



DIGITAL MARKETING AND ITS SIGNIFICANCE IN INDIAN CONTEXT

Perna Setia

Assistant Professor

School of Commerce and Management

Lingayas Vidyapeeth

Nachauli (Faridabad).

Pawan Kumar

Assistant Professor

School of Commerce and Management

Lingayas Vidyapeeth

Nachauli (Faridabad).

Abstract

In India, digital marketing is growing quickly. Digital marketing is being used by many Indian businesses to generate competitive leads. The Internet plays the largest and most important function in digital marketing. Marketing professionals utilise digital marketing as a means of electronic communication to promote their products and services to potential customers. The main agenda of digital marketing is to appeal to consumers and give them the opportunity to interact with the product through digital media. This paper studies the meaning of digital marketing and its elements. It also throws light on the significant plethora of digital marketing in the Indian context.

Keywords: digital marketing, customer, online promotion, pandemic, advertising

Introduction

The term "digital marketing" refers to all forms of marketing that utilise digital technologies, primarily the Internet but also mobile devices, display advertising materials and any other digital media.

Consumers can obtain information through digital media at any time and from any location. With the availability of digital media, consumers may now follow what the media, friends, associations, peers, etc., are saying about brands in addition to what businesses say about them. The phrase "digital marketing" refers to a broad range of advertising strategies used to connect with consumers online. A wide range of service, product, and brand marketing strategies are included in digital marketing, which primarily uses the internet as a core promotional media in addition to mobile and conventional TV and radio.

A collection of effective techniques and methodologies called "digital marketing" are used to advertise goods and services online. Due to the additional channels and marketing tools that are available online, it contains a wider range of marketing components than traditional commercial marketing. Digital marketing evolves at the speed of light, therefore it is important to have a solid foundation with the ability to operate autonomously, think critically, and be persistently innovative. The internet is a tool that helps to simplify and speed up life.

We can observe that, in the current situation, digital marketing has mostly replaced traditional marketing.

The main objective of this study is to:

- Recognise the use of digital marketing in this dynamic and ever changing environment
- Study the evolution of digital marketing over the years
- Analyse how the pandemic has affected digital marketing and how it has transformed.
- Study the role of digital marketing in Indian market

Elements of digital marketing

In order to accomplish the goals of the company, professionals working in various fields of digital marketing frequently pool their knowledge and resources. In such a dynamic environment, the platforms that digital marketing offers are constantly evolving. The eight most popular routes that businesses can use to improve their marketing efforts are listed below:

- **Website Marketing:**

All digital marketing efforts revolve around a website. website marketing, solely, is known to be a very effective mode and also serves as a platform for various marketing promotions. The main responsibility or duty of a website is to promote or convey what a brand is offering its target audience, be it the product or service. the marketing is done in such a way so that it is understandable, quick, responsive and simple to use from the customer point of view.

- **PPC Advertising:**

Paid advertisements can be used by marketers to connect with Internet users on a variety of digital platforms because of pay-per-click (PPC) advertising. Advertisements for products or services can be displayed to users who are conducting PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook. With the help of PPC campaigning, a brand can divide its target audience into several groups having similar traits like age, hobby, income, etc. the two most used platforms for PPC advertising are Google Ads and Facebook Ads.

- **Content Marketing:**

The topmost objective of content marketing is utilising content on various digital marketing channels to reach the brand's potential customers. The first channel of releasing the content by a brand is its own website. Later on, the same content is spread over other channels like social media, email marketing, SEO, etc.

- **Email Marketing:**

There are various digital marketing channels in today's world but the most successful among these is email marketing. Many people think that spam email and email marketing are the same thing but it is not the case. The brands connect with their potential customers with email marketing and are widely used.

- **Social Media Marketing:**

The priorities of social media marketing include social trust building and creating awareness of the brand. Social media marketing can be used to generate leads or can even be used to generate direct sales. example: twitter and promoted posts.

- **Affiliate Marketing:**

The most prevalent digital marketing channel that has been used for a long time is affiliate marketing which is shaping the internet's new life. The people or influencers who use this type of marketing get paid each time a new sale or lead is generated or made huge amounts of money is paid to various websites in order to promote a particular brand through their affiliate programs.

- **Video Marketing:**

The most prevalent and most used search engine visible in the world is YouTube. It is a noticeable habit in consumers that before making a particular purchase of a product or using a service, they tend to search, read a few reviews or watch videos for proper knowledge of the product or service. In order to launch a successful video campaign, various marketing channels like social media are used. Integration of video marketing with SEO, content marketing and other channels can help a brand build marketing efforts.

- **SMS Messaging:**

Various brands and non profit organisations use SMS messaging to convert the customers about their recent launches or offers. Various political parties also use SMS or text messaging in order to promote their campaigns. With the fast pace in technology, the brands want to make sure that the customers are easy to persuade which can be easily done by a short simple concise text message. Customers tend to focus on their SMS messages due to their ease of reading.

Digital Marketing in Indian Context

Marketing and advertising are being significantly impacted by the emergence of online marketing trends. The way that communication technologies are used has significantly evolved in the last year. There are a number of variables that have led to the expansion and continuous growth of digital marketing in India. Internet use was previously restricted to the privileged. The middle class's way of life has recently undergone significant transformation.

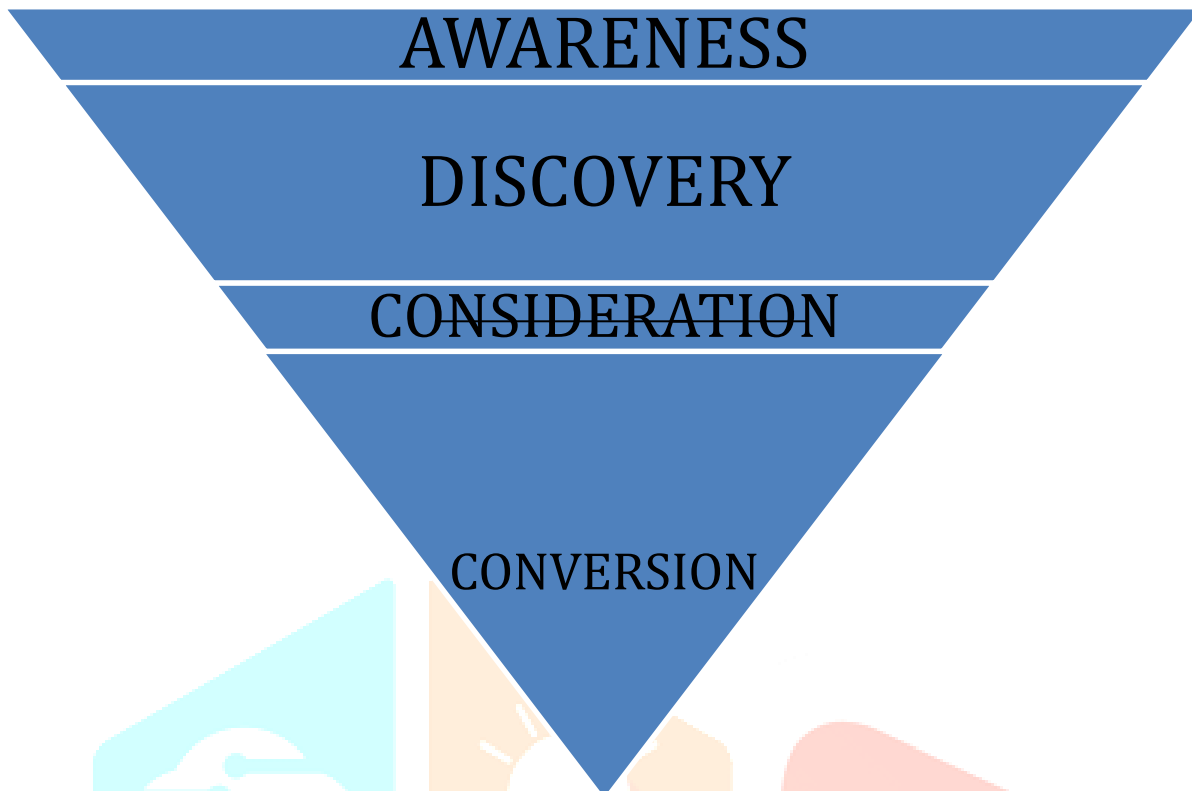
In India, the vast majority of people now have internet connection. Internet and 3G adoption have completely changed how consumers and advertisers interact with one another. As of July 2018, 40% of the population in India used the internet. In India, internet users are more than 450 million in number. According to industry opinion, growth has reached its inflationary limit. In India, 75% of all online retail transactions are made using cash on delivery as the preferred payment method. It is anticipated that the field of digital marketing would have extremely high significant growth in nations with rapidly expanding economies.

Around 2010, digital marketing in India began to take off. The E-Commerce sector began to heat up with the introduction of companies like Snapdeal and Flipkart. Between 2010 and 2017, the industry experienced remarkable expansion.

Indians use the internet for about 4.4 hours per day on laptops and desktops and 3.1 hours per day on mobile devices. The internet has become a huge platform for digital marketing because so much time is spent there. More and more companies are allocating their marketing funds to online advertising. The use of offline marketing channels has declined. In the upcoming years, this transition is sure to occur more frequently. The industry is expected to expand significantly as more businesses/brands focus on digital marketing.

The amount of individuals reached through marketing efforts is the first thing that comes to mind when thinking about the primary marketing success indicators. The number of internet users in India has reached different heights. India has the second-highest proportion of internet users in the world when taken as a standalone country.

Digital Marketing Funnel



The digital marketing funnel is shown in this inverted triangle.

- Awareness includes driving traffic towards your brand or business via the digital platforms
- Discovery implies the engagement of a brand with its target audience and knowing its customers in a better way
- Consideration includes generating inquiries and solving them
- Conversion includes targeting the potential leads and converting them into customers

Research Methodology

- **Primary Data:** The research is conducted through observation and the use of questionnaires to gather data.
- **Secondary Data:** To construct the theory, secondary data is gathered from journals, books, and magazines.
- **Sample Size:** The sample size is 100 respondents' opinions from customers who are currently making purchases through digital marketing.

Instrument: For the present study, questionnaires were distributed to around 150 Respondents, from whom 100 correctly completed questionnaires were obtained, yielding a response rate 77.5%; 50 questionnaires were incomplete or partially filled and hence could not be considered for analysis. Questionnaires were distributed personally to all Respondents.

Limitations of the Study:

The study is purely based on the responses made by the Respondents and hence the results may be biased.

Hypotheses

- There is no significant difference between gender and perception of digital marketing among the respondents.
- There is no significant difference between gender and consumer system of social beliefs. in a particular use of digital , marketing

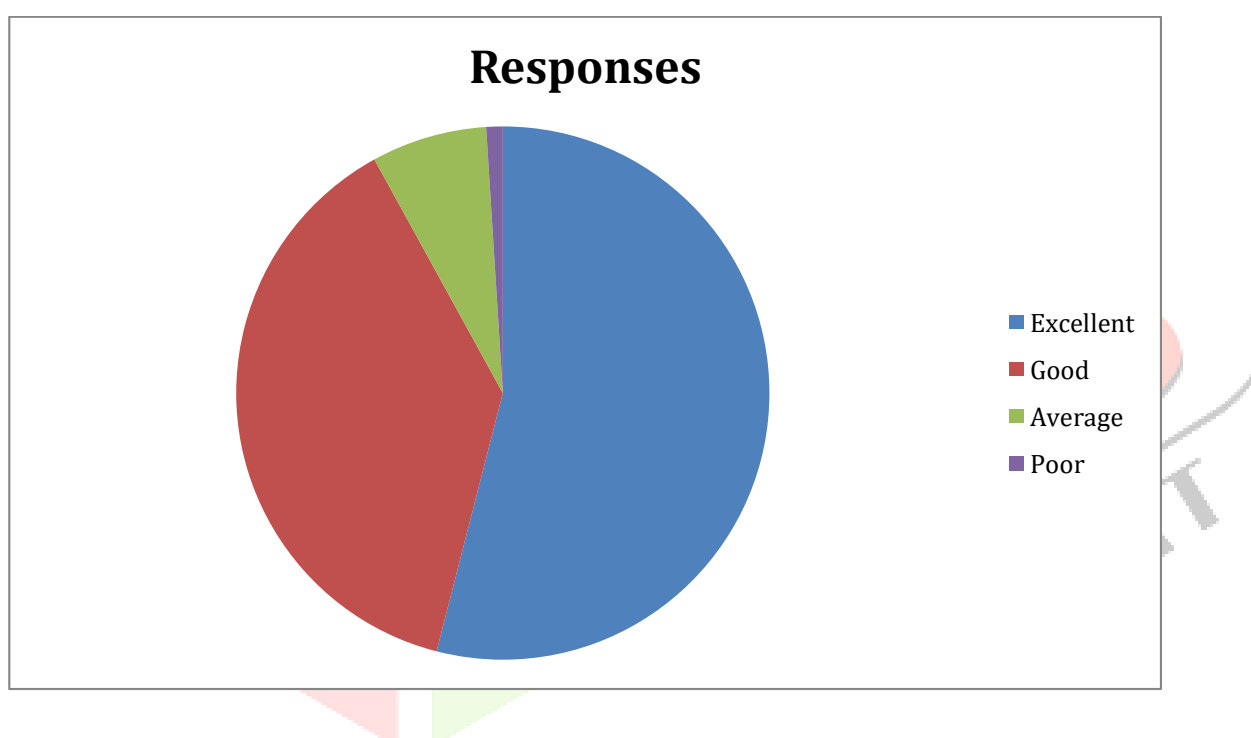
Data Analysis

Table 1: Profile of the buyers

	Category	Number of respondents
Gender	Male	65
	Female	35
	Total	100
Age	Below 18 years	15
	19-30 years	34
	31-45 years	36
	Above 45 years	15
	Total	100
Profession	House wife	22
	Employee	38
	Business	27
	Students	11
	Others	2
	Total	100

Table 2: Is product information available online or not?

Particulars	Number of respondents
Excellent	54
Good	38
Average	7
Poor	1
Total	100

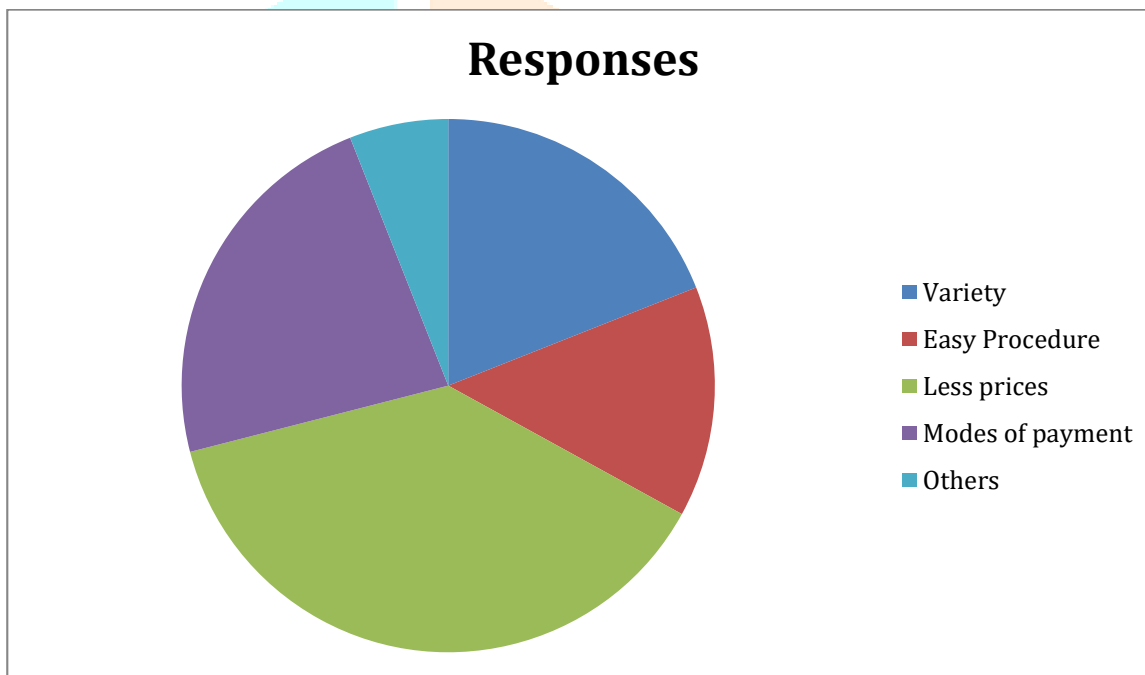


Data Interpretation

The survey was conducted with the help of a questionnaire prepared to help in the research on the significance of digital marketing. Out of all the respondents, 54 respondents believe that product information available online is excellent while 38 respondents answered it as good where as 7 feels it is average and 1 as poor.

Table 3: what are the reasons for opting online shopping?

Particulars	Number of respondents
Variety	19
Easy procedure	14
Less prices	38
Modes of payments	23
Others	6
Total	100

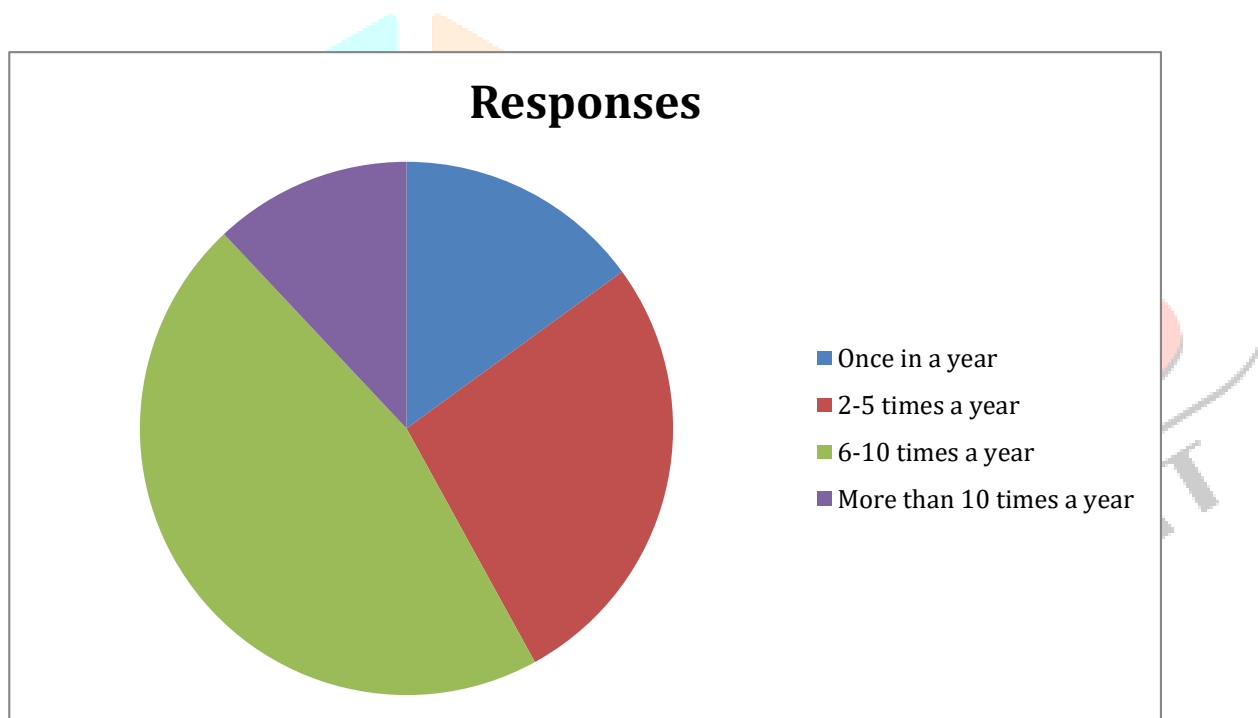


Data Interpretation

The survey was conducted with the help of a questionnaire prepared to help in the research on the significance of digital marketing. Out of all the respondents, 19 respondents answered the reasons for opting online shopping is variety while 14 respondents find the procedure easy. There are 38 respondents who find the prices less and 23 find the mode of payment convenient while remaining 6 respondents opted for others.

Table 4: Frequency of online buying of products

Particulars	Number of respondents
Once in a year	15
2-5 times a year	27
6-10 times a year	46
More than 10 times a year	12
Total	100



Data Interpretation

The survey was conducted with the help of a questionnaire prepared to help in the research on the significance of digital marketing. Out of all the respondents, 15 respondents said once a year while 27 respondents said 2-5 times a year. There are 46 respondents buy 6-10 times a year and remaining 12 respondents more than 10 times a year.

Suggestions and Recommendations

- 1) Enhance technological development for digital marketing promotion.
- 2) Compile and appropriately utilise the customer feedback.
- 3) Offer the customer honest and helpful service both before and after the sale.
- 4) Spreading knowledge about digital marketing among the public.
- 5) Online customers must be given a thorough description of the goods.

Conclusion

Many businesses now consider using digital channels for marketing to be crucial to their overall strategy. There is now a very affordable and effective way for small business owners to sell their goods or services. Digital marketing is limitless. The corporation can advertise the company and its goods and services using a variety of devices, including smart phones, tablets, computers, televisions, gaming consoles, digital billboards, and media, including social media, SEO (search engine optimization), videos, content, e-mail, and much more.. The success of digital marketing may increase if user demands are prioritised. Because customers may utilise digital platforms from anywhere in the world at any time, businesses must switch from traditional to digital marketing strategies.

References:

1. Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. (2015). *International Journal of Management Science and Business Administration*, 1(5), 69-80. <http://dx.doi.org/10.18775/ijmsba.1849-5664-5419.2014.15.1006>
2. Krishnamurthy, S. (2006). Introducing E-MARKPLAN: A practical methodology to plan e-marketing activities. *Business Horizons*.
3. Kumar, K. (2019). A Study Of The Growth Of Digital Marketing In Indian Scenario. *Pramana Research Journal*, 9(1), 388-394.
4. Lavanya., A., & Radhikamani, M. (2021). A STUDY ON DIGITAL MARKETING AND ITS IMPACTS. *International Journal of Creative Research Thoughts*, 9(5), h677-h684.
5. Sathya, P. (2017). A Study on Digital Marketing and its Impact. *International Journal of Science and Research*, 6(2), 866-868.