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## Digital Marketing: A Literature Review

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### ABSTRACT

Digital marketing is the use of the Internet and other technologies to buy and sell goods and services. The digital market in India is growing because technology is changing quickly and people are using the Internet more. It is the process of quickly and accurately carrying out trade in goods and services. The rise of cashless economies and flexible internet access has had a big impact on how digital marketing is used in India. Digital marketing is taking the place of old-fashioned marketing. Artificial intelligence (AI) is helping business tycoons and manufacturers control how customers buy things. More than half of India's population is now focusing on digitalization in buying and selling activities instead of traditional marketing. This is because more people are using smartphones and the internet. Young people in India are using electronics to talk about their thoughts and feelings, and AI can easily figure out what they mean for business. Digital marketing is a group of strong tools and methods that are used to sell and promote goods and services online. The research utilizes secondary data obtained from diverse published journals and magazines. It is concluded that in the current context, businesses utilize online advertising, email marketing, search engine optimization, social media marketing, content marketing, paid search marketing, mobile marketing, and video marketing, among others, to attract customers and encourage them to directly access the final product through digital marketing.

**Keywords:** Digital Marketing, Artificial Intelligence, Information Technology and Development

### Introduction:

Digital marketing is all the ways that marketing is done online and on electronic devices. Digital marketing gives businesses an extra edge by helping them find and reach their target customers. With the help of AI, it's easy to learn about the needs and wants of young people. This paper examines several research studies concerning the concept and application of digital marketing by businesses to align with market trends and attract customers through technology. Digital marketing helps businesses reach customers and their target groups in other ways as well. Artificial Intelligence makes it easy to learn about what young people want and need. This paper looks at a number of research papers that talk about how businesses use digital marketing to get customers and keep up with market trends.

### Literature Review:

Naaman D.W. et al. (2025) provide a thorough overview of the present eBusiness market, illustrating the necessity for the industry to prioritize digital transformation for efficacy. It also focuses on regular and ongoing innovation in response to the digital market. It is very important to make plans that focus on getting new customers through social commerce that also get customers involved. In today's competitive market, digital marketing can help you keep customers.

Vaishnavi D. and Kanakaratnam S. (2025) said that in today's digital age, using digital marketing to promote a product is very cheap and has a big effect on the people you want to reach with high-quality content. In the age of social media, digital marketing is an important part of every business's strategy. Azhar N.M. (2024) said that the key to reaching an organization's goal is to have an effective and efficient strategy. To grow the brand in a way that lasts, the company needs to focus on digital marketing to meet the challenges and compete in the digital age. In digital marketing, high-quality content and live interaction with customers are very important for brand growth.

Pradhan P.K. and Behera P.K. (2024) said that after 2019, digital communication tools are an important part of life. Modern technology and artificial intelligence have changed all the old ways of communicating in the world. In today's competitive business world, the key to success is to keep up with technology and use AI in everyday tasks. AI and the virtual world are helping India's economy grow during the pandemic.

According to Pradhan P.K. (2024), "digital marketing" is a common phrase among Indian business tycoons. This will help us reach our goal of becoming the third largest economy in the world. This new way of marketing goods and services will have a big effect on India's ability to reach more people around the world. It is a different way to talk that is getting more and more people to buy with high-quality digital presentation.

Kumari N. (2024) said that digital marketing has a bright future for the long-term health of the product. Digital marketing uses networks and technology to reach everyday people. This is only possible because of communication technology and the widespread use of smartphones as digital platforms. Gayatri S. T. (2023) said that in this digital age, it is important to know how digital marketing is used and accepted in India. Digital marketing helps a business build its reputation, name, and fame by making different digital channels. Every business owner should know about these digital marketing channels so that they don't put customers or the country at risk.

Darshana C.S. et al. (2022) said that digital marketing is a way to make a local product known around the world. This may not be easy to do, but social media, especially Facebook and YouTube, have made these tools even better. Digital marketing is always changing. New internet marketing and artificial intelligence are making it grow. The digital marketing emergency is a catalyst for the growth of new technological marketing.

Singh P. and Jitendra (2022) asserted that digital marketing facilitates the enhancement of local research on accommodations by delivering pertinent content, personal narratives, and contextual relevance in results pages. The strategies and tactics used in online advertising affect the number and quality of online valuations and brand equity. The study showed that advertising on digital platforms makes businesses more profitable.

Lavanya A. and Radhikamani M. (2021) stated that individuals are currently dedicating significant and valuable portions of their lives to social media and online content. The digital platform takes advantage of the gap between the customer and the industry to help the organization reach its goals. Balaji K. (2021) thinks that digital marketing will have a bright future in the long term digital era, and that the longevity of products and services will depend on this technological market. Digital marketing platforms are only responsible for coming up with and putting into action plans for goods and services.

Pradhan P.K. and Bai G. (2018) examined that enhancing and evolving marketing necessitates a comprehensive strategy focused on rectifying all deficiencies within the marketing chain. Online shopping is helping these weak links grow and make connections with each other. Online marketing is helping to find the right audience for different goods and services. The Indian retail market will reach a new level if goods can be delivered all over the country.

Satya P. (2017) said that digital marketing is now an important part of how many businesses do business. Digital marketing is still a very cheap and effective way for small business owners to advertise their goods or services in today's world. There are no limits on this. The Company can use tablets, smartphones, TVs, laptops, media, social media, email, and any other device to promote its products and services. If digital marketing puts what customers want first, it can do a lot more.

Sivasankaran S. (2017) found that young people and their buying habits, buying power, and knowledge of products have a bigger effect on how people and families buy things. Every marketer needs to know how these young people think if they want to be successful in the future in a competitive economy. Digital marketing has changed the economy as a whole and marketing in particular. It also makes things harder and more dangerous for marketers in a competitive market. Marketers need to learn more about young people in order to keep the current market and come up with the right marketing strategies to reach the potential market. This way, the market can move from a customer-focused marketing approach to a technology-focused customer-focused marketing approach.

Singhal R. (2016) came to the conclusion that e-marketing is always changing and growing, which brings new problems and opportunities. You need to keep learning in this field. This is a technology-driven approach that cannot be ignored. It is very important to stay up to date on the latest news in computer science and information technology

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## Conclusion:

The literature review on digital marketing demonstrates the progression of digital channels facilitating commercial expansion in India. This paper presents a framework to comprehend the implementation and significance of digital marketing for customer acquisition and retention. Small businesses have a better chance of getting their products seen by people in their area than big businesses do. This helps them reach their goals and find new customers. In the age of technology, digital marketing makes it much easier to talk to customers directly and in a way that matters.

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