
A COMPARATIVE STUDY ON THE DIGITAL PRESENCE OF COMPANIES IN VARIOUS SERVICE SECTORS

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ABSTRACT:

Digital Marketing is the new trend and is also going to be the future with companies making their presence online. This study is conducted to compare the digital presence of various service sectors, including Banking services, Tourism services, Hospitality services, Healthcare services and IT services. The analysis is done using two parameters – Social media followers using the following social media apps - Instagram, Facebook, YouTube, LinkedIn. Website Analysis using - Domain Authority, Google Page Rank, Page Authority, Daily Website Traffic, Website Load time. Based on the analysis conducted it was found that, SBI is the leading contender in the banking sector, MakeMyTrip in the tourism sector, Marriott International in the hospitality sector, Apollo in the healthcare sector and Infosys in the IT services sector. In Overall, the Banking Sector has more followers than the other sectors. HDFC has the best website in the Banking Sector. MakeMyTrip has the best website in the Tourism Sector. Marriott International has the best website in the Hospitality sector. This study is particularly important because digital presence can affect user engagement, market reach, conversion rates, reputation etc. of a company. The paper has certain limitations like it is limited to only 3 companies per industry, no primary data has been collected, and moreover, in this dynamic world, the parameters taken into consideration can constantly change making it difficult to make comparisons between the distinguished service sector. The overall conclusion of the paper is that, Companies must also be alert and dynamic to changes in the trends because search engine algorithms and customer preferences are constantly changing.

Keywords: *Comparative Study, Digital Presence, Service Sectors, Social Media Analysis, Website Analysis.*

1. INTRODUCTION

The rise of social media has grown up significantly and has forced all businesses, particularly the service industries that can be easily socialized like hotel business, banking services etc. to adopt the trend. When a company has a digital presence, it becomes easier for customers to find you. Specially after the pandemic, all businesses are forced to come online. Following are some statistics showing why businesses need to make a strong digital presence.

- 85% of consumers research a product online before making a purchase
- Web sites are used 74% of the time to conduct the research
- Social media is used 38% of the time for research
- Covid 19 has surged the internet usage by 70%

What does “Digital Presence mean?”

It simply refers to how businesses appear online. Your digital presence includes both content that you control, such as your website and social media profiles, and content that you do not control, such as online reviews.

During and post pandemic, online presence has become significantly important for many businesses, who could not rely on the ‘physical space’ to find and retain new customers. Businesses that failed to adapt, suffered. Shifting online has helped in ways like opening new revenue streams, reduction in cost and space, reaching a wide market and a potential for great return on investment. The use of the internet and social media has significantly changed consumer behavior and ways in which a company runs its business. Organizations can significantly benefit from making social media marketing an integral element of their overall business strategy.

Ways to build a strong digital presence:

Optimize for search engines, provide content that customers value, be active on social media platforms that customers engage in, user friendly web design, list yourself on core web directories, influencer marketing, monitor performance and analyze results, using video marketing as a part of digital strategy.

2. REVIEW OF LITERATURE

1. **Amita Chourasiya – “Online Marketing: Impact on society”** – The main aim of this paper is to study the advantages and disadvantages of online marketing over traditional marketing and the impact of online marketing on society. In connection to the advantages, various strategies like E-brand value, E-CRM, E-marketing automation, setting the e-communications mix etc. have been analyzed. The paper concludes that with advancement of time, people placing orders with the help of internet will increase, and thus a company would be most beneficial if it uses traditional and internet marketing according to the goals of the company. Internet is a complementary tool to traditional marketing.
2. **Lubna Riz ‘V – “Online marketing through consumers: a study of effectiveness of various tools and techniques across industries” - December 2013** – This research paper was conducted to analyze how consumers’ brand perception and purchasing decisions are influenced by various online marketing tools used across industries. As a result of the research, it was found that there is no direct connection of studied variables (Consumer Purchasing Decision, Brand Perception and Online marketing through consumers). There is a mix of agreement and disagreement among consumers on whether brand’s existence on social media is essential for growth or whether not. Most of the managers agree that marketing through word of mouth has a significant impact.
3. **Claudio Luis Cruz de Oliveira, Veranise Jacobowski Correia Dubeux and Vinicius Andrade Pereira – “The Impact of Digital Presence on Competitive Advantage”** – The paper analyses Digital Presence on the competitive advantage of the Brazilian banks. Pauwels et al. (2012) observed that paid, owned, and earned media metrics add explanatory power to a sales response model that already includes marketing mix actions. Harrison (2013) measured the impact of the metrics mentioned above on brand recall. Westerman et al. (2012) observed the most digitally mature companies are 26% more profitable than their industry competitor. The internet is the main channel for banking transactions: 41% of the

transactions occur on the Internet. Mobile operations correspond to 6% according to the Brazilian Federation of Banks (Febraban, 20). These numbers indicate that internet banking is a crucial tool to maintain competitive advantage in Brazil.

4. **Afrina Yasmin, Sadia Tasneem, Kaniz Fatema – “Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study” - April 2015** – The article focuses on importance of digital marketing from both consumers’ and marketers’ perspectives. This was found out by examining the effect of digital marketing on the firms’ sales. This study has brought forward various forms of digital marketing and their effectiveness and the impact on firm’s sales. It examined a sample consisting of one hundred fifty firms and fifty executives which were randomly selected to prove the effectiveness of digital marketing. Collected data was analysed with the help of coefficient and correlation between the variables. The paper concluded that every aspect of digital marketing is positively related to increased sales. It indicated that all aspects of digital marketing like online advertising, email marketing, social media, and Search Engine Optimization (SEO) have a positive impact on the firm's sales.
5. **“Insights into web presence, online marketing and the use of social media by tourism operators in Dunedin, New Zealand”** – This paper examined the importance of having a digital presence in the tourism industry. It highlights that along a strong digital presence, building an awareness of effective online marketing like ease of navigation and quick accessibility. In conclusion, this research study demonstrates the importance of transforming the current practices of many tourism operators to take advantage of the opportunities for online marketing and use of social media. This study found that many tourism operators are still struggling with these changes, and this represents a substantial challenge for most tourism operators in Dunedin in New Zealand.

3. RESEARCH PROBLEM

One must be where the customers are to make sales. In today’s world, it has become a necessity for every company to have a good digital presence online. Even though some companies have a digital presence, yet they fail to attract customers. This is because along with the presence, relevant content, ease, accessibility, and other such factors need to be considered. Most of the companies have separate digital marketing departments to focus on the above-mentioned needs.

In this regard, this paper studies how companies in various service sectors build a digital presence, and this paper includes an inter comparative analysis.

4. RESEARCH OBJECTIVES

1. To compare the social media presence and popularity of top companies under various service sectors
2. To understand the domain position of those companies
3. To identify which companies are most favorite among customers
4. To provide suggestions and recommendations if any

5. LIMITATIONS OF THE STUDY

- The study is limited to only 3 companies per industry

- Not every parameter of digital presence is considered
- It is difficult to compare industries with completely different characteristics
- Website analysis is based on data at a particular point in time, which can differ in future
- No primary data has been collected to know the consumer's perception of digital presence

6. SIGNIFICANCE OF THE STUDY

Digital Presence can make or destroy a company's image. This study is significant since the digital presence of a company has the following benefits –

- It helps the company by providing accurate information by which people are more likely to trust the company.
- It improves user engagement for businesses to address queries and grievances of customer through online platforms.
- It increases market reach as websites and social media allow businesses to find new markets and expand existing markets.
- The customers can directly reach out to the company by personally messaging them or using the contact information on the website.
- It improves the conversion rates.
- It helps in building reputation.
- Companies can target specific demographics through targeted advertising.

7. RESEARCH DESIGN

a) Research Methodology

The study used the Descriptive Methodology of Research in the formulation and execution of its research design.

b) Sampling Design

The study focused on a sample size of 3 companies chosen from 5 different sectors for the research. Therefore, the study includes a sample size of 15 companies overall.

c) Data Collection

The study used both Qualitative and Quantitative Methods of data collection. The study used only Secondary Sources to collect data.

8. ABOUT THE COMPANIES

Banking Sector

- **HDFC - HDFC Bank Ltd** is one of India's leading financial institutions. Mumbai is the company's headquarters. HDFC Bank is a new generation private sector bank that offers a wide range of banking services, including wholesale commercial and investment banking and retail transactional/branch banking. The bank's main business segments are banking, wholesale banking, and treasury.
- **SBI – State Bank of India (SBI)** is the oldest commercial bank in the Indian subcontinent, contributing to the country's trillion-dollar economy and meeting the aspirations of its large population. The bank is India's largest commercial bank in terms of assets, deposits, branches, customers, and employees, and it has the trust of millions of customers from all walks of life.
- **ICICI - ICICI Bank** provides a diverse range of banking products and financial services to corporate and retail customers via a variety of delivery channels, as well as through its specialized subsidiaries in investment banking, life and non-life insurance, venture capital, and asset management.

Tourism Sector

- **MakeMyTrip - MakeMyTrip** is an Indian online travel company founded in 2000 by Deep Kalra, an alumnus of the Indian Institute of Management Ahmadabad. The company offers online travel booking and travel services such as domestic and international vacation packages, bus, rail, and flight ticket booking, and hotel reservations. It also offers foreign currency notes, forex travel cards, and demand draughts.
- **Yatra.com - Dhruv Shringi, Sabina Chopra, and Manish Amin** founded Yatra, a 15-year-old startup. The company provides a variety of services, including domestic and international flight and hotel bookings, cruises, homestays, bus and train reservations, and much more. It is India's largest domestic hotel booking platform, with over 83,000 hotel contracts across the country. It provides cost-effective travel options for both business and leisure travelers.
- **Goibibo - Goibibo** is India's leading online travel booking brand, offering travelers a wide range of options for hotels, flights, trains, buses, and cars. The core value differentiator is the most trusted user experience, whether it is the quickest search and booking, the quickest payment, settlement, or refund processes.

Hospitality Sector

- **Marriott International - Marriott International**, based in the United States, is a global hospitality chain that manages and franchises a large portfolio of hotels and lodging facilities. J. Willard Marriott and his wife established the company when they opened a root beer stand in Washington, D.C.
- **Taj Hotels - Taj Hotels** is a luxury hotel chain and a subsidiary of the Indian Hotels Company Limited, with headquarters in Mumbai at Express Towers, Nariman Point. The company was founded in 1903 by the Tata Group's founder, Jamshedji Tata, and is part of the Tata Group, one of India's largest business conglomerates.
- **The Oberoi Group - The Oberoi Group** is a luxury hotel chain headquartered in Delhi. The company, which was founded in 1934, owns and operates 31 luxury

hotels and two river cruise ships in five countries, primarily under the Oberoi Hotels & Resorts and Trident brands.

Healthcare Sector

- Apollo - Dr. Prathap C Reddy, known as the architect of modern healthcare in India, founded Apollo Hospitals in 1983. Apollo Hospitals has emerged as Asia's leading provider of integrated healthcare services, with a strong presence across the healthcare ecosystem, including Hospitals, Pharmacies, Primary Care & Diagnostic Clinics, and several retail health models.
- Fortis - Fortis Healthcare Limited (FHL) is an Indian multinational hospital chain based in India. Fortis began its health-care operations in Mohali, where the first Fortis hospital was established. The Fortis Memorial Research Institute (FMRI) hospital in Gurgaon is the headquarters and flagship hospital of Fortis healthcare, and it houses all of the hospital's major facilities.
- Cipla Ltd - Cipla Limited, headquartered in Mumbai, India, is an Indian multinational pharmaceutical company. Cipla primarily creates medications to treat respiratory, cardiovascular, arthritis, diabetes, weight control, and depression, among other medical conditions.

IT Services Sector

- Wipro - Wipro Limited is a multinational Indian corporation that specializes in information technology, consulting, and business process outsourcing. Since July 2020, Thierry Delaporte has served as Wipro's CEO and Managing Director. Its headquarters are in Bangalore.
- Infosys - Infosys Limited is a multinational Indian information technology firm that offers business consulting, information technology, and outsourcing services. The company was established in Pune and has its headquarters in Bangalore.
- Tech Mahindra - Tech Mahindra is a multinational Indian information technology services and consulting firm. The company, which is part of the Mahindra Group, is headquartered in Pune and has its registered office in Mumbai. Tech Mahindra is a \$5.2 billion company with 145,000 employees spread across 90 countries.

9. DATA ANALYSIS AND INTERPRETATION

- **Social Media Analysis:**

Table 9.1: Social Media Analysis – Number of Followers (figures in 1000's)

Sector	Company	Instagram	YouTube	Facebook	LinkedIn
Banking Sector	HDFC	296.00	275.00	2,800.00	1,300.00
	SBI	2,100.00	402.00	17,000.00	2,300.00
	ICICI	292.00	245.00	5,300.00	2,500.00
	Average	896.00	307.33	8,366.67	2,033.33

Tourism Sector	MakeMyTrip	169.00	67.40	2,500.00	340.00
	Yatra.com	70.20	10.70	2,400.00	57.60
	Goibibo	74.30	87.20	2,000.00	94.50
	Average	104.50	55.10	2,300.00	164.03
Hospitality Sector	Marriott International	497.00	11.80	2,500.00	351.00
	Taj Hotels	250.00	31.70	334.00	483.00
	The Oberoi Group	19.10	59.10	218.00	56.70
	Average	255.37	34.20	1,017.33	296.90
Healthcare Sector	Apollo	59.50	2.30	2,300.00	263.00
	Fortis	17.70	152.00	1,000.00	193.00
	Cipla ltd	8.00	8.06	70.00	838.00
	Average	28.40	54.12	1,123.33	431.33
IT Services Sector	Wipro	90.00	20.10	1,400.00	5,300.00
	Infosys	215.00	50.20	855.00	5,400.00
	Tech Mahindra	26.50	9.24	3.00	3,000.00
	Average	110.50	26.51	799.33	4,566.67
Overall Average		278.95	95.45	2,721.33	1,498.45

(Source: Secondary Data – Number of Followers)

(*Note: Figures marked in red indicate the highest in the category)

Sector-wise Analysis:

- 1. Banking Sector:** In Instagram, SBI has the highest number of followers, followed by HDFC and followed by ICICI. In YouTube, SBI has the highest number of followers followed by HDFC and followed by ICICI. In Facebook, SBI has the highest number of followers followed by ICICI and followed by HDFC. In LinkedIn, ICICI has the highest number of followers followed by SBI and followed by HDFC. SBI has above average followers across all platforms in the banking sector, making SBI the leading contender in this sector.
- 2. Tourism Sector:** In Instagram, MakeMyTrip has the highest number of followers followed by Goibibo and followed by Yatra.com. In YouTube, Goibibo has the highest number of followers followed by MakeMyTrip and followed by Yatra.com. In Facebook, MakeMyTrip has the highest number of followers followed by Yatra.com and followed by Goibibo. In LinkedIn, MakeMyTrip has the highest number of followers followed by Goibibo and followed by Yatra.com. MakeMyTrip has above average followers across all platforms in the tourism sector, making MakeMyTrip the leading contender in this sector.
- 3. Hospitality Sector:** In Instagram, Marriott International has the highest number of followers followed by Taj Hotels and followed by The Oberoi Group. In YouTube, The Oberoi Group has the highest number of followers followed by Taj Hotels and followed by Marriott International. In Facebook, Marriott International has the highest number of followers followed by Taj Hotels and followed by The Oberoi Group. In LinkedIn,

Taj Hotels has the highest number of followers followed by Marriott International and followed by The Oberoi Group. Marriott International has above average followers across most platforms in the hospitality sector, making Marriott International the leading contender in this sector.

4. **Healthcare Sector:** In Instagram, Apollo has the highest number of followers followed by Fortis and followed by Cipla. In YouTube, Fortis has the highest number of followers followed by Cipla and followed by Apollo. In Facebook, Apollo has the highest number of followers followed by Fortis and followed by Cipla. In LinkedIn, Cipla has the highest number of followers followed by Apollo and followed by Fortis. Apollo has above average followers across most platforms in the healthcare sector, making Apollo the leading contender in this sector.
5. **IT Services Sector:** In Instagram, Infosys has the highest number of followers followed by Wipro and followed by Tech Mahindra. In YouTube, Infosys has the highest number of followers followed by Wipro and followed by Tech Mahindra. In Facebook, Wipro has the highest number of followers followed by Infosys and followed by Tech Mahindra. In LinkedIn, Infosys has the highest number of followers followed by Wipro and followed by Tech Mahindra. Infosys has above average followers across all platforms in the IT services sector, making Infosys the leading contender in this sector.

Overall Analysis:

- On an average, only the Banking Sector's Average has crossed the overall average followers in Instagram, YouTube, and Facebook. The average of all other sectors is below the overall average followers in Instagram, YouTube, and Facebook
- However, when it comes to LinkedIn, the averages of both the Banking Sector and the IT Services Sector have crossed the overall average of all sectors.
- Overall, the Banking Sector has more followers than the other sectors.

Website Analysis:

Table 9.2: Website Analysis – Ranks, Daily Website Traffic, Website Load Time

Sector	Company	Domain Authority (on 100)	Google Page Rank (on 10)	Page Authority (on 100)	Daily Website Traffic (Visitors)	Website Load Time (Seconds)
Banking Sector	HDFC	75	7	57	6,93,642	2.18
	SBI	63	6	56	4,25,532	4.51
	ICICI	75	7	57	5,12,821	3.96
	Average	71	7	57	5,43,998	3.55
Tourism Sector	MakeMyTrip	66	6	58	1,76,991	4.29
	Yatra.com	63	6	55	24,495	0.12
	Goibibo	61	6	54	48,096	1.84

	Average	63	6	56	83,194	2.08
Hospitality Sector	Marriott International	92	8	70	1,86,625	2.46
	Taj Hotels	70	6	55	4,380	4.53
	The Oberoi Group	65	6	53	99	3.93
	Average	76	7	59	63,701	3.64
Healthcare Sector	Apollo	55	5	49	4,055	5.78
	Fortis	51	5	47	1,960	6.60
	Cipla ltd	53	5	47	63	5.40
	Average	53	5	48	2,026	5.93
IT Services Sector	Wipro	72	6	55	16,000	2.69
	Infosys	69	6	55	17,031	3.85
	Tech Mahindra	60	6	51	6,676	11.38
	Average	67	6	54	13,236	5.97
Overall Average		66	6	55	1,41,231	4.23

(Source: Secondary Data – Website Analysis)

(*Note: Figures marked in red indicate the highest in the category)

- **Domain Authority** - Domain Authority is a search engine ranking score that gives a measure of how successful a site is when it comes to search engine results. Domain Authority scores range from 1 to 100, with higher scores corresponding to a greater ability to rank.
- **Google Page Rank** - PageRank (PR) is Google's main method of ranking web pages for placement on a search engine results page (SERP). PageRank refers to the system and the algorithmic method that Google uses to rank pages as well as the numerical value assigned to pages as a score. Google Page Ranks range from 1 to 10, with higher scores corresponding to a greater ability to rank.
- **Page Authority** - Page Authority (PA) is a score developed by Moz that predicts how well a specific page will rank on search engine result pages (SERP). Page Authority scores range from 1 to 100, with higher scores corresponding to a greater ability to rank.
- **Daily Website Traffic (Visitors)** - Daily pageviews per visitor are the estimated number of unique pageviews per one visitor on a website
- **Website Load Time** - Page load time is the time it takes for a page to load, measured from navigation start to the start of the load event.

Sector-wise Analysis:

1. **Banking Sector:** In Domain Authority, HDFC and ICICI share the rank of 75, followed by SBI with a rank of 63. In Google Page Rank, HDFC and ICICI share the rank of 7, followed by SBI with a rank of 6. In Page Authority, HDFC and ICICI share the rank of 57, followed by SBI with a rank of 56. In Daily Website Traffic, HDFC has the

highest number of daily visitors followed by ICICI and followed by SBI. In Website Load Time, HDFC has the fastest load time followed by ICICI and followed by SBI. Overall, HDFC has the best website in the Banking Sector.

2. **Tourism Sector:** In Domain Authority, MakeMyTrip has the highest rank followed by Yatra.com and followed by Goibibo. In Google Page Rank, MakeMyTrip, Yatra.com and Goibibo share the same rank of 6. In Page Authority, MakeMyTrip has the highest rank followed by Yatra.com and followed by Goibibo. In Daily Website Traffic, MakeMyTrip has the highest number of daily visitors followed by Goibibo and followed by Yatra.com. In Website Load Time, Yatra.com has the fastest load time followed by Goibibo and followed by MakeMyTrip. Overall, MakeMyTrip has the best website in the Tourism Sector.
3. **Hospitality Sector:** In Domain Authority, Marriott International has the highest rank followed by Taj Hotels and followed by The Oberoi Group. In Google Page Rank, Marriott International has the highest rank followed by Taj Hotels and The Oberoi Group. In Page Authority, Marriott International has the highest rank followed by Taj Hotels and followed by The Oberoi Group. In Daily Website Traffic, Marriott International has the highest number of daily visitors followed by Taj Hotels and followed by The Oberoi Group. In Website Load Time, Marriott International has the fastest load time followed by The Oberoi Group and followed by Taj Hotels. Overall, Marriott International has the best website in the Hospitality Sector.
4. **Healthcare Sector:** In Domain Authority, Apollo has the highest rank followed by Cipla Ltd. and followed by Fortis. In Google Page Rank, Apollo, Fortis and Cipla Ltd. share the same rank of 5. In Page Authority, Apollo has the highest rank followed by Cipla Ltd. and Fortis. In Daily Website Traffic, Apollo has the highest number of daily visitors followed by Fortis and followed by Cipla Ltd. In Website Load Time, Cipla Ltd. has the fastest load time followed by Apollo and followed by Fortis. Overall, Apollo has the best website in the Healthcare Sector.
5. **IT Services Sector:** In Domain Authority, Wipro has the highest rank followed by Infosys and followed by Tech Mahindra. In Google Page Rank, Wipro, Tech Mahindra and Infosys share the same rank of 6. In Page Authority, Wipro and Infosys share the highest rank followed by Tech Mahindra. In Daily Website Traffic, Infosys has the highest number of daily visitors followed by Wipro and followed by Tech Mahindra. In Website Load Time, Wipro has the fastest load time followed by Infosys and followed by Tech Mahindra. Overall, Wipro has the best website in the IT Services Sector.

Overall Analysis:

- **HDFC** has the best website in the Banking Sector. **MakeMyTrip** has the best website in the Tourism Sector. **Marriott International** has the best website in the Hospitality Sector. **Apollo** has the best website in the Healthcare Sector. **Wipro** has the best website in the IT Services Sector.
- Overall, the Banking, Tourism and Hospitality Sectors have crossed the overall average in all criteria apart from daily website traffic.
- Also, overall, the Marriott International's website is the Best Website.

10.FINDINGS OF THE STUDY

- **SBI** has above average followers across all platforms in the banking sector, making SBI the leading contender in the banking sector.
- **MakeMyTrip** has above average followers across all platforms in the tourism sector, making MakeMyTrip the leading contender in the tourism sector.
- **Marriott International** has above average followers across most platforms in the hospitality sector, making Marriott International the leading contender in the hospitality sector.
- **Apollo** has above average followers across most platforms in the healthcare sector, making Apollo the leading contender in the healthcare sector.
- **Infosys** has above average followers across all platforms in the IT services sector, making Infosys the leading contender in the IT services sector.
- Overall, the **Banking Sector** has more followers than the other sectors.
- **HDFC** has the best website in the Banking Sector. **MakeMyTrip** has the best website in the Tourism Sector. **Marriott International** has the best website in the Hospitality Sector. **Apollo** has the best website in the Healthcare Sector. **Wipro** has the best website in the IT Services Sector.
- **Marriott International** has the Best Website across all sectors.

11.SUGGESTIONS OF THE STUDY

- When it comes to number of followers, the other sectors can learn from the Banking Sector and the IT Services Sector, especially from SBI.
- When it comes to creating and maintaining a good website, all companies can learn from the Banking and Hospitality Sectors, especially from the website of Marriott International.

12.CONCLUSION

Digital Presence is the major key to attracting new customers and retaining exiting ones. In future, having a strong presence will not be an option but a necessity. But it does not stop there. Companies must also be alert and dynamic to changes in the trends. A static digital presence breeds brand stagnation. Because search engine algorithms and customer preferences are constantly changing, your brand must maintain a relevant and updated digital presence. This entails keeping an eye on UX trends and other developments that have an impact on how your digital presence is delivered and refined. The study concluded that banking sector has a good online presence and other sectors can take that as an example to improve.

A strong Digital Presence, like plants, thrives with care and attention. With time, you can establish an online presence that elevates your brand to the top of customers' minds and hearts.

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