

THE ROLE OF DIGITAL MEDIA IN MARKETING IN INDIA

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ABSTRACT

India's digital marketing industry is growing rapidly. An increasing number of businesses in India are realizing the benefits of digital marketing. Computerized marketing cannot guarantee a successful advertising campaign's outcome by itself. If a marketing initiative is going to be successful, it needs to make use of every tool in the box, including both the tried-and-true and the cutting-edge of promotional methods. Numerous startups have flopped after dabbling in digital marketing. The research uncovered the need for precautions to be taken before digital marketing can be used effectively to reap the benefits of its vast potential for growth in business transactions. The present and future of e-marketing in India are discussed, along with the fundamentals of digital marketing covered in this article.

KEYWORDS: Digital marketing, Ecommerce, Indian economy, Start up, Social network.

1. INTRODUCTION

Electronic devices are included in the definition of "digital marketing" as any medium used to display a product or service. It can happen either online or off. The use of the internet and other digital data and communication technologies to achieve marketing objectives, as defined by the institute of direct marketing. The Communication, Advertising, and Marketing Foundation states, "Digital marketing may be a broad field, bringing together all forms of marketing that work through electronic gadgets - online, on mobile, on screen. The field of digital marketing has grown

exponentially over the past few decades and is only expected to accelerate. The enormous Indian market is evolving at a lightning-fast clip. The use of mobile devices and widespread Internet access are two trends that are transforming the professional world. With the proliferation and improvement of digital media, change is proceeding at a breakneck speed. Increasing numbers of Indians place a greater emphasis on their use of digital devices and internet resources every year. Marketers who are on top of their game adapt quickly to shifting consumer preferences and adapt their strategies and touch points accordingly. Insight into the magnitude of the impending transformation is provided by these notes.

2. REVIEW OF LITERATURE

- **Reddy S (2006)** analyzed that marketing is one of the corporate functions most affected by the development of digital technology. Companies now have access to cutting-edge methods of communication and interaction because to the proliferation of the Internet. It can build cheaper but more meaningful interactions with customers in sales, marketing, and support. The internet allows businesses to provide constant access to information, services, and support. In addition, it fosters constructive communication with customers, which can pave the way for enduring bonds and re-inspire repeat purchases. Customers can make purchases from the convenience of their own homes while shopping online. It is possible to buy anything at any time of the night, from anywhere in the globe, as long as one has access to the internet.
- **Bondar v. (2007)** examined that the Internet had the potential to be fantastic. The Internet has made it possible for us to access an unprecedented wealth of information. It's the best approach to quickly and easily compare prices on anything we need. If we are interested in making a purchase, we should look at several alternative online retailers. Furthermore, if we want to create our own well-known Website, we can do it without having to shell out a hefty sum of money. Where do we get all of these statistics? The answer comes from advertisements, which can be seen just about wherever these days. Our use of the internet will continue to grow in the coming years as our fascination with modern technology and data grows. The author elaborates on the merits of the web as a promotional tool.
- **Kumar V. And Shah D. (2008)** had determined that the internet is rapidly becoming a primary route of sales. Customers' habits are evolving in response to the expanding capabilities of the Internet. There are now new ways of thinking about products that weren't

there before. It, too, produces cutting-edge supply chain management tools. This has introduced new possibilities, challenges, and risks to existing and emerging markets.

- **Chang (2011)** concluded that using a search engine was essential for web navigation. It's possible that a basic user interface is described. The system simply decides what to find, where to seek, and how to watch it based on the information a customer enters into a few fields. The frontier of search is receding. SEM, or search engine optimization, is a strategy for increasing a website's visibility in search engine results pages in order to attract and retain a larger number of new visitors.
- **Zenit et al. (2014)** studied that favor Internet marketing over more conventional methods have stressed the needs of consumers around the world as they are always evolving. This research demonstrates the vast potential of shopping online. Since most people don't have much spare time on weekends, shopping online is often preferable to physically visiting a store because it cuts down on time commitments. By showcasing their wares and advertising their services on various online marketplaces, many small and medium-sized businesses benefit from the boom of online commerce.
- **Yasim, Tasneem, and Fatema (2015)** examined the impact of digital marketing on the bottom line by surveying 150 businesses and 50 top executives. According to the findings of the study, internet marketing can be used by businesses to spread the word about their wares. In addition, businesses may have more luck with digital marketing campaigns if they put the demands of their customers first. The study's authors recommend that businesses develop digital media strategies in order to determine the most effective means of boosting the efficiency of their digital marketing campaigns.
- **Dara (2015)** analyzed the results of digital marketing campaigns from the perspective of both businesses and customers. Ultimately, the study concluded that identifying client requirements should come before promoting products and services through any digital marketing platforms.
- **Atshaya and Sristy (2016)** Based on their research, the authors of this paper conclude that digital marketing is significantly more comprehensive than internet marketing, and that internet marketing is merely a subset of digital marketing. In addition to clarifying the distinction between digital and internet marketing, the researcher also describes the many methods employed by these two umbrella terms.
- **Vachhani (2016)** examined the potential and pitfalls of India's foray into the burgeoning field of digital marketing. According to the findings, improved company ethics and stronger

consumer protection regulations are necessary for e-marketing to flourish. The biggest problems with internet marketing are the loss of personal interaction, security, and privacy.

- **Rathore, Pant, and Sharma (2017)** analyzed about recent developments in India's digital marketing scene. The results of the study highlight the significance of the internet and digital resources in people's daily life. Customers in India spend a lot of time online looking for the best deals from retailers across the country.

3. OBJECTIVES

- A. To recognize the issues in online exchanging in retailing from the viewpoint of suppliers and customers.
- B. To supply proposals to popularize online exchanging and increment the productivity of online retail companies in India.

4. RECENT TRENDS

- A. E-Commerce in India is one of the quick developing divisions of India's Digital Economy. The pioneer in retail e-commerce Flipkart currently reporting that it crossed \$ 1 Billion in deals early this year , this advancement had sent numerous little e-commerce companies scrambling to assemble a bit of the online e-tailing activity (Mehta, 2022).
- B. One of the pioneers of the Indian IT Industry, Mr Narayan Murthy reported that he would accomplice with Amazon India to launch a joint venture to make an unused ecommerce entity for the Indian Market.
- C. CARE evaluations currently discharged a comprehensive report on its evaluation of the quick developing e-commerce division in India which can be gotten to underneath. E-Commerce is picking up force universally with Asian economies like China, India and Indonesia being the quickest developing e-commerce markets.
- D. E-commerce in India is developing at a quick pace with an assessed measure of Rs.90860 crore in financial year 2022 (Anju, 2022).
- E. As per the internet world stats.com – The best 20 nations within the internet by number of clients as on march 30, 2022, India positions 2nd after China and US. The ecommerce industry is basically ruled by the travel fragment which accounts for more than 85% of the exchanges

of industry and e-retail's share in e-commerce stands at around 13%.

- F. The Indian e-commerce industry includes two key trade models: B2B (92% of market share) and the remaining 8% include of B2C. India and China, not at all like US are characterized by 'Marketplace Model', whereas US takes after inventory based/independent demonstrate. 'Market Place model' demonstrate as it were gives stage to a huge number of manufacturers/traders particularly of micro, small and medium enterprises to promote their goods which interprets to benefit the MSMEs within the frame of expanded turnover as well as oversees related capacities and in turn the entity gains commission from venders for merchandise and services.
- G. The Business to Business players don't carry inventory stores whereas within the other model Business to Customer, the dealer claims the merchandise. As of now Foreign Direct Investment is confined in Business to Customer demonstrate in India. Today's shopper, particularly the middle-class urban and semi-urban India, who are progressively pressurized due to scarcity of time as well as baited by comfort and expanded utilize of plastic cash are all driving way to more online utilization.
- H. Besides, favorable statistic profile (73% of web clients are matured between 18-36), constrained topographical reach by brick & mortar demonstrate, expanding web entrance, expanding smart phone utilization & declining information charges offer high market potential for e-retailing in India.
- I. The study conducted by the Associated Chambers of Commerce and Industry of India (ASSOCHAM) is Social Development Foundation (ASDF) included intelligence with 500 customers within the age group of 16 to 35 years each in ten cities of Delhi, Bangalore, Mumbai, Kolkata, Ahmedabad, Chennai, Lucknow Chandigarh, Jaipur and Ludhiana.
- J. Almost 40 per cent of those studied over the previously mentioned cities said they lean toward to shop online considering comfort to shop anytime amid the 24 hours and one can collect detailed goods information. Other than, one can inquire about assortment of items accessible and can effectively compare costs from different merchants anyplace within the world.

5. FACTS OF INDIAN DIGITAL MARKETING INDUSTRY

According to the report of Internet and Mobile Association of India (IAMAI) and Boston counseling group, India has one of the biggest and quickest developing population of Internet clients within the world—420 million as of June 2021 and developing quickly. Concurring to a report, India will cross 600 million Web Clients upgrade in 2022. Agreeing to Direct Marketing Association, Digital Marketing Industry is worth \$62 billion. Concurring to e Marketer, promoting by means of mobile phones and tablets rose to \$ 6 billion in 2021. As per the research of e Marketer e commerce sales in India was \$55 billion in 2023.

6. CONSUMER'S PROSPECTIVE

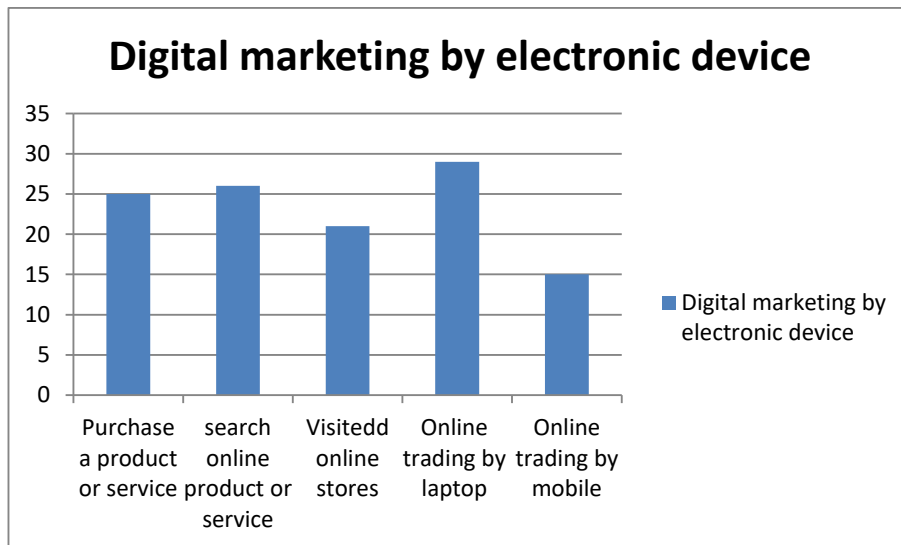
Around 29 % of people most of them comprised high-income buyers dwelling in rural areas, NCR cities of the respondents said they lean toward to hangout and shop at swanky shopping centers, up market shopping complexes as they not as it were gloat of multi-brand accessibility beneath one roof but give air-conditioned, dust-free air. Larger part of shoppers moreover said they shop online to buy items that cannot be found in shopping centers and the neighborhood markets. Around 25% of the respondent said they incline toward to shop at neighborhood conventional markets since of the acquaintance with climate, ease of get to, assortment of products, early opening and late closing times and shop owners' relationship with faithful clients. Around 17 % of customers said they incline toward to shop at strength stores instead of making a voyage to a mall or seeking out for a great deal at conventional markets as they can get particular stuff from particular stores. Shoppers in Mumbai positioned number one among beat five cities, with nearly 63 % of Mumbai resident saying they lean toward shopping online and cited rising fuel costs as one of the essential reason they don't need to saunter around shopping centers, conventional shopping center points. Delhi positioned on third spot after Ahmadabad. According to the declaration of ASSOCHAM study 45 % of Delhi resident incline toward shopping online, 30 % favor to shop in conventional markets like Lajpat Nagar central market, Sarojini Nagar, Karol Bagh, Green Stop, Jan path, Chandni Chowk, Sadar Bazar and Paharganj. Around 20 % of respondents said they lean toward to visit a shopping center for their shopping needs whereas, 7% said they favor shopping at specialty stores.

7. RESEARCH METHODOLOGY

The study is exploratory in nature. It mostly depends on secondary data which is collected through the reports of various organizations, websites, blogs, newspapers etc.

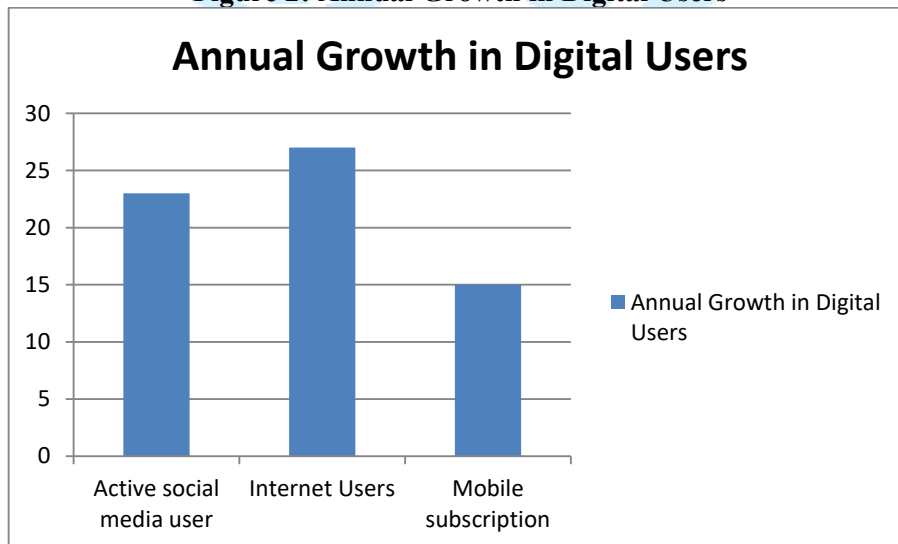
8. DATA ANALYSIS

Figure 1: Digital Marketing by Electronic Device



Sources: Complied from different literatures

Figure 2: Annual Growth in Digital Users



Sources: Complied from different literatures

9. FINDINGS

- A. It is the superior development in web clients at 25%. It is implied online marketing in India is expanded each year. It'll be the finest opportunity to induce market share by centering client holding methodology.
- B. More than 35% individuals are utilized the web, the online marketers may be utilized this criterion of web clients by making advertisements through mails and common social websites.
- C. To laptop/computer fabricates, it'll be exceptionally great opportunity to create increasingly the items since the foremost of the clients are making on line marketing by utilizing tablets or work area tops at 25% than mobile clients.
- D. At slightest the 55% of web clients are utilizing the web each day. By taking this point the online marketers are to be concentrated the clients each day to create their brand.

10. CONCLUSION

The online marketing industry in India is likely to be worth Rs 10,000 crore by 2020 due to simple accessibility of broadband facility and expanding internet infiltration over the nation. Buying-selling patterns gotten from trending online shopping portals reveal the online retail market recent stands at Rs 3,000 crore and are developing at a consistent yearly rate of 40%. India is set to gotten to be the third biggest country of web clients within another two years with a big chunk of youths energetic to embrace modern technologies with quickly changing ways of life. Online exchanging is here to remain and will be broadly utilized in future. Leading online retail dealers are finding out the ways to hold productivity and long-term economical improvement. All inclusive moreover the challenges are comparable in nature. Indian businessmen said this most recent center on business basics focuses to developing development of the neighborhood market. In past, everybody was looking at who the pioneers will be. Presently the market pioneers are rising and no one questions the practicality of e-commerce.

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