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Rising Trends of Digital Marketing in Indian Scenario

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ABSTRACT

This systematic study explores emerging internet marketing practices in India, including emphasizing the advantages and disadvantages of digital marketing. This study additionally looks at the arrival of internet marketing amid the global COVID-19 pandemic and its effects on overall customer buying habits. The findings focus on the value of digital marketing inside the Indian context, with strategies including SEO, paid search, networking promotional activities, marketing via content, email, blogger marketing, etc. The analysis also looks at how consumer behaviour changed during the pandemic, and the emergence of e-commerce and online platforms. The report also discusses the difficulties organizations faced while adopting digital marketing tactics. Developing digital marketing trends in India is critical for companies and marketers to adopt with the changing environment, capitalize on opportunities, and successfully communicate with their target audience.

KEYWORDS: Digital Marketing, digital advertisement, covid-19, social media, SWOT analysis.

INTRODUCTION

Digital marketing is absolutely crucial in today's world! It has completely transformed the way businesses connect with consumers, it shifts from analog to digital. Digital Marketing is marketing of goods or services with the help of electronic devices. Digital advertising is widely known to as 'online advertising', 'internet advertising' or 'web advertising'. Digital advertising means the advertising of goods or services by means of digital technologies. The form of marketing which revolves around internet based promotional activities to target the potential consumers. Digital technology includes internet, mobile phone or any other digital platforms. With SEO, SEM, content marketing, and more, companies can reach customers in new and exciting ways. In India, the number of internet users is rapidly expanding, and this trend is expected to continue in the future. So, it's clear that digital marketing plays a vital role in today's era, and businesses need to embrace its power to stay competitive and connect with their target audience effectively.

LITERATURE REVIEW

"A study of the Growth of Internet Marketing in Indian Scenario" is a thesis done by Sharad Madhukar Dashaputre(2011)

According to this study he came to a conclusion that with the increase in the consumption of internet and mobile phones has resulted to the increase in the growth of internet or digital marketing. Based on his study all the respondents agree that internet is mandatory for the growth of online marketing and hence awareness campaign of internet should be executed for the people. Most of the respondents strongly agree to the fact that online marketing will replace traditional marketing in the near future.

"A study on Internet Marketing in India: Challenges and Opportunities" by Niharika Satinder(2015) Conveys in her journal that online marketing brings a greater opportunity to business to get information relating to customers as compared to the traditional methods of marketing. Eventually, digital marketing will strengthen more and makes the shopping habits of the people more efficient and world class.

"E-commerce or Internet Marketing: a business review from Indian Context", by D.K Gangeshwa (2013)

According to the research in his journal he observed that the present developed in online marketing would be a value addition to researcher and academicians and useful theory for practitioners, advertisers and entrepreneurs. In the next few years India will have 30 to 70 million internet users which will equal to many of the developing countries. E-commerce is going to play a very important role in the 21st century, the new opportunities that will be accessible to both large corporations and small companies.

"Emerging Trends in Digital Marketing in India" by Dr. Amit Singh Rathore, Mr. Mohit Pant, Mr. Chetan Sharma, conveys in their article that the consumers are looking and searching more on internet to find the best products and services from the sellers around India. By various techniques of digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, e-commerce marketing,

campaign marketing, social marketing etc. the shopping speed of the customers has increased subsequently. The usage of social media has created new opportunities for digital marketers to attract new customers with the help of digital platforms.

RESEARCH METHODOLOGY

This research paper is based on secondary data. Data is collected from various online articles, journals, and magazines.

- **RESEARCH OBJECTIVES :**

- ✓ To study the emerging trends of digital marketing in the context of India.
- ✓ To study about impacts of digital marketing in Indian organizations.
- ✓ To learn about the key opportunities and challenges of digital marketing.
- ✓ To study the change in consumer buying behavior on the arrival of COVID-19 pandemic.

DATA COLLECTION

DIGITAL MARKETING: SWOT PERSPECTIVE:

Strengths of Digital Marketing in India:-

- ✚ Easy to target and reach large audience at a cheaper price.
- ✚ As the world is more dependent on the internet, it helps the business to connect with the people on a larger scale.
- ✚ Saves a lot of money as compared to traditional way of marketing
- ✚ Its more convenient for both the buyers and sellers.
- ✚ More personalized products and services are offered to customers.

Weakness of Digital Marketing in India:-

- ✚ A challenge to reach many potential customers which is still not using the internet.
- ✚ Need to understand the changing human behavior and requirements.
- ✚ If the brand or product is not justifying the users need, then the chance of getting bad reviews in public is immense, which in turn might damage the reputation.
- ✚ Digital marketing campaigns have become very competitive. Thus, any monotonous approach or repeated method will drive the brand out of the completion in no time.
- ✚ Technical knowledge and skills required for digital marketing.

Opportunity of Digital Marketing in India:-

- ✚ Increase the reach of the brand therefore, lead to recognition and direct profit.
- ✚ It will help our Indian Government Organizations to digitalize.
- ✚ The Dream of making our country "Digital India" will come true.
- ✚ Storing of valuable and confidential data of the government organizations will be more easy and secured.
- ✚ If the digital marketing comes everywhere with a full-fledged manner it will help to digitalize the country that means major portion of our population will have a higher standard of living.
- ✚ Increasing employment opportunities.
- ✚ Open to international business opportunities.

Threat of Digital Marketing in India:-

- ✚ Storage of data with full security is still a big challenge.
- ✚ If it doesn't work perfectly then chances of failure is higher i.e. it might damage the brand name.
- ✚ More competitive market.

- ✚ Cyber security issues for dealing with digital marketing.

Impact Of Covid 19 On Digital Marketing

- ✚ Digital transformation was seen on almost every types of industries.
- ✚ Academic institution learning switch to online education system.
- ✚ Content marketers changed their marketing techniques and campaigns by including more visual imagery to attract consumer.
- ✚ During covid 19 era people were more active on different social media channels like facebook, instagram, youtube, linkedin etc. ecommerce businesses took this opportunities.

FINDINGS

By 2025, virtual reality will take the lead in marketing. The government of India initiated ' Digital India' program with the objective to transform India into a digitally empowered society. After COVID the word "Digital" has become more common to all. Now in today's world every activities are carried out through digital platform.

- Predicting the future of digital marketing:
 - ✓ Online marketing will overtake offline marketing.
 - ✓ Increase use of AI.
 - ✓ Expanding video marketing
 - ✓ Mobile commerce shopping is growing rapidly

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CONCLUSION

As we all have experience a revolutionary change in India towards the digitalization. During pandemic businesses faces difficult situations. To cope up with it almost all companies shifted their business to online mode. The consumers now look and search more information on internet to find the best deal form the sellers around India before making a purchase. Digital marketing such as search engine optimization (SEO), social media optimization, content management, content automation, e-commerce marketing, influencer marketing, campaign marketing, search engine marketing (SEM), and social media marketing, e-mail direct marketing together build digital marketing in one harmony are gaining more and more instigation. Social media platforms like Face book & whatsapp creates new opportunities for digital marketer which is cost effective and has great commercial impact on the business.

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