, academicians, researchers, marketing professionals, and entrepreneurs, contributing to the advancement of knowledge and practical understanding in digital marketing, consumer engagement, and contemporary marketing strategies.

28th October 2026

Dr. P. Murugan
Dr.P.Subburaj
Dr. M. Prabhakar Christopher David
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28th October 2026

FOREWARD

It gives me immense pleasure to write this foreword for the edited volume Emerging Trends in Digital Marketing. This book makes a timely and valuable contribution to management education by addressing the growing importance of digital marketing, technological innovation, and customer engagement in the rapidly evolving global business environment.

Digital marketing has become essential for enhancing brand visibility, reaching target audiences, influencing consumer behavior, and improving marketing performance. Reflecting these industry needs, this volume brings together scholarly contributions that link theoretical concepts to practical applications in social media marketing, search engine optimization, content marketing, influencer marketing, mobile marketing, digital advertising, and e-commerce.

The chapters explore contemporary developments, including artificial intelligence, marketing automation, data analytics, generative AI, hyper-personalization, and sustainable digital marketing practices. These contributions offer valuable insights into emerging industry challenges and help develop the managerial, analytical, creative, and problem-solving skills future business professionals need. One of the book's major strengths is its practical orientation, making it particularly useful for BBA students, academicians, researchers, marketing professionals, and entrepreneurs. The knowledge and industry perspectives presented in this volume can help bridge the gap between classroom learning and workplace requirements while encouraging innovative thinking and responsible digital marketing practices. I am confident that Emerging Trends in Digital Marketing will serve as a valuable academic resource, encourage further research, and contribute meaningfully to the advancement of digital marketing education and professional practice.

I wish the editor, **Dr. P. Murugan , Dr.P.Subburaj, Dr. M. Prabhakar Christopher David, Dr. A. Gokulakrishnan,** and contributors continued success in their academic and professional pursuits.



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Impact of Digital Marketing Strategy on Customer Preference towards Diya CNG Auto System, Madipakkam, Chennai

II BBA DM-Prithvi Rao M, Dhakshanamoorthi R, Logadharshana SD, Manigandan M, Dr. P. Subburaj,

Abstract

For local service businesses, digital marketing often decides whether a potential customer discovers the business, trusts its expertise and chooses to make contact. This is especially true for considered services such as Compressed Natural Gas (CNG) kit installation, repair and maintenance, where customers must weigh cost, vehicle compatibility and safety. This article examines how the digital marketing touchpoints of Diya CNG Auto System, a CNG service business in Madipakkam, Chennai, may influence customer preference. The study is an exploratory, qualitative desk-based review of the company's public website and public business-directory listings, supported by established concepts of local search engine optimisation, content marketing, electronic word of mouth and the customer journey. Eight customer preference factors are proposed: awareness, trust and credibility, safety confidence, service clarity, price and value, convenience, responsiveness and customer experience. The review suggests that digital marketing can support preference by making the business discoverable, explaining its services and offering confidence-building information, but that its effect depends on the accuracy of the information, the quality of enquiry handling and the actual service experience. Because no customer survey or internal analytics were available, the study does not measure the size of the impact or claim causation. The article closes with low-cost recommendations and a simple framework for tracking enquiries, and it identifies a customer survey as the next research step.

Keywords: Digital Marketing; Customer Preference; Local SEO; Online Reviews; CNG Services

1. Introduction

Customers increasingly search online before choosing a local service provider. A search for a nearby workshop, a glance at a website and a look at a few customer reviews often come before any phone call or visit. For services that involve money, technical compatibility and safety, this online research matters even more, because customers want reassurance before they commit. Digital marketing refers to the use of online channels and digital tools to communicate with customers, build awareness, provide information and encourage enquiries or purchases. For a neighbourhood business, it can influence whether a potential customer finds the business at all, understands what is offered, and feels confident enough to make contact. This study focuses on Diya CNG Auto System, located in Madipakkam, Chennai. According to its website, the business offers CNG kit installation, repairs and maintenance and lists a range of CNG components and accessories. Its digital presence includes a website with service information, product pages, contact details and an enquiry option, while public business-directory listings give customers a further route to discover the business and read reviews. The study asks how these touchpoints may affect customer preference, with attention to awareness, perceived credibility, service understanding, convenience, enquiry intention and the final choice of a CNG service

provider. It uses public information and a qualitative observation framework and does not claim to measure a causal impact or to represent customer survey results.

2. Objectives, Scope and Need for the Study

The objectives of the study are:

1. To study the digital marketing touchpoints used to present Diya CNG Auto System to potential customers.
2. To examine the relationship between online information and customer awareness of CNG services.
3. To identify customer preference factors such as trust, safety, price transparency, reviews, service quality and convenience.
4. To understand the role of website content and directory visibility in generating customer enquiries.
5. To recommend improvements to digital content, local search presence, customer communication and review management.
6. To provide a simple framework for measuring customer response through enquiries, calls, messages and feedback.

The scope covers the company website, search visibility, online listings, service pages and customer reviews, and the ways digital information can reduce uncertainty about service quality, safety, location and contact. The study is needed because CNG installation or repair is a considered purchase, not an impulse decision. Customers compare providers, try to understand the services available and look for reassurance about workmanship and components. Online discovery builds awareness; clear descriptions, genuine reviews and accurate contact details build trust; product and service information supports the decision; and an accurate website with updated listings helps a neighbourhood business compete locally. The study also helps the student connect BBA digital marketing concepts with a real business and see that digital performance should be judged by useful outcomes such as relevant enquiries, visits and customer confidence, not by views or followers alone.

3. Conceptual Background

3.1 Digital Marketing and Local Search

Digital marketing covers the planning and use of online channels such as websites, search engines, social media, email and online listings to reach and engage customers (Chaffey and Ellis-Chadwick, 2019). Search engine optimisation (SEO) helps a website appear when people search for relevant products or services. For a local business, local SEO is especially important because customers often search for a service together with a place, for example a CNG fitting centre in Chennai or a CNG service near Madipakkam.

3.2 Content Marketing

Content marketing involves publishing useful information that helps customers understand a product, service or problem. Instead of repeating promotional messages, it answers questions. For a technical service such as CNG installation, where customers have practical questions about compatibility, installation and maintenance, helpful content can be more persuasive than slogans.

3.3 Electronic Word of Mouth

Online reviews are a form of electronic word of mouth (eWOM), in which customers share experiences with other potential customers. Research on consumer-opinion platforms shows that online opinions are an important source of information for buyers (Hennig-Thurau et al., 2004), and studies of online reviews have found that review content can affect purchase outcomes (Chevalier and Mayzlin,

2006). Where trust is critical, reviews act as social proof for customers who know little about the provider.

3.4 The Customer Journey and Preference

Customers pass through stages such as awareness, consideration, enquiry, visit or booking, experience and advocacy, and they meet different touchpoints at each stage (Court et al., 2009; Lemon and Verhoef, 2016). Digital marketing affects the early stages most directly, while later stages depend increasingly on the actual service experience. Customer preference, the tendency to choose one provider over the alternatives, is therefore shaped by both digital information and offline factors such as recommendations, price and service quality. Trust is central, because the customer relies on the provider's competence and integrity in a matter that involves a vehicle's fuel system (Mayer, Davis and Schoorman, 1995).

4. Research Methodology

The study is exploratory and qualitative. It is a desk-based review of the digital marketing touchpoints that are publicly visible for Diya CNG Auto System, namely the official website and public business-directory information accessed in October 2026. The concepts in Section 3 are applied to these touchpoints, and the result is organized into a customer preference framework. The review does not measure internal campaign performance, and no customer survey, questionnaire responses or interview transcripts were used. Company claims, such as its years of experience, are reported as company-published statements and not as independently verified facts. Findings are therefore presented as qualitative observations and not as statistical proof.

5. Company Profile

5.1 Introduction and Background

Diya CNG Auto System is a CNG-focused automotive service business located at No. 6, Muthamizh Vidya Nagar, Ram Nagar South, Madipakkam, Chennai – 600091. Its website describes the business as providing CNG kit installation, repairs and maintenance, with an emphasis on safe and reliable service, and lists CNG components and related products. It provides telephone numbers, an email address, location details and an enquiry option. The website states that the company has more than 25 years of industry experience; this is a company-published claim and is treated as such here. It highlights skilled technicians, quality components and safety-conscious workmanship.The nature of the business is CNG kit installation and fitting for eligible petrol vehicles, CNG system repairs and regular maintenance, the supply of CNG components and accessories, and the handling of customer enquiries, all supported by online information and contact channels.

5.2 Customer Promise, Vision and Mission

The website communicates a customer promise centred on reliable CNG solutions, professional care, quality components and attention to safety. A formal vision and mission statement was not clearly identified as a separate, verified statement in the material reviewed, so the following are interpretations made for this study and not quotations from the company.

- **Interpreted vision:** to be a dependable local choice for vehicle owners seeking CNG installation, repair and maintenance support.
- **Interpreted mission:** to provide customers with suitable CNG-related products and services through knowledgeable support, careful installation and clear communication.

The values communicated online are reliability, safety, quality, personalisation (since vehicle types and requirements differ) and accessibility through published location and contact details. These messages can influence preference only when they are clear, credible and supported by the actual service experience.

5.3 Products and Services

Product / service area	Description based on the public website	Digital marketing relevance
CNG kit installation	Installation and fitting for eligible vehicles	Pages should explain the process and invite vehicle-specific enquiries
Repair and maintenance	Repair and ongoing service support	Content can explain when to seek professional inspection
Sequential reducer and ECU products	Components and ECU / OBD variants are listed	Clear descriptions help customers ask informed questions
Injector rail and related parts	Injector rail, filter, pressure gauge and refilling valve are listed	Organised categories improve browsing and enquiry quality
Hoses, tubes and wiring	Hose pipe, steel tube, wiring harness and connectors are listed	Accurate details support customer and technician enquiries

The business name, address, telephone numbers, working hours and service descriptions should be the same across the website and directory listings. Inconsistent or outdated information creates doubt and can lead to missed enquiries.

6. Digital Marketing Strategies and Their Potential Influence

6.1 Website Marketing

The company website is the central information point. It introduces the business, describes installation and service offerings, lists selected products and provides contact details. Useful elements include a clear explanation of services and the vehicles they apply to, a visible telephone number, location, working hours and enquiry option, simple navigation between installation, repair, maintenance and product pages, a mobile-friendly and fast-loading layout, and clear safety information with an invitation to seek vehicle-specific guidance. When customers can quickly find accurate information, they may be more likely to shortlist or contact the business. Website visits alone, however, do not prove preference; the business would need to track calls, form submissions and qualified enquiries.

6.2 Search Engine Visibility and Local SEO

The website contains service-specific pages that can help search engines understand the services offered. Local SEO can be strengthened by giving each page a clear title, useful service information, accurate location details and descriptive headings; keeping the business name, address and telephone number consistent across profiles; maintaining an accurate listing with current working hours; using natural local phrases without keyword stuffing; adding original workshop photographs; and monitoring search queries and website visits with suitable analytics tools. Better local visibility raises the chance of discovery, but preference still depends on what customers find afterwards: service clarity, credibility, convenience, reviews, price information and the quality of the response.

6.3 Content Marketing

For a CNG service provider, useful content can address the questions customers actually have.

Content theme	Example content	Customer need addressed
CNG basics	A simple guide to how a CNG conversion works	Awareness and basic understanding
Vehicle suitability	Questions to ask before considering a conversion	Informed, vehicle-specific consultation
Safety and maintenance	General signs that a CNG system needs professional inspection	Responsible service seeking
Service process	What to expect when contacting or visiting the workshop	Less uncertainty about the next step
Frequently asked questions	Location, appointments, service scope and enquiry process	Easy access to information

Content should be accurate, concise, original and easy for a non-technical customer to understand. Safety-related information should be checked by a qualified technician, and unsupported fuel-saving figures, guarantees or compatibility claims should be avoided; customers should instead be invited to confirm details for their own vehicle.

6.4 Online Reviews and Electronic Word of Mouth

Public directory pages for Diya CNG Auto System display customer ratings and written reviews. Detailed positive reviews provide social proof, recent reviews help customers judge whether service is consistent, professional replies to concerns show that feedback is taken seriously, and repeated themes reveal what customers value, such as communication, speed or service quality. Fake, purchased or selectively misleading reviews damage trust and must be avoided. Because different directory profiles may show different totals, each listing should be checked individually and figures should not be combined unless the profiles are confirmed to be the same listing. The business can invite genuine customers to give honest feedback after a completed service and respond politely to all reviews without disclosing customer details.

6.5 Social Media and Short-form Video

Social media can help a local business share updates, explain services and stay familiar to potential customers. The material reviewed did not establish a verified, active posting schedule for the company, so social media is discussed as a recommended channel and not as a confirmed current strategy. Suitable content includes a short workshop introduction, technician-approved explanations of common components, frequently asked questions answered in simple language, general maintenance reminders that do not encourage unsafe self-repair, and testimonials used only with permission. The business should choose one or two platforms it can maintain consistently. Likes and views are only intermediate indicators; relevant questions, messages, calls and completed bookings are more meaningful.

7. Customer Preference Framework

7.1 Preference Factors

The factors below are a conceptual framework for the study and not a ranking drawn from a completed customer survey.

Preference factor	How digital marketing may contribute	Possible indicator
Awareness	Search visibility, website and listings help customers discover the business	How customers first heard about the business
Trust and credibility	Clear information, genuine reviews and professional communication build confidence	Trust rating or stated reason for shortlisting
Safety confidence	Responsible safety information and qualified guidance reduce uncertainty	Safety-related questions; confidence before enquiry
Service clarity	Service pages explain available support and the next step	Whether the customer understands the service
Price and value	Clear enquiry guidance helps customers request a suitable quotation	Price-related enquiries and quotation follow-up
Convenience	Accurate address, hours and contact options reduce effort	Ease of finding and contacting the business
Responsiveness	Prompt, helpful replies support a positive evaluation	Response time and enquiry-to-visit conversion
Customer experience	Service delivery and after-service support shape repeat choice	Repeat enquiries, referrals and feedback

Digital marketing may bring the business into a customer's consideration set, but the final choice also depends on the customer's budget, vehicle needs, recommendations, service experience and availability. The study therefore treats digital marketing as one influence on preference and not as its only cause.

7.2 Customer Journey and Digital Touchpoints

Journey stage	Typical customer question	Relevant touchpoint
Awareness	Where can I get CNG fitting or service nearby?	Search results, local listing, website
Consideration	What services are available? Can I trust the provider?	Service pages, product information, reviews
Enquiry	How do I confirm vehicle suitability, price and timing?	Phone, email, enquiry form
Visit / booking	Where is the workshop and when can I visit?	Address, hours, direct communication
Experience	Was the service clear, safe and satisfactory?	Service interaction and follow-up
Advocacy	Would I recommend the business?	Genuine review or referral

7.3 A Simple Measurement Framework

To evaluate digital marketing, the business can ask each new customer, "How did you hear about us?" and group the answers into search engine, website, directory listing, social media, referral, repeat customer or other. Four groups of indicators are useful: **reach** (website visits, local profile views and search visibility), **engagement** (calls, clicks to contact, enquiry form submissions and relevant messages), **conversion** (enquiries that become visits, bookings or completed jobs) and **relationship** (repeat customers, referrals and genuine feedback). These measures must be read with care, since a rise

in enquiries does not automatically mean digital marketing caused it; seasonality, referrals, pricing and service availability may also contribute.

8. Digital Marketing and Other Business Functions

Digital marketing cannot operate independently of workshop operations. If online content promises a service that is unavailable, or if calls are not answered promptly, customer confidence may decline, and marketing content should not publish technical claims without confirmation from qualified staff. Technicians provide accurate technical input and deliver the service promised online; customer service and enquiry staff turn digital interest into useful visits and record the enquiry source; operations and scheduling keep online information aligned with real availability; and management sets objectives, budgets and measurement approaches. An illustrative enquiry workflow shows how these functions connect. The customer discovers the company through a search, website or listing, reads the service information and checks location or reviews, then contacts the business about the vehicle, cost or timing. Staff give accurate information and flag anything that needs technical inspection. The customer decides whether to visit or book, the enquiry source and outcome are recorded without collecting unnecessary personal data, and after service the customer may be invited to give honest feedback that the business uses for improvement.

9. Findings

The following findings are exploratory observations from the review of the company's public digital presence and the preference framework. They are not statistical results.

1. The official website is a central point where customers can view service descriptions, selected product information and contact details.
2. Service-specific pages can help customers discover CNG installation, fitting and service information through relevant searches.
3. Location and telephone details are important for converting online interest into an enquiry or visit.
4. Reviews on public directory listings may provide social proof, although each listing should be verified separately before review figures are reported.
5. Customers considering CNG services may need reassurance about vehicle suitability, installation process, safety, component quality, price and after-service support.
6. Clear, simple content can reduce information gaps and help customers make more informed enquiries.
7. Digital marketing outcomes should be assessed using calls, relevant enquiries, visits and completed services rather than only views or likes.
8. Actual service quality, responsiveness and customer experience remain important because digital communication alone cannot guarantee preference.
9. Accurate and consistent business information reduces customer confusion and missed enquiries.
10. Primary survey data or internal analytics would be required to quantify the impact of digital marketing on customer preference.

Overall, digital marketing can support customer preference by making the business discoverable, explaining its services and providing confidence-building information. The strongest approach is not simply to increase online activity but to connect relevant content with accurate information, genuine reviews, responsive communication and consistent service delivery. Because no primary customer responses or internal performance figures were available, the size of the impact is not established.

10. Suggestions and Recommendations

The following practical, low-cost actions may help Diya CNG Auto System strengthen its digital communication and understand customer preference more clearly. They are based on the public digital presence reviewed and are not a claim that the company currently performs poorly.

1. **Improve website clarity.** Place services, location, contact number and enquiry action where visitors can find them quickly, use simple headings, check mobile readability and loading speed regularly, and explain what vehicle information customers should share when asking about suitability.
2. **Strengthen the local search presence.** Keep the name, address, telephone numbers and hours consistent across profiles, remove duplicate or outdated listings, and use accurate descriptions and genuine workshop photographs.
3. **Publish helpful customer content.** Prepare short answers to common questions, have qualified technicians review safety-related information before publication, use simple graphics or short videos, and avoid unsupported promises about savings, performance or compatibility.
4. **Manage reviews ethically.** Invite genuine customers to share honest feedback, reply politely without revealing customer details, use recurring feedback to improve processes, and never purchase, fabricate or pressure customers into posting positive reviews.
5. **Track enquiries and outcomes.** Record how new customers heard about the business, track calls, form submissions, messages, visits and completed services where feasible, review monthly trends using the same definitions, and keep records secure while collecting only necessary information.
6. **Build a realistic social content routine.** Start with one or two channels that can be maintained, post useful explanations and workshop updates with genuine images and permission, and judge performance by relevant enquiries instead of views or likes.
7. **Coordinate with technicians.** Make sure that digital claims match the services actually offered and that technical questions are answered by qualified staff.

The expected benefits are that customers understand the offering and next steps more easily, confusion about address and hours is reduced, common questions are answered before enquiry, credibility and useful feedback are supported, the business learns which channels bring relevant interest, and digital claims stay aligned with actual services.

11. Limitations and Scope for Further Research

The study is based on publicly available website and business-directory information reviewed during preparation. Access to internal marketing analytics, advertising accounts, customer records and sales data was not available, and no survey or interview data were used. The report therefore does not calculate statistical relationships or claim that a particular digital strategy caused a change in customer preference. Future research could conduct a short, voluntary customer survey with permission, using a stated sample size and date, reporting only responses actually collected and keeping personal information confidential. It could also analyse enquiry logs over several months or compare the digital presence of competing CNG service providers.

12. Conclusion

The study of Diya CNG Auto System suggests that digital marketing can help customers discover a local CNG service provider, understand its offerings and make contact. The company's website provides service and product information, while public listings add local discovery and review touchpoints. The likely influence of digital marketing on customer preference depends on the relevance and accuracy of information, perceived trust, clarity of service, convenience of contact and the quality

of the actual customer experience. Website content, local search presence, genuine reviews and responsive enquiry handling should therefore work together and not operate as separate activities. The article is exploratory and based on publicly available information. It does not present invented survey percentages or claim a measured causal impact. A future survey and systematic enquiry tracking would allow the business and researchers to evaluate customer preference more directly.

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About the Editors

Dr. P. Murugan



Dr. P. Murugan is a senior academician with over 32 years of teaching and administrative experience in higher education. He is currently serving as Head of the Department of Business Administration at VISTAS. Previously, he worked as Associate Professor and Head at the Government Arts and Science College, Radhakrishnan Nagar, Chennai. He has also served as the RUSA Coordinator, contributing significantly to institutional development. Dr. Murugan holds M.Com., MBA, and Ph.D. Degrees in Commerce and Management. He has successfully guided 16 Ph.D. Scholars and 27 M.Phil. Scholars. His academic contributions include 24 research articles published in reputed journals. He has developed 16 course materials for MBA, M.Com., BBA, and B.Com. Programs. These materials were prepared for the University of Madras and Tamil Nadu Open University (TNOU). His expertise spans teaching, research, curriculum design, and academic leadership.

Dr. P. Subburaj



Dr. P. Subburaj is an Assistant Professor and Research Supervisor in the Department of Management Studies at Vels Institute of Science, Technology & Advanced Studies (VISTAS), Chennai, Tamil Nadu. He has over 14 years of experience in teaching, research, and academic administration, including 3 years in industry. He holds a Ph.D. in Marketing from the University of Madras, along with an MBA (Marketing), an M.Com, and a BBA, and qualified for the UGC-NET on his first attempt. His areas of expertise include Marketing, Consumer Behavior, Digital Marketing, Human Resource Management, Artificial Intelligence, FinTech, Entrepreneunship, Green Marketing, and Sustainable Development. His research and teaching focus on these areas, Scopus, Web of Science-, and UGC-CARE-indexed journals, authored books, and presented papers at national and international conferences. He also serves on Research Advisory Committees of various Universities and as an Editor, Editorial Board Member, and Peer Reviewer for several academic journals. He aims to educate students to create a meaningful society for the future by using all necessary resources effectively.

Dr. M. Prabhakar Christopher David



Dr. M. Prabhakar Christopher David is an accomplished academic and researcher with over 20 years of teaching experience and 4 years of industry experience. He holds an MBA with specializations in Marketing and Finance from the University of Madras and a Ph.D. in Management, with his doctoral research focusing on Sustainable Development, from Madurai Kamaraj University. He is also UGC-NET qualified. His academic and research interests encompass Marketing, Finance, Management, Sustainable Development, and emerging areas of business research. He has contributed to the academic community through 10 research publications, authored 3 books, and holds 3 patents, reflecting his commitment to research, innovation, and knowledge creation. With a strong blend of academic and industry experience, he is actively engaged in teaching, research, mentoring, and promoting sustainable and innovative management practices.

Dr. A. Gokulakrishnan



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