

A STUDY OF DIGITAL MARKETING TRENDS IN INDIA

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ABSTRACT

In order to better understand the shifting landscape of digital marketing trends in India, the goal of this study is to conduct an analysis. Additionally, it provides insights on key changes and new practices that are having an impact on the industry. The purpose of this study is to analyze and evaluate significant trends in digital marketing strategies, platforms, and technologies that have been utilized by businesses in India. For the purpose of carrying out this evaluation, a comprehensive analysis of industry reports, case studies, and the opinions of industry experts is carried out. A number of the most important areas of attention that are now being addressed include the growing significance of mobile marketing strategies, the adoption of data-driven marketing approaches, the advent of influencer marketing, and the expanding value of social media marketing. In addition, the purpose of this study is to analyze the impact that alterations in rules, advancements in technology, and shifting consumer behaviors have had on digital marketing techniques in the Indian market. These findings not only contribute to a more in-depth understanding of digital marketing trends in India, but they also give major insights that can be exploited by firms, governments, and marketers as they navigate the rapidly changing digital world. In other words, the findings of this study offer substantial insights.

Keywords: digital marketing, trends, India, social media marketing, influencer marketing, data-driven marketing, mobile marketing, regulatory changes, consumer behavior.

INTRODUCTION

In recent years, India has undergone a rapid change in its digital landscape. This growth has been spurred by broad internet penetration, the proliferation of smartphones, and a growing young population. This digital transformation has had a huge impact on the manner in which organizations sell their goods and services, which has resulted in the emergence of a multitude of new trends and practices within the area of digital marketing.

The purpose of the research project on digital marketing trends in India is to investigate and do an analysis of the altering dynamics of consumer behavior, technological breakthroughs, and industrial practices that are present within the digital ecosystem of the country. Businesses have the ability to design strategies that resonate with Indian consumers and promote sustainable success by evaluating these patterns, which can provide them with useful insights into forthcoming possibilities and difficulties.

The increasing use of mobile devices is one of the most notable trends that has been noted in the landscape of digital marketing in India. Mobile marketing has emerged as a dominant force, driving firms to optimize their tactics for the mobile-first audience. This is due to the fact that smartphones are becoming more widespread and data plans are widely available at low prices.

In addition, the proliferation of social media platforms has completely altered the way in which brands interact with the people they are trying to reach. Due to the fact that Indian consumers are extremely active on social media platforms such as Facebook, Instagram, and WhatsApp, businesses have the opportunity to capitalize on influencer

marketing, user-generated content, and tailored messaging in order to cultivate stronger connections with their customers.

In addition, the increasing focus placed on data-driven marketing has resulted in a transformation in the manner in which firms comprehend and categorize their target demographic. Marketers are able to gain significant insights into consumer preferences, buying behavior, and content consumption patterns by harnessing the power of analytics and artificial intelligence. This enables them to provide experiences that are more relevant and personalized to the individual.

The landscape of digital marketing in India is also being reshaped as a result of the introduction of new technologies such as augmented reality (AR), virtual reality (VR), and voice search. It is becoming increasingly common for companies to explore novel approaches to utilizing these technologies in order to develop immersive brand experiences and improve customer engagement.

LITERATURE REVIEW

The year **2018** witnessed a substantial shift in digital marketing methods in India, with a particular emphasis on mobile tactics. The proliferation of smartphones and the availability of inexpensive internet connection led to an increase in the number of people using the internet on their mobile devices, which prompted marketers to prioritize mobile-first strategies in their digital marketing efforts, as stated by **Sharma et al. (2018)**. In addition, **Patel and Jain (2018)** highlighted the growing importance of social media platforms such as Instagram and TikTok among Indian consumers. This findings indicate a growing tendency towards content marketing techniques that are centered on visuals and videos.

Throughout 2019, there was a persistent emphasis placed on marketing techniques that are driven by data. The findings of a study conducted by **Gupta and Kumar (2019)** highlighted the significance of utilizing data analytics and artificial intelligence (AI) tools in order to gain an understanding of consumer behavior and develop more personalized marketing strategies. As an additional point of interest, **Sharma and Verma (2019)** discovered that Indian companies are increasingly utilizing chatbots and conversational marketing strategies in order to improve consumer engagement and streamline communication channels.

The pandemic caused by COVID-19, which hastened the adoption of e-commerce and digital payments, had a significant impact on the digital marketing trends that emerged in India in the year **2020**. According to **Yadav et al. (2020)**, businesses quickly turned their focus towards online platforms in order to communicate with customers who were confined to their homes or other locations during lockdowns. The research not only revealed the growing significance of influencer marketing, but it also highlighted the fact that brands are increasingly looking to utilize the reputation and reach of social media influencers in order to interact with their target audience in a more genuine manner.

Experiential marketing experienced a rebirth in 2021, spurred by emerging technologies such as augmented reality (AR) and virtual reality (VR). This led to the popularity of experiential marketing. According to research conducted by **Das and Mishra (2021)**, an increasing number of Indian firms are adopting augmented reality and virtual reality experiences into their digital marketing efforts in order to enhance client engagement and create immersive brand experiences. Moreover, **Singh and Gupta (2021)** brought attention to the expanding function of voice search

optimization, which is becoming increasingly important as an increasing number of Indian consumers are using speech-enabled gadgets and virtual assistants for conducting online search inquiries.

As of the **year 2022**, the trends in digital marketing in India continue to develop, with an emphasis on ethical and environmentally responsible business operations. Recent research conducted by **Kumar and Singh (2022)** highlighted the significance of green marketing and corporate social responsibility (CSR) initiatives in terms of their ability to resonate with socially conscious Indian consumers. Furthermore, as **Mishra et al. (2022)** point out, the introduction of data privacy rules and increased consumer knowledge have prompted firms to prioritize openness and accountability in their digital marketing strategies. This realization was brought about by the combination of these two factors.

OBJECTIVES OF THE STUDY

Some examples of marketing objectives which meet these criteria are

- TO Increase company sales by 25% by 2023.
- TO Achieve a market share of 30% for Product C within 3 years of launch
- TO Increase the percentage of customers who rate service as "excellent" from **80% to 85%** within 18 months
- It is important that marketing objectives and marketing plans support the overall objectives of the business. Below is an example of how business objectives translate into marketing objectives and activities:

RESEARCH METHODOLOGY

Sample unit:

1. working people (including men & women)
2. college students
3. school students
4. senior citizens

Sample size: 100

Sampling region:

The researcher is concentrating their efforts on Greater Noida, which is located in the state of Uttar Pradesh in India

Area	Population
Greater Noida	1,07,676

Source: Greater Noida Development Authority

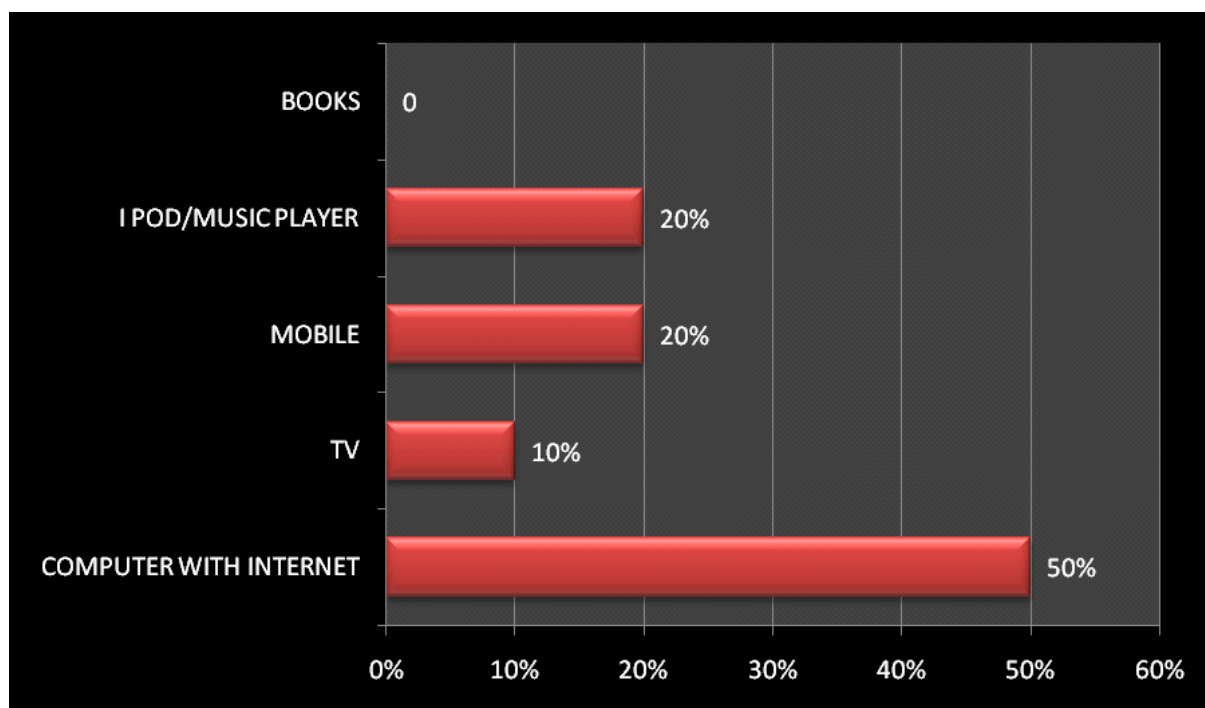
Note: There searcher took this area because this area has various schools & institutes.

Sampling procedure:

The researcher will take **convenience sampling** as the sampling procedure.

DATA ANALYSIS

YOU CANNOT LIVE WITHOUT



A majority of young people between the ages of 18 and 25 have chosen to use a computer with internet access, with fifty percent of them choosing to do so.

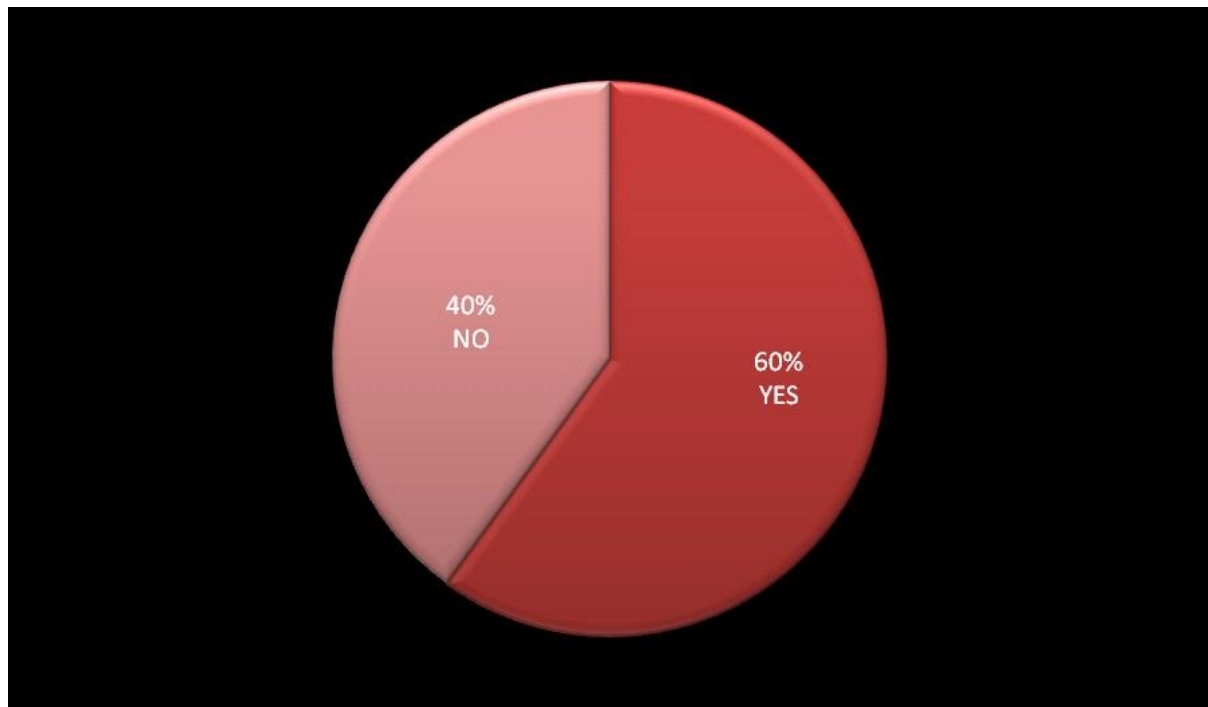
It was strange that so many people chose books, considering that hardly anyone can survive without the internet.

Initial Conclusion III

One can easily make out the reliability of digital marketing

DO YOU THINK THAT THE FACE OF ADVT IS TRANSFORMING IN TERMS OF TECHNOLOGICAL AND CULTURAL IMPACT?

AD.CULTURAL IMPACT?



FROM THE ABOVE SURVEY MADE ON SEPTEMBER

A little over sixty percent of respondents have provided positive responses about cultural impacts such as standard of living, income, and so on. However, forty percent of respondents have provided negative responses because they do not feel any transformation. During the survey, I asked people why they are selecting no, and some of them said that it is not our Indian culture.

LIMITATION

Performing research on the current trends in digital marketing in India is not a simple task, and there are a lot of constraints that could have an effect on how we comprehend and implement the findings:

There is a possibility of sample bias in this study due to the fact that the techniques of data collecting, such as online questionnaires or case studies, did not cover all sectors of the Indian population or all types of enterprises. An example of anything that could contribute to distorted results is the underrepresentation of small-scale businesses or consumers in rural areas.

There may not be sufficient data on digital marketing tactics in India to for a full analysis. This is because there is a lack of comprehensive data. Providing an accurate assessment of market trends may be difficult if certain companies opt not to share their marketing strategy or crucial performance statistics. This may make it difficult to provide an accurate assessment of market trends.

Due to the fact that trends in digital marketing are always shifting, it is imperative that data collecting and analysis be carried out as quickly as possible. time is of the essence. The conclusions of the study, on the other hand, could go out of date very rapidly due to the rapid changes that are occurring in the legislation governing digital marketing, consumer preferences, and technology.

Due to the fact that India is such a diverse country, the demographics, consumer tastes, and economic tendencies of various region within the country are substantially different from one another.

In the event that the study does not take into consideration the differences that exist between regions, the findings may not be representative of the nation as a whole.

Certain industries appear to be more quick to accept new tactics than others, despite the fact that digital marketing strategies are in a constant state of flux. It might be difficult to generalise the findings of the study to other fields if it did not contain a diverse variety of industries in its scope.

Digital marketing strategies are susceptible to being significantly influenced by the legislative framework that exists in India. On the other hand, it is possible that the study does not take into consideration all of the complicated regulatory impediments that firms must contend with, notably those that are associated with data privacy, advertising restrictions, and taxation.

There is a possibility that the study methodology, which includes methods such as qualitative research and reliance on secondary data sources, would introduce biases and downsides into the process of data interpretation. Both the ability to conduct in-depth research and the capacity to draw definitive findings may be hindered by insufficient data gathering methods or a limited sample size.

Despite these limitations, the study has significant implications for our understanding of the trends in digital marketing in India, as well as for influencing future research and policy decisions in this field that is quickly expanding. These limitations should be taken into consideration by researchers and practitioners when evaluating the findings of the study, and they should also be used to generate alternative research methodologies to address these limitations.

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CONCLUSION

Online advertising has been shown to be neither effective nor dependable when compared to traditional media, which includes advertisements that are broadcast on television and print media such as newspapers and magazines. This has been demonstrated through study. This is the case in a way that is more analogous to the practical sense. The degree of trust that people have in conventional media is significantly higher than the level of trust that they have in digital media, and there is a big gap between the two levels of trust that people have within the population. On the other hand, it is quite probable that this is due to the fact that the culture of India is distinct from that of western countries, which are more interested in e-commerce and prefer to make purchases online. There is a possibility that this is the cause of this phenomenon. In addition, as opposed to other kinds of communication, the internet is regarded with a much higher level of trust by the Indian population. The rationale for the increased success of advertising on the internet in each of those countries is due to this particular reason. Taking into account the fact that we in India love to have tangibles for the things that we purchase, this is all for naught because we prefer to have tangibles. Considering that we are a collective group, there are occasions when we go shopping together with our family, friends, and other relatives. This is something that we do on occasion.

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