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A Study Of Growth and Penetration Of Digital Marketing In India

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ABSTRACT-

At present time in India, many companies are using digital marketing though a company's success does not only depends upon the digital marketing but to progress both traditional and modern marketing has to be included. This study shows about the penetration and growth of digital marketing in India and which kind of precautions should be taken to implement for digital marketing so that it can be helpful for the companies to increase their sale through advertisements of their products and services. The Indian market is changing very fast. Use of internet is increasing day by day. At present time, people are spending more time in their mobile phones and so it has been easy to access different kinds of products and services. Thus the visibility of any product is more through digital mediums than traditional marketing techniques and so the pace of digital marketing is spreading fast in India. Digital marketing is growing because of the social media. In India, there are 467 million active social media users and 658 million internet users. E-commerce or digital marketing provides us knowledge of all good and services and this increases the number of digital marketing.

Objective - To find a wide range of career options in social media management, content creation and e-mail marketing.

Introduction

Digital Marketing is a type of marketing which utilizes many types of online based digital technologies for promotions and advertisements. These digital technologies are like desktop computers, mobile phones and other which are used to promote products and services. Digital Marketing is growing very fast in a rapid pace not only in India but all over the world and in coming years it will keep on growing. Now-a-days as we know internet users are increasing and so companies are also shifting their ways of promotion from traditional marketing to digital marketing. Excessive use of internet gives a clear picture that digital marketing is not only necessary but it is must for all the business class to grow in this field.

In India, till the end of 2024, use of digital media for promotions and advertisements is expected to be around 47% of the total advertisements spend in India. This is a very significant increase from the previous years. This growth is expected to be faster because as government's focus on digital infrastructure is expanding. The traditional media such as television, print media and radio are declining.

In India, with increasing of internet and smart phones users soon around 90% of the business will be depend on the digital marketing in coming years. There are many channels of digital marketing like mobiles, e-mails, search marketing, search engine optimization (SEO), social media, web analytics and content.

India has world's second most internet surfing population. This growth of internet users is rapid and that is the reason that every professionals looking to built their career in digital marketing is also very fast. India, still needs to grow in the field of digital marketing, so government is also doing many things to increase growth in this field. Such as Government Digital Literacy Scheme and many other factors are giving a boom to increase internet users in India. Online shopping industry is also growing with a rapid pace which is still getting sales from major metro cities and mid-level towns only.

Nowadays, there are various applications through which digital marketing and advertising is being very easy and they are influencing people to buy and sell online. As the companies are getting better return on investment through digital marketing business companies have started more and more spending on it. This is not possible in traditional marketing. Also there is one more benefit in digital marketing, which is not possible in traditional marketing is that the business companies can measure all their expenses and returns.

Consumers get information related to the products and services very easily through the digital media. Earlier, when there was no digital marketing, consumers use to know what the companies want the consumers to know about their brands. But now, the picture has changed because now consumers are exposed not just to what the companies say about their brands but also to what the media, friends, relatives are saying.

With the study of digital marketing, its growth and importance is known in today's world. The success of any kind of marketing depends on how well it is connected with the target audience. Today, when consumers are always connected to their mobile screens- the best place to meet them is digitally. Company can globally reach to their consumers easily. Even a very small local company can easily reach to a large audience through digital marketing. This, would have been impossible with the traditional marketing.

Digital marketing is cost effective also. The small companies can also compete with the larger companies with such strategies which may not cost much or sometimes even anything to start with such as social media. Digital marketing also helps in the awareness of brands. This helps the businessmen to tell about their brands and attract new customers. Digital marketing also helps to the companies or business owners to reach to their audiences' needs and choices. This also helps to know the changing behaviors of the customers and make changes accordingly. This helps to understand the changing needs of the customers which helps on the other way for the success of the company.

In 2025, digital marketing is not only important for small or big businessmen but it is equally important for the people who want to make their career in digital marketing. We all have faced a terrible period of pandemic when the digital marketing was the only way for the businessmen to reach their customers. Thus, digit marketing, as we can see, is important for both companies and customers.

Today, people are spending more time on internet and so marketers are shifting their budgets to digital marketing which makes communicating with the consumers easy. Digital marketing can be also called as 'internet marketing', 'web marketing' or 'online marketing'. Digital marketing is buying and selling of information, products through internet. Internet or this electronic commerce technology is transforming the entire economy. One more important point which makes digital marketing necessary is that it is encouraging the use of new ways of communication which is decreasing the gap between the brand and buyer. The comments of the buyers and their ratings help in making a trustworthy relationship between a brand and its customers.

Review Of Literature

D.K. Gangeshwar (2013) has written in his journal, “**E-commerce or internet marketing : a business review from Indian Context**”, that this online marketing in present time would be valuable addition to researchers and also useful for advertisers and entrepreneurs. E-commerce will play a very important role in the 21st century, many new opportunities will be available not only for the large but for small companies.

Kishore Kumar (2019), “**A Study Of The Growth Of Digital Marketing In Indian Scenario**”, tells in his research findings, that the rise of digital marketing is unquestionably a phenomenon. The increase in internet usage is related to the expansion of digital marketing.

A.Lavanya, M. Radhikamani (2021) in their study “**A Study On Digital Marketing And It's Impacts**”, mentions that the people are spending more money on internet marketing so the businessmen who have still not entered into or started advertising about their bands digitally will have to change fast in coming years. As the customers are using online platforms for shopping, the businessmen have to change their strategies from traditional to digital marketing.

Content

It is important to know why digital marketing is important in India in the present scenario. Through digital marketing consumers get high quality brands for a very small fee. It also helps in increasing sales and generate income to many people. Through the advertisement brands are build-up. Digital marketing also builds-up online reputation.

Customers using internet stay updated through e-mails, websites, online advertisements and also social networking sites. Customers have easy access to the internet when they use online marketing through tablets and smart phones nowadays.

For any reason, if customers are not able to visit different shops or to move from one store to another physically, can easily go to any online shopping site, even compare the products they need and fulfil what they want. They can even compare the prices of different products.

One of the biggest advantages of online marketing is that the online price is transparent. Customers are able to get the benefits of changes in the prices, special offers in different time or seasons or festivals. For customers, there is no restriction of time period. Now, they can do online shopping for hours and hours whenever they want. There are many online sales which starts at midnight. This also attracts customers for a long period. So, the customers can shop online for 24 hours a day and 7 days a week.

There is a vast difference between digital marketing and traditional marketing. > Digital marketing is the marketing through internet or electronic devices whereas traditional marketing is offline marketing which uses print, broadcasts, telephones.

- Interaction in digital marketing with the customers is at higher level than the traditional marketing.
- In digital marketing, audience range is bigger whereas in traditional marketing, campaign measurement is poor.
- Digital marketing is less expensive and more effective than the traditional marketing.
- The reach of digital marketing is global that is customers all over world can be approached whereas reach of traditional marketing is local.

Digital marketing is not only better than traditional marketing. It is also very helpful for the small businesses. As it is cost effective, small businesses or start-ups can promote their products and services by putting up small amount of money and approach a large audience.

Use of website for marketing purpose, does not makes it easier but also effective for campaigning. By involving in the social media and using it properly, a business can build customer loyalty and reputation. If a business have a website then its customers are only a few clicks away. All these aspects of digital marketing helps in enhancement of the sales.

Though, the digital marketing is a need of today's world, but there are few challenges of digital marketing which it has to overcome. A company should have a proper team of expertise who should have good knowledge about the digital platform. Moreover, it is also important that the company should continuously update its products and services.

The digital marketing leads to a large range of audience and it is very difficult to grab the attention of the crowd of this world as there is a high competition outside. Moreover, it is very time consuming. So, it is necessary that the organization should have a proper strategy and methods to make its campaigns successful.

So, to make a business successful through digital marketing, it is very important that it should have a team of qualified expertise who could retain their existing customers by using proper strategies and methods so as to attract more and more customers.

Research Methodology

Sources of Data-

For the study of this research, primary data was collected through various questionnaire.

Data Analysis-

The data analysis is basically the primary data which are collected in the form of questionnaire from different consumers .

Analysis-

For an effective marketing strategy, analysis of digital marketing is very necessary . If one has to grow his business, analysis is one of the most important and powerful tool for success .

The following measures can be taken by any business or start-ups for analysis in the field of digital marketing:

- The first and the foremost, measure that should be taken is evaluation of the company's performance in comparison to others .
- Research should be done on the target audience .
- Marketing strategies of other competitors should be always looked into .
- Research of the marketing strategies of the competitors should be done . This will help a business its own strength and weaknesses .
- If any business does the analysis of digital marketing it will help the business to perform well . For this a company or business should follow various strategies and method .

As we can see in the present scenario, there is a huge increase in the internet users in India . This expansion also increased the number of online audience for digital marketing campaigns . There are many social media platforms like Facebook, Instagram, Twitter, LinkedIn, etc which are used for promotions of the company . This gave rise to few of the very common e-commerce giants like Amazon, Flipkart and Myntra . These are in high demand to provide digital marketing services .

Thus, internet marketing includes both website as well as online promotional techniques such as banner advertising, e-mail and links to get new customers . For any type of marketing it is very important to have a very large number of customers and this becomes very easy through the digital marketing . With the use of digital marketing, the number of potential customers keeps on increasing .

Findings-

Indian's use maximum internet and collect information about different brands, their quality, price and also give their experiences after purchasing a product. Digital advertisements have a very high effect on the Indian customers . Even Indian's at present time use internet to watch television and read newspapers . It has been seen through this research that a large number of people in India have a smart phone and also have a internet connections . This shows the growth and penetration of internet in India . Customers have high level of trust on online advertisements . They search more information after seeing an ad . So, most of the brand present effective ads on digital platforms as they know the customers would research about the product after seeing a particular ad. Till 2025, the research shows that the use of websites is increasing in a large scale . It has also been observed through the study that in the year 2015, the users of internet was highest in India . In the last decades, the growth of active social media users is very high .

Thus, in present day, it can be said that no one can survive in the world without smart phones and internet . Our daily life is connected with digital media in every second . From this research, it has been found that every person nowadays spends a lot of time on social media like Google, Online games, and of course online shopping . In recent years, needs purchasing habits and buying decisions have all changed . Digital marketing is one of the developing components in our country and in the future digital marketing will lead to make our country develop .

Conclusion-

The successful completion of this research paper shows that the future of marketing depends on digital platforms are not only being used for placing ads but also it gives wide range of products and services . Marketers use this platform to attract the target consumers to make their brands successful . In this digital era, marketers are not who are making a brand successful but the consumers who are connected digitally are doing so . Digital media is the best platform for the marketers to know the choice of the target consumers . So, it can be said that digital platform does not only helps to the marketers to increase their customers but also to retain their existing customers . From this research I can say this that no brand can be successful without a digital platform .

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