

Perspectives on audience preferences towards digital media – A detailed study

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ABSTRACT

Digital media marketing, on internet and mobile devices, has overtaken the customary media publicizing and since a decade has created additional advertising expenses than television promotional advertisements. The digital advertising is assumed to be an active technique to better aim at impending customers in the worldwide market. Indication displays that industries have progressively transferred their advertising emphasis from conventional to digital media. This study uses a descriptive investigation which searches the helpfulness of digital advertising alongside numerous mass marketing magnitudes among audiences and how they prefer to get influenced with digital media. The data was collected with the help of a structured questionnaire from 200 respondents of various cities of Tamil Nadu, India. The analysis was done with the help of statistical tools like Chi-square test, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test. The results exposes that although customary media marketing still clutches its ground, digital media advertising provides more efficiency in marketing companies' goods and services. The results also advocates that vendors must utilize more digital advertising to have better focus on their customers, predominantly the young customers.

Keywords: Digital media advertising, Internet, social media marketing, buyers' behavior, products.

Introduction

Digital media is expected to overtake traditional media viz. television, radio in future. Businessmen prefer to use digital media to advertise their products because of the flexible nature of the media. Digital and internet infrastructure is also improving and reaching every individual in the country. Internet and smartphone usage have increased the significance of ad spend in digital platform and to reach the relevant target audience. Growth of digital platforms used in marketing arena can be attributed to globalization, changes in buyer behaviour and tight schedules of the customers. Digital media is peripatetic in nature. Target audiences are reached wherever they are

through their smartphones, tab and laptops. Younger generation customers and many adults are seen with electronic gadgets viz. smart phones, tab etc. they can be reached easily at 24x7. Messages can be customized to influence the audience with the help of advanced technology and algorithms used by digital media. From the byers perspective also, digital media has lot of advantages and conveniences because of its flexibility. Two way communication in digital media encourages the audience to react immediately with the promotional messages viz. buy now, order now, discount valid only today, etc. creating urgency to buy product and ordering facilities available to them 24x7 at arm's length made the media familiar. The attractive visuals, easy way of ordering products at any time of the day are advantageous to the customers to prefer digital and e-commerce platforms. Digital marketing promotes and sell products by leveraging strategies using social media marketing viz. Facebook, YouTube, Instagram, search marketing and email marketing. Existing conventional media like radio, television, and magazine will also be available in digital format in the future. By knowing all the advantages of digital media advertisers have shifted their interest and stated spending more on digital media.

In India, television continues to be popular media with 40.9% share of advertising spend. It has grown 7.7% in the year 2021 compared to last year ad spending. Similarly, the digital ad spend in 2021 is \$124.5 an increase of 12.8 % compared to last year. Digital marketing and advertising through digital platforms / social media is mounting in a fast pace in India like developed nations. Many CEOs express their willingness to implement digital marketing strategies to upgrade their business activities. Usage of digital marketing adds value to the company's competitive advantage. Through apps, e-commerce sites and social media marketing businesses have created convenience to customers in buying the products from wherever they are. Value creation in the process of customer relationship, customer satisfaction thorough personalized marketing effort, two way communication and easy customer feedback mechanism have made digital marketing as an attractive choice for marketers. Some marketing experts have said that digital marketing is not to be seen as a separate medium, but as a central way of doing business.

Modern marketing methods in the form of text, audio and attractive visuals in digital format confirms the significance of the media. Flexibility in using these formats is certainly an advantage of the medium. For example text advertisements in Facebook, Visual advertisements in YouTube reach mass audience as well as based on their preferences / search behaviour. Digital platforms encourage the audience / users to share the marketing messages to their friends. It is another great advantage that is not available in conventional media.

Literature Review

Dunakhe, K. & Panse, C. (2021) published an article based on reviewing various studies conducted over a period of eight years on “impact of digital marketing”. Articles published between 2012 and 2020 were reviewed for this purpose. Authors have indicated that digital marketing efforts are highly influencing the buyers on their purchase intention. The variance between conventional marketing and digital marketing will disappear in future, since the traditional media like television is also become digital viz. smart TV, e newspaper etc. Every marketing strategy and execution will certainly have “digital marketing” element in it.

Sridevi et.al (2021) studied Customer's Perception towards Digital Marketing. Customer perceptions, preferences & level satisfaction of consumer towards digital marketing were studied. The authors of the study opined that for every single company digital marketing is significant in bring sales to it. Both buyers and marketers are benefitted by digital marketing activities. Application of technology has a strong influence in marketing in the last ten years and it has impacted marketing for a fruitful transformation. Brand awareness, sales, customer satisfaction are the advantages of digital marketing.

Nitin Srivastava et al. (2014) studied the attitude and perception of audience towards digital advertisements. College students, youth and employees working in various institutions were involved as respondents. The study revealed that frequency of online ads and the number of views by audience does not have any influence on purchase activity of buyers. But online ads are very effective and useful in creating awareness, associating branding strategies and indorsing the purchase decisions. Respondents participated in the study opined that digital ads are effectively communicating the features of the products, useful in getting updated information, influencing and saves their time.

Srivastava Priyanka (2012) in their research work studied the attitude of consumers towards digital advertisements, their opinion and reaction to online advertisements. With 100 internet users from Lucknow city as participants this study has been conducted. The results displayed that all the age

groups of audiences had similar opinion regarding online advertisements. Even though the online ads were considered as informative but it was considered sometimes as annoying too. 18% felt that they were influenced to buy products depending on the online ads. 16% felt that the online ads were interactive, while 23% only did window shopping from end to end e-commerce platforms. Maximum of the respondents used internet to access e-mails.

Camilla Bond et al. (2010) specified that the merits of social media has fascinated the awareness of vendors plus customers. Vendors in the process encounter challenges in understanding the customers as well as their buying arrays in this internet era. The nature of interactivity the various social media hold leads to audience commitment and inspire them to reply instantaneously. This exploratory research was done to realize the impact of marketing communications besides the part of social media ads besides their preferences regarding brand commitment. The outcomes of the research work clarified that social media ads with the help of numerous social media platforms stemmed in a sturdy impact on customers' brand dependability and commitment. Marketers prefer social media along with the customary media. Audience of social media feel that, social media enhances and strengthens marketing communications and upsurges the reliability with regard to brand.

Statement of the Problem

Websites as well as e-commerce portals are the fresh and extremely manipulating platforms of digital marketing that focus potential customers. Digital marketing comprises multiple designs of flyers viz., script, audial and optical. Furthermore, digital media is communicating media that inspire two-way communication. This paper proposes to comprehend the perception and reply of clienteles to digital marketing. The responsiveness level of respondents concerning Digital marketing accomplishments viz. search engine marketing, email marketing, map advertising, display ads, video ads, social media marketing, and affiliate marketing were besides measured in this research. The behavior of consumers is altering in the digital epoch and the same has to be examined with a widespread approach. This study is targeted to comprehend the behavior concerning digital marketing relating to electronic gadgets.

Research Questions

Digital marketing is chosen by marketers to range the target audience worldwide. It is a suitable media ahead thrust midst new-age digital customers for goods like electronic gadgets, books, and clothing. The following research questions were elevated to maintenance the objective of the study.

- i. What is the level of consciousness of clienteles towards digital marketing platforms and digital advertisements?
- ii. How digital media and digital platforms are thought by the clienteles?
- iii. How dependable digital marketing practices are?
- iv. What are the digital marketing practices the clienteles are conscious of?
- v. What are the networks desired by customers to get data almost product and brands?

Objectives of the study

The study was accompanied with the following objectives set on the research questions produced and pondered in the earlier section.

- To study the degree of cognizance of audience concerning Digital Marketing & Digital Channels in Tamil Nadu.
- To comprehend the perception & approach of the consumer regarding Digital Advertisements.

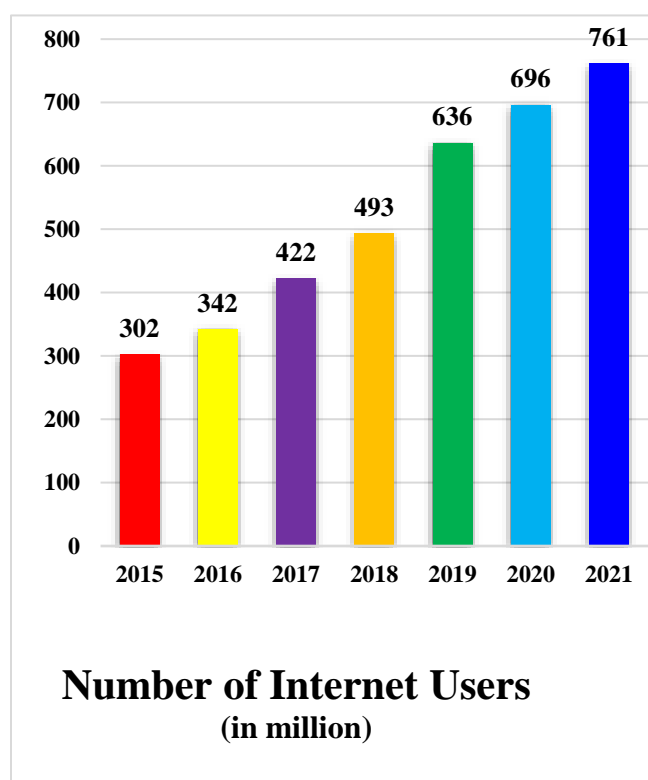
Scope of the Study

Vast investments are prepared in digital media by marketers to inspire the clienteles. The return on speculation can be accomplished if the behavior concerning digital marketing is undoubtedly assumed. This research empowers the marketers to comprehend the insight of customers on digital marketing and its impact. The research has stood accompanied with individual situation to electronic goods. The study area for this study is the major cities of Tamil Nadu.

Research Methodology

This study is originated on the exhaustive view of the respondents regarding digital marketing. Respondents living in the chosen cities of Tamil Nadu were documented. The purpose of this study is to examine the features of the consumers, evaluate the developments & grouping of digital marketing. To address and tackle the research issues designed, the researcher sensed that

a *descriptive research scheme* is embraced in this research work. Internet utilizers are the population of this study and India has higher than 74 crores Internet utilizers and there are beyond 5 crores internet utilizers in Tamilnadu. This study comprised 200 respondents from six main cities of Tamil Nadu viz. Chennai, Madurai, Coimbatore, Trichy, Tiruppur, and Salem. The chosen cities are having higher internet utilizers when equated to other cities. An arranged questionnaire was outlined and distributed to the respondents by means of Google form and few respondents were unswervingly approached to collect data. A reliability test by means of Cronbach's Alpha was designed and the alpha reading is higher than 0.70 which is valid. This authorizes the reliability of the questionnaire being utilized for the research. The questionnaire was assumed with essential alterations by the professionals in digital marketing and the data gathering device is made contently valid. Void stuffs in the questionnaire were eliminated centered on expert view.



Internet utilizers in India

Internet users are growing day by day in India because of smart phone usage, awareness and convenience. Figure 1 depicts and confirms the increase in internet usage in the country. The number of internet users in India is expected to reach 1000 million by the year 2025. India is considered by many MNCs as a potential country in south Asia for online marketing activities. It is next to China in number of internet users. Internet usage form both urban and rural will increase and it will be a boon to online marketers.

Source – www.statistica.com

Data Analysis and Interpretations

Table 1 : Demographic details of the Respondents

		Frequency	%
Age	18 - 25 yrs	126	63
	26 - 35 yrs	41	20.5

	36 - 45 yrs	26	13
	Above 45 yrs	7	3.5
Gender	Male	148	74
	Female	52	26
Marital Status	Married	71	35
	Unmarried	129	65
Qualification	UG /Diploma	55	27.5
	Graduate	109	54.5
	Professional	27	13.75
	Others	9	4.25
Occupation	Government	28	14
	Private	70	35
	Own Business	25	12.5
	Housewife	11	5.5
	Student	66	33
Monthly Income (Family)	< 50,000	79	39.5
	50,000 to 100000	64	32
	100000 to 150000	45	22.5
	> 150000	12	6

Table 2 : Devices used to Browse Websites

		Devices used to Browse Websites								Total
		Personal Computer		Laptop		Smart Phones		Tablet		
		N	%	N	%	N	%	N	%	
Age	18 - 25 yrs	23	11.5	24	12	75	37.5	4	2	126
	26 - 35 yrs	9	4.5	6	3	22	11	4	2	41
	36 - 45 yrs	5	2.5	6	3	15	7.5	0	0	26
	Above 45 yrs	2	1	1	0.5	4	1	0	0	7
Gender	Male	24	12	36	18	76	38	12	6	148
	Female	8	4	14	7	27	13.5	3	1	52
Marital Status	Married	12	6	18	9	33	16.5	8	4	71
	Unmarried	18	9	23	11.5	79	39.5	9	4.5	129
Qualification	UG /Diploma	13	6.5	21	10.5	19	9.5	2	1	55
	Graduate	24	12	26	13	55	27.5	4	2	109
	Professional	1	0.5	8	4	11	5.5	7	3.5	27

	Others	3	1.5	2	1	4	1	0	0	9
Occupation	Government	12	6	7	3.5	9	4.5	0	0	28
	Private	8	4	32	16	22	11	8	4	70
	Own Business	7	3.5	13	6.5	4	1	1	0.5	25
	Housewife	0	0	0	0	9	4.5	2	1	11
	Student	8	4	31	15.5	21	10.5	6	3	66

TABLE 3 : PREFERENCE OF RESPONDENTS TOWARDS ONLINE BUYING

Sl. No.	Opinion	No. of Respondents	Percentage
1	Yes	143	71.5
2	No	57	28.5
	Total	200	100.0

Table 3 indicates the preference of respondents towards online buying. 71.5 percent of the respondents preferred to buy products online and 28.5 percent of them prefer to buy from

shop.

TABLE 4 : BROWSER Preference by Respondents

Sl. No.	Browser	No. of Respondents	Percentage
1	Chrome	106	53
2	Opera	22	11
3	Mozilla Firefox	47	23.5
4	Internet Explorer (IE)	21	10.5
5	Other Browsers	4	2
	Total	200	100.0

Table 4 indicates the preference of respondents towards online buying. 53 percent of the respondents preferred to buy products online with the search engine Chrome, 23.5 percent of the respondents choose to purchase products with the search

engine Mozilla Firefox and 11 percent of them desired to buy from the browser Opera.

Table 4.1a -- Chi square Test- Browsers used most of the time to access Internet

Profile of the Respondents	Chi square	DF	P	Sig.
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Age	67.32	7	0.001	Highly Significant
Gender	29.30	1	0.001	Highly Significant
Marital Status	30.50	1	0.001	Highly Significant
Qualification	10.03	7	0.210	Not Significant
Occupation	61.94	10	0.001	Highly Significant

Table 4.2 : Garret Ranking – Preferred Digital Marketing Channels

	Mean	SD	Garret Score	Garret Rank
YouTube video ads	5.33	3.84	57.09	III
Instagram ads	4.81	3.71	59.66	I
Sponsored Ads (PPC)	4.79	3.32	59.24	II
Email Advertisements	5.89	3.20	54.82	IV
Subscription	5.44	2.77	53.78	V
Facebook ads	6.60	2.80	53.62	VI
Popup Ads	5.94	3.05	51.20	VII
Banner Ads	7.32	2.92	48.33	VIII
LinkedIn Ads	8.70	3.15	37.31	IX
In App Ads	8.73	3.23	36.82	X

PERCEPTION OF CUSTOMERS CONCERNING ADVERTISEMENTS THAT ARE DEMONSTRATED IN SEVERAL DIGITAL MEDIA

This segment aims to scrutinize the perception of customers regarding advertisements that are displayed in various Digital media. This study encompassed 200 respondents who have listed their views with the help of questionnaire on Likert's five point scale and their consensus were documented with 20 diverse statements concerning to advantages sensed as regards Online Advertisements which are '*Awareness on Latest Arrivals, Helpful in comparing the prices of the product, Online Ads allows to know more about the product, Information provided online is reliable, Helpful to know about various brands, Ads are easily understandable, Acts as a reminder, Provides cost benefits, Facilitates Quick Shopping, Useful in finding a best product, Helpful to know the features of the product, Save my time in deciding a product, Helpful to decide a product in my budget, Interactive ads are helpful to get clarification regarding product, Product description is useful, Helpful in getting confidence about the product, Getting information constantly, Up to date content regarding the product, Information in online is accurate, Fast and easy to access*'. The outcome of the factor analysis utilized is assimilated by utilizing principal component technique and declaring the rotation component technique.

Factor extraction procedure is utilized in Factor analysis to classify the number of elements that must be extracted from the ideas collected. Kaiser-Meyer-Olkin (KMO) measure is an indicator to recognize the relevance of the data collected for the purpose of the research in factor analysis. It is the proportion of the summary of the squared correlations for all variables in the study to the

squared correlations of all elements and the sum of the squared partial correlations for all the factors. Lower values of KMO specifies that factor analysis is not appropriate for the elements measured in the study. Kaiser (1974) suggested that values higher than 0.9 are more which is not agreeable in addition to value calculated under 0.5 are likewise not agreeable.

Table 4.3 illustrates Kaiser-Meyer-Olkin (KMO) and Bartlett's Test. The KMO sorts from 0 to 1, with higher values signifying better suitability. Preferably, this value is to be higher than 0.7. As per Kaiser, a KMO measure of 0.9 to 1.0 is more suitable, 0.8 to 0.9 commendable, 0.7 to 0.8 normal, 0.6 to 0.7 average and 0.5 to 0.6 unanticipated (Marcus et al., 2006).

Table 4.3 designates that the perception of the respondents utilizing online platforms, Kaiser-Meyer-Olkin - Measure of Sampling Adequacy (MSA) is 0.875 and Bartlett's test of sphericity is significant [χ^2 (315) = 2717, $p < 0.001$].

Table 4.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.875
Bartlett's Test of Sphericity	Approx. Chi-Square	2717
	df	315
	Sig.	< 0.001**

To recognize the precise variable that is great on one factor and little on all additional elements, rotated component element was utilized and that designates an upright factor answer. In an orthogonal elucidation these element loadings were together with the correlations and the regression weights amongst the components and variables. The rotated component matrix specifies a perfect separation. Remember that Varimax rotation attempts to make simpler elements.

The Table 4.3c demonstrates the first rotated factor F1, explicating 11.36 % of entire variance, unveils robust connotations amongst 'Product description is useful (X15), Interactive ads are helpful to get clarification regarding product (X14), Helpful to decide a product in my budget (X13), Helpful is getting confidence about the product (X16), Getting information constantly (X17)' having loadings of 0.739, 0.640, 0.564, 0.536, 0.527 respectively on factor 1. This recommends that factor 1 is a union of these variables. Therefore this factor can be interpreted as ***"Product description"***.

Table 4.3c Rotated Component Matrix

	Rotated Component Matrix				
	1	2	3	4	5
X15	0.739	0.204	0.020	0.191	0.070
X14	0.640	0.254	0.142	-0.176	0.213
X13	0.564	0.347	0.059	0.245	0.018
X16	0.536	0.135	0.342	0.033	0.280
X17	0.527	0.015	0.423	0.248	0.065
X10	0.157	0.757	0.130	0.037	0.148
X11	0.223	0.614	0.046	0.202	0.215
X12	0.225	0.586	0.157	0.190	0.169
X9	0.241	0.515	0.152	0.345	-0.028
X19	0.087	0.131	0.746	0.011	0.220
X18	0.327	0.010	0.682	0.158	0.095
X7	0.062	0.290	0.510	0.250	0.120
X8	0.022	0.477	0.504	-0.099	0.014
X1	-0.010	0.048	0.073	0.697	0.022
X5	0.253	0.188	0.016	0.586	0.095
X3	0.042	0.198	0.365	0.574	-0.098
X2	0.101	0.087	-0.016	0.555	0.324
X20	0.120	0.157	0.002	0.157	0.741
X4	0.035	0.134	0.291	-0.151	0.670
X6	0.188	0.083	0.139	0.200	0.654
Rotation converged in 8 iterations.					
Extraction: Principal Component method					
Rotation: Varimax rotation method with Kaiser Normalization					

For the factor 2 ‘Useful in finding a best product (X10), Helpful to know the features of the product (X11), Save my time in deciding a product (X12), Facilitates Quick Shopping (X9) variables have great loadings of values 0.757, 0.614, 0.586, 0.515 respectively. These four variables are labelled as **“Product Selection”**. Factor 3 it is evident that ‘Information in online is accurate (X19), Up to date content regarding the product (X18), Acts as a reminder (X7), Provides cost benefits (X8)’ partake the maximum loading of 0.746, 0.682, 0.510, 0.504 and it can be termed as **“Recap”**.

Factor 4 it is obvious that ‘Awareness on Latest Arrivals (X1), Helpful to know about various brands (X5), Online Ads allows to know more about the product (X3), Helpful in comparing the prices of the product (X2)’ partake the extreme loading of 0.697, 0.586, 0.574, 0.555 correspondingly and it can be called as **“Comparison”**. Factor 5 comprises ‘Fast and easy to access (X20), Information

provided online is reliable (X4), Ads are easily understandable (X6) are three variables with loadings of 0.741, 0.670, 0.654 respectively. These three variables can be amalgamatedly termed as **“Reliability”**.

Findings

It is flawless from the analysis that 17.33 percent of the respondents lived in Chennai, 16.33 percent of the respondents lived in Madurai, 19.33 percent of the respondents lived in Coimbatore, 15.17 percent of the respondents lived in Trichy, 13.17 percent of the respondents lived in Tiruppur and 18.67 percent of the respondents lived in Salem. Therefore it is identified that a good majority (19.33%) of the participants dwelled in Coimbatore. *Hence, it is recognized from the chi-square analysis that there lies a notable association amongst habitation of the customers and consciousness on digital advertisements.*

Regarding the desired network of digital platforms to acquire data regarding products / brands as the variables specifically *Banner advertisements, Video ads, Popup ads, Email, Company websites, YouTube ads, LinkedIn ads, and Facebook ads* were categorized from 1 to 8 correspondingly. It was distinguished that majority of the applicants pronounced that desired network of digital platforms to acquire information as regards products / brands are through “Instagram ads” which was specified the first rank with a mean score of 59.66.

Suggestions

- Internet advertisements are getting frequently among the young customers, the other age crowd must as well be extended meritoriously over the digital media they are utilizing.
- Together male and female audience of the age group amongst 18 and 25 years are extensively utilizing internet, the ads seeming in digital media must appeal both the genders.
- The demographic profile and differences must be observed and given eminence when digital advertisements are created.
- Maximum of the internet audience access internet by means of their smart phones, advertisements personalized for the mobile phones i.e., mobile versions is a must to interest and influence these audience.

Conclusion

Online advertisements regulate the media of the current generation. The preferences of media, time devoted on conventional media, marketing communication to the current internet generation are

fluctuating. Marketing communications are unheeded by the audience with the outlook if indicating the accurate messages on their personal whenever there is a necessity for it. Online advertising is the accurate choice for the style, inclinations and comportment of the millennials. Based on the declared particulars, the requisite for the study is sensed by the investigator and a study on audience awareness and engagement concerning digital media was piloted. Numerous facts viz. Time spent by the audience on internet, online networks chosen by them, gadgets utilized to access internet, rupees spent, browsers utilized were studied. The study assumed the opinion of audience and their engagement level concerning numerous online advertising approaches in detail. Audience of digital media sensed, the ads seeming online are compassionate to distinguish the portrayal of the products and take result to purchase a product as per their monetary plan. Shopping and purchase action becomes easy and suitable for the customers through online. The perception concerning online advertisements fluctuate amongst the customer grounded on their demographic profile. Consequently the ads are personalized based on their tastes and preferences. Advertisements that are accessible meritoriously, that are pleasurable, instructive, and relevant to their interest and inspired engage the audience. Lastly when engagement level upsurges. If advertisements are not attractive, not pertinent to their interest they avoid the ads utilizing numerous choices accessible to them in internet. Audience level of engagement upsurges when the consciousness and purchase influencing essentials are striking. They could be involved through inspiring ads through the accurate platform and marketer could realize productive outcomes. The study delivered effective suggestion to the venders to absorb the audience through several components. Audience level of engagement upsurge when the cognizance and buying influencing characteristics are striking.

Scope for Further Research

The study that has been restricted to some cities belonging to the urban areas of Tamil Nadu state. Internet advertisements are getting in all regions. Studies could be steered by covering metro cities, urban, semi urbans and towns of any country or continent worldwide. Studies could be conducted on numerous features of digital advertisements based on the innovative features and messages interconnected to the audience. A theoretical outline could be edged on the requests utilized in the digital advertisements and its impact on awareness of the audience could be also studied.

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