



A Study on Digital Marketing in India- it's Scope, Growth and Development

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ABSTRACT

Goal: The marketing and advertising sector in India has undergone a significant transformation during the past ten years. With the widespread use of the Internet and information technology, the Indian market is significantly altering. The primary function of any organization, marketing, has moved from conventional to contemporary digital platforms. For marketing purposes, there are many various ways to employ digital marketing. The goal of this research is to better understand how digital marketing is developing in India and what its current trends are.

Methodology: To understand the breadth, growth, and development of digital marketing in India with regard to the current trends that drive industry growth, this research has employed a qualitative research technique and provides a review of the relevant literature.

Findings: This paper's content includes some crucial facts about the development of digital marketing in India, expanding industry trends, and the significance of paying attention to how marketing professionals see their profession. The study's findings also suggest that digital marketing will continue to develop quickly in India. However, recognizing professional perception is important for future sustainable growth.

Conclusion: According to this survey, digital marketing is crucial for both consumers and enterprises. Digital marketing has made room for corporate expansion. However, from the perspective of marketing experts, sustainable development is still a topic that has to be researched.

Keywords: Advertising online, advertising in India, advertising trends in India

1. INTRODUCTION

1.1 Research Rationale

Studies have informed that marketing is an important management process or a tool that is used for identifying, understanding and anticipating the ways through which customer satisfaction could be achieved. With the process of globalisation, market has become highly competitive and challenging and business could not survive solely on traditional business methods. According to Garg, Dar and Misra (2016) companies face many challenges in the society, in national and international markets and also in retaining customers [1]. Therefore, businesses are now adopting Digital Marketing techniques for enhancing the reach of their business. Chaffey and Ellis-Chadwick (2012: 58) define digital marketing as “the application of the Internet and similar digital technologies in conjunction with traditional communications to achieve marketing objectives” [2]. Others have identified that digital marketing is the way of using digital technology platforms as the marketing channels. Ellis-Chadwick and Doherty (2012) have also identified that digital marketing implies the use of digital technologies for fulfilling marketing objectives

Digital marketing have made it possible for the consumers to access wide range of information regarding different products and services, and also allow customers to interact with brands through digital platforms [4]. Therefore, this research specifically focuses on understanding the scope, growth and development of digital marketing in India.

1.2 Aims and objectives

The aim of this research is to conduct a critical review of existing literature, in order to understand the development of digital marketing in India and how the new technological trends are changing the shape of marketing activities in India. Objectives of this research include-

- **To provide a detailed understanding digital marketing growth and development in India.**
- **To provide the overview of new trends in digital marketing.**

- **To enhance the understanding Indian managers towards significance of digital marketing**

1.3 Research Question

“What are the scope and development trends of digital marketing in India and how changing trends could impact business activities ?”

2. METHODOLOGY

Production of knowledge in the field of business and marketing research is growing at the tremendous speed. Developing the knowledge through collective evidences has become necessary for generating new knowledge and understanding. Therefore, literature reviews as the methodology becomes relevant in this area of research. Although, some of the scholars have identified that traditional approach of literature review lacked rigour and thoroughness [5]. However, implementing literature review methodology is highly significant in business and marketing research, as they are particularly necessary for identifying the major evidences, new development in the industry and identifying the new theoretical developments [6]. Therefore, this research conducted a comprehensive review of literature and collected evidences from the literature published within the period of five years (2012-2017). A detailed eligibility criterion for the study selection was implemented (attached in Appendix A).

LITERATURE REVIEW

3. WHAT IS DIGITAL MARKETING?

Digital marketing can be identified as the term that is used interchangeably with Internet marketing. It is also referred as electronic marketing because it encompasses the use of electronic media and internet platforms for the execution and management of marketing activities [7]. The concept of digital marketing had first emerged in India in 1990s, as the Internet use had increased drastically in the country [8]. Munshi stated in his study that monotonous marketing and advertising approaches were the main reasons that advent of Internet was seen as the scope of enhancing business and marketing strategies.

Therefore, Digital marketing can also be understood as the process of promoting and selling the products and services by leveraging the Internet tools and online marketing strategies, such as e-mail marketing, SEO, SEM, content creation, SMM, Email marketing and mobile marketing [10]. Zhang et al. (2013) have identified various benefits of internet marketing over the traditional forms of marketing (such as print, broadcast or telephone). This study further informed that Digital or internet marketing and it's developing on a very high pace because it provides an opportunity to interact with audiences, understand their choices and preferences and provides a wider reach to potential customers [11]. Digital marketing provides a significant source to the business for developing and maintaining strong and close relationship with customers through online activities and thus, allows the exchange of perceptions, ideas and necessities regarding new product and services [12].

4. SCOPE AND INDIA'S GROWTH IN DIGITAL MARKETING

Digital marketing industry in India has spread to all most all business areas. Expansion of the digital footprint is growing exponentially and 2014 was the year that witnessed the most significant growth in digital marketing in India. Content marketing, which is a form of digital marketing which had the slow development in India [13]. However, when more people began using the Internet after 2014, the production of content (which includes blogs, case studies, white papers, forums, news infographics, etc.) also increased. [14]. Studies have identified that around 43 million new internet users were identified between the periods of October 2013 to September 2014. This had displayed the growth of 20.5% in the number of Internet users in country and in September 2014, there were 254 million internet users worldwide.

Digital marketing has also provided a new career opportunity for young people that also supported in rapid growth of economy in the country. Internet had also increased not only in urban areas, nonetheless, in rural India as well [[15]. Indian consumers and businesses had been impacted by the digital revolution. The use of social media sites like Facebook and Twitter has increased significantly over the past five years as well. As the content development process assisted in drawing more readers and customers, marketers and company managers began to see greater benefits and efficiency in social media marketing.

5. DIGITAL MARKETING TRENDS IN INDIA

The use of mobile phones also significantly contributed towards the growth and development of digital marketing industry in India. Evidences have shown that by the year 2016 around 371 million people in India had started using Internet through their mobile devices, which further expand the digital marketing, as the companies got the opportunity of reaching to their customers through a new source. Therefore, the growth of internet and mobile used has been a significant trend that supported the growth of digital marketing industry. The growth in internet and mobile usage, has been identified as the main trend supporting the expansion of India's digital marketing sector [18].

Another major trend that is leading towards the growth and development of digital marketing in India is the increasing number of online shopping platforms and increasing interest of Indian consumers in online shopping. According to a study by Gehrt et al. (2012), although consumers' conceptions of online shopping have not fully developed in India, they have shown an increased interest in it as a result of social advancements in technology [19]. In

the field of content marketing, another significant trend has been noted. Business managers are recognizing the value of content marketing and viewing it as a key strategy for increasing revenue production, according to studies [20].

According to a research by Nedumaran (2016), 75% of business CEOs in India think content marketing will be the future of digital marketing [21]. Campaigns for content marketing are expanding in order to better target the correct groups and promote customer engagement with businesses. Visual marketing, which uses visual material to increase consumer engagement, is another big digital marketing trend that developed in 2016. [22]. Visual marketing has also led to increased use of YouTube channels, as well as auto-play videos on Facebook, Twitter, Instagram,

Pinterest [21-22]. Therefore, there are various merging trends in India's digital marketing sector, which will increase the scope of online marketing in future.

6. PERCEPTION OF INDIAN MARKETING MANAGERS TOWARDS DIGITAL MARKETING

There is a gap in the research when it comes to knowing how business and marketing managers view the importance of or benefits of digital marketing in the workplace. There aren't enough qualitative and quantitative research to understand how managers view changing trends and their effects. According to a 2013 survey by Khan and Siddiqui in Pakistan, marketing professionals are both excited and skeptical about the value of digital marketing to businesses [23]. A second survey, also done in Bangladesh, indicated that marketing experts believe that digital marketing is important for corporate success and that it will also strengthen brand relationship marketing [24].

An Indian study conducted by Abdul Azeem and ZiaulHaq conducted a survey study that included students, entrepreneurs and employees to understand and analyse their attitude towards internet advertising and marketing [25]. However, this study could not provide a thorough examination of perception of professionals in relation to significance of internet marketing and could only establish casual understanding. Therefore, there is a gap in literature towards focusing on including the view of marketing experts on the development of digital marketing.

7. FINDINGS AND CONCLUSION

The principal conclusions of this study indicate that digital marketing industry has significantly penetrated in the Indian market and likely to grow at very fast pace in future. One of the significant aspects of this research is that it significantly contributes towards understanding how marketing managers view themselves towards the use of digital marketing strategies. This research also provides the scope for the future research that can focus on conducting the empirical study for recognizing bosses' perceptions, CEOs and other management in understanding the future significance of digital marketing and if technology will allow this growing trend and would not result in causing technology fatigue, which may affect business activities and revenue generation. The study's findings suggest that empirical research should be undertaken in order to better understand and support the digital marketing industry's ongoing expansion in India. This research should also take into account marketing experts' opinions.

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