



## A Study of Recent Online Marketing Trends and the Sellers' Adoption of Them in India

*Nandakeshwar Hiremath*

Assistant Professor, Department of BBA, RPD College of Arts and Commerce, Belagavi

Email: [nandakeshwar@gmail.com](mailto:nandakeshwar@gmail.com)

DOI: <https://doi.org/10.55248/gengpi.2022.31275>

### ABSTRACT:

Online marketing is the process by which a business markets and sells its goods and services to potential clients using internet-based tools. The tools and methods used to offer clients an original and improvised buying experience are continuously evolving, which defines internet marketing. Marketers are constantly working on new innovations to better position themselves in the competition to attract the most clients. Businesses capitalize on customers' propensity for searching out novelty. Customers enjoy trying new things, therefore merchants are constantly looking for cutting-edge experiences that they can offer their clients. This essay examines recent developments in online marketing strategies and how using these cutting-edge strategies in online marketing campaigns benefits merchants. Digital marketing comprises a wide range of internet marketing tactics, such as search engine optimization (SEO), search engine marketing (SEM), and link building. The contemporary economic climate is more inclined towards the usage of electronic technology. The idea of a "Sharing Economy" is gaining traction in the current environment of digital contact. Entrepreneurs who have contributed to current industrial advancements as well as the expanded and quickly expanding industries globally are being followed by new developments. The phrase "digital marketing" is used to describe a wide range of advertising strategies used to connect with consumers online. Over the past few years, digital marketing has undergone a significant transition and is constantly changing. The study also considers the challenges that marketers and customers encounter, as well as how marketers might get over these challenges in online marketing. The study shows that both buyers and sellers are excited about implementing cutting-edge online marketing strategies.

**Keywords:** Online marketing, customers' propensity, Sharing Economy, marketing strategies

### Introduction:

"Digital Darwinism is a victim of every business," The tastes and preferences of consumers are continuously changing, and this is why marketing trends are also continually changing. Over the past 20 years, there has been an unparalleled and quick development in tools, strategies, and marketing practices. It has become unavoidable for marketers to adapt to changes in customer needs if they want to continue in the market and stay ahead of rivals. The most important prerequisite for organizations nowadays is a strong online presence. Online visibility is the ability to be found online, whether it is through a corporate website, a social media account, a storefront, or a mix of these. Businesses that had previously established an online presence now reap the rewards, while those that stayed stationary lost market share. For instance, Yahoo was one of the major participants in online advertising in 2005. However, they made the decision to concentrate on media content while ignoring the value of search and the requirement to enhance user experience. They succeeded in attracting a sizable audience for the content as a result, but they were unable to generate the necessary revenue for the organization's expansion. As a result, their popularity declined, and Google seized the opportunity. India has 110 billion mobile connections, or 79% of its total population. Recent developments in internet technology and the affordability of high-speed internet data have caused the number of internet users to increase exponentially. In India, there are more than 62 crore internet users, or around 45% of the nation's entire population. The most common online activity is using social media. Approximately 44.8 crore individuals, or 71.8% of internet users and 32.3% of the country's population, use at least one social media site.

The aforementioned statistics alone illustrate the vast opportunities for online marketing in the nation. (Data Reportal - Global Digital Insights, Digital in India: All the Statistics You Need in 2021, n.d.). The development of internet technology over the past two decades has given marketers access to new avenues for advertising. Businesses that recognized the value of online marketing channels early on are now reaping the rewards. However, as more companies move their operations online, users are inundated with adverts as they enter websites or scroll down social network home pages. Advertisers use methods and strategies to set themselves out from the competition in order to survive in this crowded market. Today's marketing strategies are more influenced than ever by the demands and desires of the consumer. Customers want their brands to provide the experience made possible by new technology as soon as it is introduced. It has become essential for marketers to stay current with these developments in order to provide

customers with the greatest experience possible, keep them engaged, and maintain the ones they already have. A marketer risked falling behind his rivals by not keeping up with these new trends. In the 1990s, the phrase "digital marketing" was first used. Digital marketing evolved in the 2000s and 2010s to become a powerful strategy for building long-lasting, relevant relationships with consumers. Although the phrase "digital marketing" may not have been coined until the 1990s, the practice of it actually dates back to the middle of the 1980s, when the soft Ad Group—now known as channel Net—developed advertising campaigns that involved readers sending reader reply cards from magazines in exchange for floppy disks containing multimedia content that advertised different cars and offered free drives. Digital media's quick evolution has given rise to new marketing and advertising options. Statistics from 2012 and 2013 indicated that the sector of digital marketing was still expanding. Digital advertising spending increased by 48% in 2010, with an estimated 4.5 trillion internet ads served annually. The phrase "online marketing" is still widely used in the USA, while "web marketing" is used in Italy. However, since 2013, "digital marketing" has become the most widely used term in the UK and around the world. Another phrase that is comparable to Internet marketing is digital marketing. This and electronic marketing have similar meanings; both terms refer to the administration and implementation of marketing utilizing electronic media, such as the web, e-mail, interactive television, and wireless media, together with digital data about customers' traits and behavior. Utilizing the following technologies that make up online channels for marketing: the web, email, databases, mobile, wireless, and digital television. Support marketing initiatives aimed at attaining profitable customer acquisition and retention throughout a multi-channel buying process and customer lifecycle in order to achieve these goals.

**Objectives of the study:**

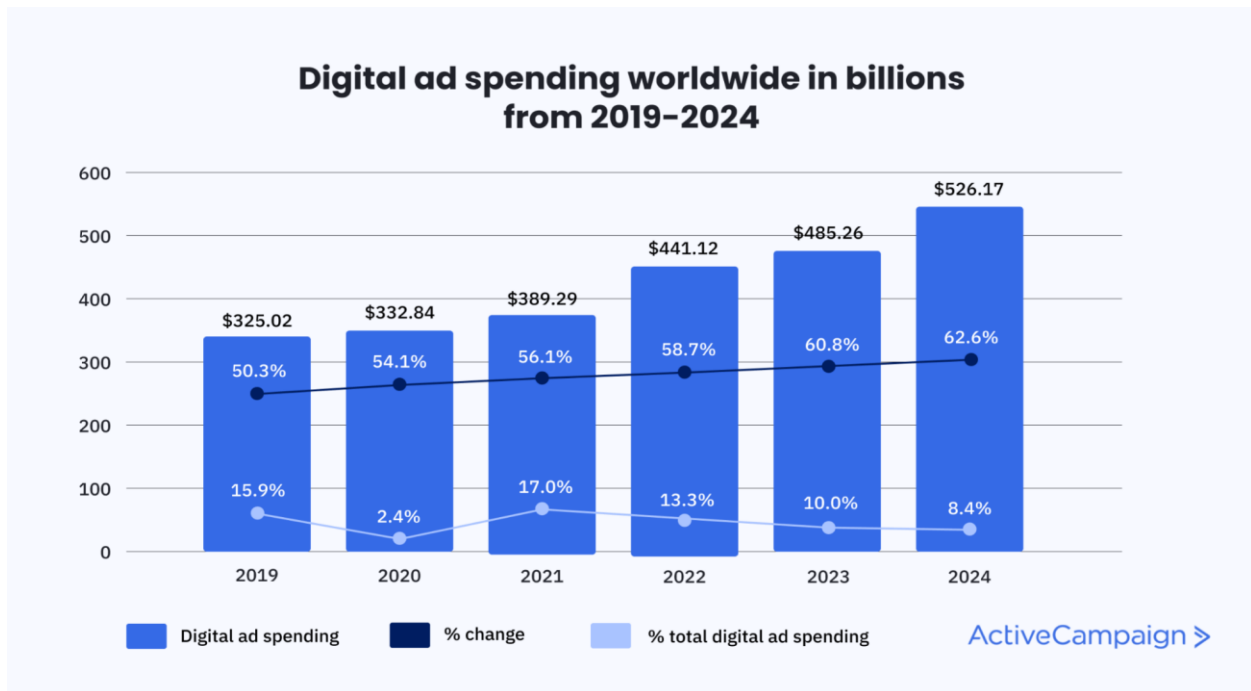
- i. To provide a detailed overview of the digital marketing trends in India
- ii. To enable managers to undertake digital marketing business product and services
- iii. To promote recent innovative digital marketing in India

---

**Review of Literature:**

Although subsequent literature elaborates more on these themes, it is evident that academic literature lacks a particular concentration. Especially when taking into account the practical applications of new and emerging digital tools (like social networking websites or content communities). A large portion of the literature on the subject ignores how businesses and their brands engage with consumers, including how successfully they are doing it and why. For instance, Chen and Yen (2004) concentrate their research on the interactivity of website design. Although the authors' research highlights the value of interactivity, they never look at how practitioners are putting it into practice in the marketplace. Winer adopts the three media classification categories proposed by Shankar and Hollinger (2007): intrusive, non-intrusive, and user-generated (Winer, 2009, p.110). To the best of our knowledge, neither the non-intrusive nor user-generated categories have ever been provided in prior research, which makes them extremely important. The newest non-intrusive media are social networking sites, podcasts, and viral marketing. Winer acknowledges that businesses have been slow to use social media platforms like Facebook because of the potential for a poor consumer perception (Winer, 2009, p.110). However, he says that businesses that have embraced this new media have found a remarkable chance to engage customers in a novel way. To highlight the significance of viral, or word-of-mouth, marketing, Winer claims that "for many product categories, customers rate friend, family, and professional colleagues as the main source of information about acquiring products and services." Despite being one of the oldest methods of advertising, viral marketing has seen an increase in potency thanks to the digital revolution. By using a variety of online and offline channels, marketers may start a consumer dialogue that will gain traction online quickly (Winer, 2009, p.111). Even more recent publications that explore new media and its impact on branding and marketing do not make an effort to comprehend how businesses have employed them up to this point. In his 2009 study of branding in the post-Internet era, Christodoulides makes two crucial additions to marketing theory. First, the author shows how branding has evolved from Web 1.0 to Web 2.0 from the start of the digital revolution (Christodoulides, 2009, p.143). Christodoulides also explains how the brand manager's function has evolved from being a gatekeeper to more of a facilitator. It's crucial for practitioners to comprehend this idea. It may seem clear how to facilitate conversations well.

It would be beneficial to conduct research on how businesses and their brands are achieving this or on the reasons why they aren't. Digital marketing is a type of direct marketing that uses electronic means, such as interactive television, mobile communications, etc., to connect buyers and sellers (Kolter and Armstrong, 2009). It makes many-to-many possible. Communication is frequently used to market goods and services in a timely, relevant, individualized, and cost-effective manner because to its high level of connectedness (Bains et al., 2011). "India being the second largest Internet Population and Internet Business growing at the pace of over 20% Year over Year gives a huge opportunity for those who are looking to get into this industry," wrote Vaibhav Vats, Co-Founder of Dig perform in 2015. We can compare this Digital Marketing ERA to be bigger than the Computer Revolution of the Early 1990s and the Communication Revolution (Mobiles) of the Early 2000s thanks to a PM who is supporting the digitization of everything through campaigns like Digital India and e-governance, improving technologies like 4G penetrating into the market, and the fact that we are the largest youth population that affections to spend most of their time on the internet. 2015 marks the midpoint of the decade devoted to digital marketing, and it is safe to assume that the industry is now primed for anyone looking to make it big in this sector.



Above image showing digital ad spending worldwide in billions from 2019-2024

### Growth of Digital Marketing in India:

In the language of the online community, a year is a long time. Another eventful year in which digital marketing initiatives blazed across industries. India's digital footprint has grown dramatically, and this is there for anyone to see. We witnessed the roots of digital marketing growing deeper and stronger, from the traditional store owners who created websites to the street savvy businesspeople selling goods on Whatsapp. We observed the roller-coaster ride that was digital marketing in 2014. With Facebook putting its foot down as a big player in advertising, it was a year that changed the game. Retargeting, location-specific ads, real-time bidding, display ads, and video ads all experienced changes from 2013 and set the stage for those anticipated in 2015. The term "content marketing" was popular in 2013. India still hasn't caught up with the adoption, but in 2014 we saw the sector begin to do so. Customers' purchasing and research habits have evolved. Due to the ever-increasing sophistication of online shoppers and the flexibility of the medium to allow in-depth study before to purchase, it has become extremely necessary to educate the public about the value of the products they buy. 2014 served as the year that social media's impact on business was demonstrated. Many Indian organizations have internal social media teams that handle user engagement, marketing campaigns, online reputation management, branding, and online reputation management. Their priorities became very evident with the ongoing decline in Facebook's organic reach. On Facebook, it is clear that organic content has given way to adverts, and social media marketing has become crucial for all businesses. The advent of "Facebook for work" and "product catalogue" adverts by Facebook had a significant impact on the internet advertising sector. Throughout the year, we observed an increase in the impact of Twitter, Quora, Instagram, Google+, and LinkedIn on business, even though Facebook remained the most popular social media platform. In India, the user adoption of Twitter was below average, which prevented the growth of Twitter advertising. Despite this, brands continue to maintain active Twitter accounts and aren't ignoring the platform. Real-time reviews of brands and items are now possible thanks to the ubiquity of cellphones and the internet. A prime example of how reputation management affected business both favorably and unfavorably was Flipkart's "Billion Day Sale" on social media.

### Innovative digital marketing:

South Korea is the most advanced market in terms of broadband and Internet penetration. Digital gaming, or homes with a Sony Play station or Microsoft Xbox, tends to be more popular in Japan and the US. In terms of telephone-based digital marketing, the Scandinavian nations, several regions of Europe, and Japan dominate. The US leads the way in digital music, and we predict that the US and the UK will dominate digital TV as well. With everything centered on broadband or the internet, we anticipate that India will catch up quickly. Because it is computer-based and connected to the internet, India will catch up quickly even in the area of digital music, and digital video recorders will play a significant role in this development. Given that everything is moving toward a single digital platform, workers will eventually be taught to deliver for new mediums. The truth is that everyone today uses digital technology in some capacity, and younger generations are more aware of the changes. Young people are the ones you need to train; older folks who are resistant to change should be discarded. Innovation is essential for effective marketing because there is always room to enhance consumer relationships with brands and experiences. Making sure that new methods can have an impact on a brand's marketing initiatives enables brands to focus on consumers and address future concerns. As a company, we are educating everyone and introducing them to the digital attitude.

People should be aware of consumer trends and changes in their areas of expertise. Even while both print and television may go digital, their respective futures will be distinct. While other IT companies have been purchasing businesses to address the gaps in their portfolios related to digital marketing, HCL Technologies will grow its internal creative team in an effort to help the company obtain digital mandates.

**Recent trends in digital marketing:**

In India, Facebook today has more than 118 million active monthly users, 89% of whom access it on a mobile device. The number of people using mobile internet in the nation is increasing at an astounding rate, if not exponentially. A youth fashion retailer turned app-only, claiming healthy mobile traffic. Brands are vying for the most reach possible through paid social media spends while simultaneously looking for fresh methods to connect with their target demographic online. By investing substantially in creativity, innovation, meaningful engagement, and experimentation, brands are stepping up to the new challenges presented by the changing customer behavior on the digital landscape.

**Content Marketing:** Any successful digital marketing campaign must include original, worthwhile content. In 2015, businesses will rely on custom content marketing to boost ROI and generate income. As we have previously seen, 2015 will continue to see a focus on personalized content marketing. Campaigns for unique content marketing will be essential for every organization, according to 75% of CEOs who think that this form of online marketing is the future. Businesses will use a variety of channels to improve client interaction and raise organic outcomes thanks to unique content marketing campaigns. To target the correct audience at the right moment, professional marketers are likely to use original and customized content marketing tactics. Entrepreneurs also need to recognize that content marketing is a continuing activity that requires close monitoring and planning that is motivated by results rather than a one-day or one-time event. Content co-creation, in which brands produce content alongside their customers, is one of the more recent developments. Brands may increase customer loyalty and foster a favorable perception of their brand by embracing user-generated content and letting users create it.

**Visual Marketing:** Brands who already make use of visual content have discovered that it boosts engagement. Because Google is moving forward with in-SERP video advertising, a move similar to Facebook and Twitter, which have been employing auto-play videos for some time, next year is also expected to be different. It suggests that users are growing more receptive to online video advertising, which will lead to more video commercials appearing in more channels. Infographics, data visualization, and social media platforms like Instagram and Pinterest will all have a bigger part in content marketing strategies as more firms realize the appeal of visual marketing. Additionally, brands are becoming increasingly ready to work with visual influencers to build a positive brand perception and increase consumer trust. As part of an integrated marketing strategy, visual material should be used by marketers as a further tool to promote engagement and interaction.

**Mobile Marketing:** To improve the rankings of mobile-friendly pages, Google updated its algorithm. So it is essential to have mobile-friendly websites, and Google says that having a mobile-only website with no equivalent desktop version is entirely okay. App indexing will cause a boom in the number of apps starting in the next year. Similar to the content of web pages, it will make it simple for visitors to find and access it through search results. While apps won't completely replace websites for many more years, they will be a key component of mobile strategies due to their greater usability, convenience, and intuitiveness. It's a wonderful opportunity for marketers to consider developing apps, get them indexed, and expand their total mobile presence.

**Wearable Technology:** With technological advancements like enhanced speech recognition, marketers will also be able to concentrate on creating more helpful content. As voice search grows in popularity, marketers will need to adapt their marketing plans to account for voice-based requests. The third major challenge is deemed to be technology. But you'll also need to incorporate technology into your repertoire of abilities as a digital marketing manager. To top it all off, you need to find someone who has the knowledge and skills. Even though there are many new wearable technologies being introduced (such as the Apple Watch and Google Glass), they will really take off over the next few years because so many people still lack access to them. The Internet of Things will be mostly comprised of these technologies (IOT). Marketers will be able to profit from user opinions, behaviors, habits, and trends in addition to targeting individuals based on their online activity. However, in order to stay in touch with the shifting wants of the consumer, marketers will need to keep up with its rapid evolution. Based on what their customers desire and the technology they are utilizing, marketers need to scale and adjust their present marketing methods. To improve our online presence, we must adapt to the digital environment in which we live.

**Social Media Marketing:** Recently, one of the most widely circulated stories was that Facebook has stopped organic search, and so far, it appears to be accurate. Many businesses are taking their brand's social media presence seriously. It aids in raising awareness among a sizable population, increasing return on investment (ROI) for firms as a result. No matter if you are paying for paid search engine advertising, you should experiment with paid social ads so that your brand name can be positioned in all the major social networking websites, notably in Facebook, Twitter, and LinkedIn. Paid social ads will be a popular trend in 2023. Google+ will also be a wise decision. The infographic below explains why paid social media advertising are expected to play a significant role in most firms' digital marketing strategies in 2023. Many social media managers continue to believe that using both free and paid advertisements on social media will be the best option for their businesses in terms of money and outcome.

**Advertisement Re-targeting Strategy:** An expert in digital marketing last year endorsed this marketing tactic. By using cookies in the customer's browser, we can display the same advertising to them repeatedly, increasing the likelihood that they will click on a targeted ad and visit the website.

Now it is clear why this method is gaining popularity. Reminding the consumer of their most recent interests and seen products can raise the conversion rate by up to 30%.

#### **Why do businesses need an online presence?**

Online presence has become crucial for any organization in the digital age. Online presence, whether it be through a website, e-commerce platform, social networking platform, or a mix of all of these, will be extremely beneficial for a business. Customers expect a marketer to be present online; if they can't, it may miss the chance to grow its clientele. Here are some of the most compelling justifications for an organization operating online.

- **Makes it easier for potential customers to come to the company:** Nowadays, the majority of clients look up a product's or business's information online; having an online presence will give a company a competitive advantage. Customers should be able to find all the information they need about a firm by conducting a straightforward internet search
- **Makes it easier to showcase company's products and services:** If a business has a website, its clients can learn what it offers with only one click
- **Make it easier to build relationships with customers and potential customers:** A corporation becomes more "humane" and relatable when it is present on one or more social media channels
- **Makes it easier to market company's brand:** The most economical ways to spread information to thousands of people are through blogs, social media posts, and Instagram stories. Modern customers view a business negatively if they can't find it online.

#### **Personalization has arrived:**

Catching and maintaining attention both offline and online depends on relevance. When customers find you and sign up for your email list, you should identify their interests in order to deliver content that engages and sells. Digital marketing tools that can deliver individualized marketing are now widely available, ranging from email to marketing software. Furthermore, most businesses can afford and access them. You can accomplish mass customizing with their help.

#### **Mobile is Now Your First Screen:**

The second screen moniker for smartphones has been reversed. The majority now use it as their main screen. The fact that mobile advertising accounts for more than 75% of Facebook's revenue makes it very evident that marketers need to pay close attention to smart phones. The "less is more" challenge is increased by mobile. You can't accomplish everything on a mobile device, so focus on what's important. What is that then?

- Capturing email leads via mobile
- Easy to read and view content on mobile
- Calls to action that are easy to use
- Contact details that don't require finger dancing

As you expand from the local to the worldwide market, keep in mind that the majority of the 3 billion new internet users who will join the internet in the next five years will be visiting your website via a smartphone.

#### **Powerful Digital Platforms for All Business:**

As technology becomes more affordable, everyone now has access to robust software that was previously only available to the wealthy. Infusionsoft, Ontraport, Hubspot, Marketo, and many others are examples of customer CRM and digital marketing automation software. The next challenge is figuring out how to use them once they have been bought by the company.

---

### **Conclusion:**

The technological world of digital marketing is a formal system that aids in the efficient, methodical, and timely collection, integration, comparison, analysis, and dissemination of internal and external information, which in turn assists the management in their work. We have the best systems, including CMS and e-commerce. You can determine what platforms/channels are producing responses by looking at general patterns. It is preferable to have a marketing plan that incorporates digital rather than separate the two integrated agencies best positioned to offer success in a digital world because innovation generates both consistency and congruity with brand communication strategy. Digital marketing must be integrated into your regular daily business/marketing activity, not done separately from it. I am of the opinion that Indian businesses are actively engaged in incorporating any type of cutting-edge technique of online marketing that suits their product and/or service after critically examining a variety of literature that is available online and offline, including articles from various newspapers and data available on government of India owned websites. Customers are also eager to experience any new industry trends. As a result, it can be claimed that consumers embrace technological ingenuity in marketing, and that businesses are working hard to adapt new marketing trends in an effort to draw in more and more clients.

---

**References:**

---

- [1]. Digital in India: All the Statistics You Need in 2021 — DataReportal – Global Digital Insights. (n.d.). Retrieved May 13, 2021, from <https://datareportal.com/reports/digital-2021-India>
- [2]. Influencer Marketing Now Trusted More than Brand Marketing. (n.d.). Retrieved May 14, 2021, from <https://openinfluence.com/edelman-2019-trust-barometer-brand-trust-down-influencer-trust-up/>
- [3]. *Voice search mobile use statistics - Think with Google*. (n.d.). Retrieved May 14, 2021, from <https://www.thinkwithgoogle.com/marketing-strategies/search/voice-search-mobile-use-statistics/>
- [4]. Chen, K., Yen, C., D. (2004). Improving the Quality of Online Presence through Interactivity. *Information and Management*. 42, 217-226.SW2
- [5]. Christodoulides, G. (2009). Branding in the post-Internet era. *Marketing Theory*. 9 (1), 141-144.
- [6]. <http://lighthouseinsights.in/digital-marketing-trends-h1-2015.html/>
- [7]. Kolter and Armstrong (2009), digital marketing ([www.kbmanage.com/concept/digital-marketing](http://www.kbmanage.com/concept/digital-marketing))
- [8]. Vaibhav Vats, Co-Founder, Digiperform (2015) Digital Marketing Trends([www.iamwire.com/2015/10/top-5digital-marketing-trends](http://www.iamwire.com/2015/10/top-5digital-marketing-trends))
- [9]. Winer, S., R. (2009) New Communications Approaches in Marketing: Issues and Research Directions. *Journal of Interactive Marketing*. 23, 108-117.
- [10]. [www.en.m.wikipedia.org/wiki/digital-marketing](http://www.en.m.wikipedia.org/wiki/digital-marketing)
- [11]. [www.jeffullas.com/2015/11/22/15-digital-marketing-trend](http://www.jeffullas.com/2015/11/22/15-digital-marketing-trend).