



SYSTEMATIC LITERATURE REVIEW ON EMERGING DIGITAL MARKETING TRENDS IN INDIA

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ABSTRACT

This systematic study explores emerging internet marketing practices in India, including emphasizing the advantages and disadvantages of tactics utilized in digital marketing. The study additionally looks at the appearance of internet marketing amid the global COVID-19 outbreak and its effects on overall customer buying habits. This report provides significant information about India's expanding digital marketing landscape by synthesizing academic pieces. The findings highlight 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. smartphones for marketing being investigated. The analysis also looks at how consumer behaviour changed during the pandemic, the emergence of e-commerce and online platforms, and the importance of personalization and targeted marketing. The report also discusses the difficulties organizations experience when adopting digital marketing tactics and suggests further research. Understanding developing digital marketing trends in India is critical for companies and marketers to navigate the changing environment, capitalize on opportunities, and successfully communicate with their target audience.

Keywords: Digital Marketing, Emerging Trends, India, COVID-19, Consumer Behavior, Search Engine Optimization, SEO, Pay-Per-Click Advertising, PPC Advertising, Social Media Marketing, Content Marketing, Email Marketing, Influencer Marketing, Mobile Marketing, E-Commerce, Online Platforms.

1. Introduction

Digital marketing has completely changed how companies function and interact with their clients. Companies in India are rapidly recognizing the need to implement effective digital marketing strategies to reach their target audience, generate brand recognition, and drive company success in today's digital world. As the digital environment develops, organizations and marketers must keep on top of developing digital marketing trends to remain competitive and capitalize on possibilities (Makrides et al., 2020)

This study offers a comprehensive literature analysis to identify and analyze new digital marketing trends in India. The evaluation discusses the advantages, disadvantages, and tactics utilized across digital marketing, including the effect of the COVID-19 outbreak on buyer behaviour along with the growth of internet marketing across India. This study gives significant insights into India's growing digital marketing environment by synthesizing research articles with practical implications for organizations and marketers (Deekshith & Kinslin, 2016)

The significance of digital marketing in India cannot be emphasized. With a population of over 1.3 billion people and a constantly rising internet user base, India represents a sizable opportunity for companies looking to harness digital platforms

and interact with customers. On the other hand, the dynamic nature of the digital world presents significant difficulties and possibilities. This research sheds light on the major trends and techniques influencing digital marketing practices in India by evaluating the available literature (Gautam & Sharma, 2017)

The following parts will dive into the benefits and drawbacks of digital marketing in India and the numerous methods and approaches used in this industry. The evaluation will also look at the influence of the COVID-19 epidemic on consumer behaviour and the consequent changes in purchasing habits. The paper will also cover the expansion of e-commerce and online platforms, the importance of personalization and targeted marketing, and the problems that firms face when adopting digital marketing tactics (Rashi et al., 2021)

Understanding growing digital marketing trends in India is essential for organizations and marketers to manage the changing environment and make educated choices. Businesses may embrace opportunities, solve problems, and build compelling digital marketing campaigns that connect with their target audience by keeping up to speed on the newest trends. This comprehensive literature review aims to contribute significantly to a repository of information in online marketing while also providing useful information to organizations and communicators

who serve the Indian market("The New Rules of Marketing and PR," 2015)

1.1 Background of digital marketing in India

The digital era began without the rise of web pages alongside its initial system, enabling people to search for material but not distribute it. Companies were apprehensive about leveraging a digital medium to feed marketing at this point since its content was not yet extensively distributed. Alongside the introduction of server-client architectures and the increasing use of laptops in the 1990s, the term "digital marketing" came into being. The digital era began without the rise of web pages alongside its initial system, enabling people to search for material but not distribute it. Companies were apprehensive about leveraging a digital medium to feed marketing at this point since its content was not yet extensively distributed. Alongside the introduction of server-client architectures and the increasing use of laptops in the 1990s, the term "digital marketing" came into being(Hargittai, 2003)

Some claim that Marconi deserves to be considered the founder of internet advertising since he delivered an initial television broadcast; others hold that Raymond Tomlinson could be considered the parent of digital marketing because he published the first electronic message in 1971. Another belief is that no one knows more about the matter than Philip Kotler, the genuine originator(Kotler et al., 2004)

1.3 Impact of COVID-19 on Consumer Behavior and Digital Marketing

The pandemic of COVID-19 has had a significant influence on consumer behaviour and digital marketing. Brands had to modify their tactics to remain connected with consumers in a quickly changing context as the globe faced lockdowns and social distancing measures. Economic uncertainty, job losses, and supply chain disruptions affected consumer purchasing habits, resulting in fewer impulsive purchases and a higher emphasis on necessities(Rashid & Ratten, 2020)

Many firms employed crisis marketing methods during the first crisis reaction, flipping their message and offerings to meet with changing customer requirements and priorities. They demonstrated sensitivity, ingenuity, and agility when adjusting to the new normal. Adidas and Guitar Centre effectively connected customers with advertisements that addressed the issues of remaining at home and self-improvement(Rosenbusch et al., 2023)

As the epidemic alters consumer behaviour, companies must acknowledge the long-term consequences and embrace new virtual behaviours. Consumers have acquired new habits due to their greater dependence on digital and mobile platforms, such as online buying, virtual communication, and contact-free services. Brands that have deliberately adapted to these virtual behaviours, such as Pizza Hut and MAC, have discovered novel methods to communicate with consumers and suit their changing requirements(Goel et al., 2022)

As a consequence of the epidemic, consumer requirements have evolved as well. People are spending more time at home and shopping for comfort and nostalgia. They are also becoming more self-sufficient, seeking alternatives to outsourced services. Brands that recognize these transitions and aggressively show their values

and relevance to changing customer lives have a better chance of developing long-term connections(Kakabadse & Kakabadse, 2002)

The pandemic allows marketers to restore and reinvent their customer ties. Brands can build meaningful touchpoints and adjust their marketing efforts to fit individual requirements by investing in artificial intelligence, machine learning, and personalized experiences. Empathy has become a brand requirement, and true empathy must be at the heart of their message and behaviour. Moving ahead, companies must address the possibility of long-term shifts in customer behaviour. Health and safety concerns, as well as the ease of online activities, are predicted to endure. Marketers must understand customers' behaviour and preferences across different geographic locations and appropriately tailor their message. The epidemic has reminded companies of the value of human connection and the need to prioritize client relationships. Brands may emerge from the crisis with better relationships and long-term consumer loyalty if they monitor customer opinion, embrace change, and look for chances to provide value. The key to success in the post-COVID age is to be adaptive, imaginative, and sensitive to customers' changing demands and expectations(Hadi et al., 2020)

1.2 Purpose of the study:

The purpose of this comprehensive literature review is to paint a comprehensive picture of India's emerging developments in digital marketing. The study intends to critically analyze and synthesize current research articles to acquire insights into the benefits, drawbacks, and digital marketing methods in the Indian environment. The research tries to identify the important trends, difficulties, and possibilities linked with digital marketing in India by studying the literature(Kshetri, 2014)

2. Literature review

In recent years, the discipline of digital marketing has seen enormous development and change, revolutionizing the way companies communicate with customers and advertise their goods or services. Digital marketing has become an increasingly important aspect of marketing tactics in India, a nation noted for its quick technology breakthroughs and developing digital environment. Consequently, it is critical to investigate the rising trends, benefits, drawbacks, and digital marketing methods in the Indian environment.

By analyzing and synthesizing pertinent research articles, this literature review seeks to give a complete picture of the present status of digital marketing in India. By diving into the current literature, we may acquire useful insights into the developments, obstacles, and possibilities that digital marketing brings for firms operating in India.

This review's major goal is to discover and assess upcoming digital marketing trends in India. We want to investigate novel methods, strategies, and emerging technologies in the Indian market. Businesses may remain ahead of the curve by knowing these trends and adapting their marketing strategy to communicate with their target audience successfully. This review examines the advantages and cons of online marketing throughout India. They will look at the benefits of digital marketing for businesses, including efficiency, expansion, specific advertising, and decisions based on data.

In contrast, we will look at the obstacles organizations encounter when using digital marketing tactics, such as the digital divide, data privacy issues, and competitive saturation. Furthermore, this research will examine the digital marketing methods used in the Indian context. We will look at the fundamental tactics and best practices firms utilize to succeed in digital marketing. In the Indian online marketing sector, we will be centred around content marketing, keyword optimization (SEO), internet promotion, and smartphone marketing. Ultimately, the research recognizes the COVID-19 pandemic's significant impact across every sphere of culture, particularly the discipline of online marketing. The epidemic has hastened the adoption and growth of digital marketing practices, changing consumer behaviour and purchasing habits. As a result, this study will also analyze how the COVID-19 epidemic has affected digital marketing and consumer behaviour in India, using case studies and examples.

We want to give significant insights and a full grasp of developing digital marketing trends in India by doing this systematic literature research. This review's conclusions will add to current knowledge in the sector, aid firms and marketers in optimizing their digital marketing strategies, and highlight possible areas for additional study and development.

2.1 Literature Survey

Uma Anurag (2021) conducted a study on "Systematic Literature Review on Digital Marketing in India: Present Scenario". The analysis's assumption rests upon the IAMA Kantar ICUBE 2020 Conclusion, predicting that India will possess nine hundred million engaged internet consumers by 2025, rather than around six hundred and twenty-two million in 2020, representing an eleven % rise over the following five years. Following preliminary evaluations, this study emphasizes the notion of online advertising. The article addresses the benefits and drawbacks of online marketing and ideas for overcoming the hurdles of implementing the practice. The potential of online marketing in India is also fast expanding since many citizens currently utilize web pages and otherwise devote hours to them

Furthermore, throughout COVID-19, online marketing has significantly increased because buyer behaviour is shifting. To avoid transmitted diseases, including as cash through POS systems, Indian customers are gradually migrating their shopping habits from in-person to digital. Given current online marketing advancements, anyone seeks to market what they offer over the Internet, making marketing tactics highly fruitful and cost-effective.(Anurag, n.d.)

Gauri Girish Jadhav (2023) conducted a study on "A systematic literature review: digital marketing and its impact on SMEs". The purpose of the current study is to look at existing literature on the usage of digital marketing along with its influence on businesses of all sizes (SMEs). This research examines the utilization of online marketing practices and their influence on SMEs. A thorough investigation of online marketing, including its application in SMEs, was done. The influence of online marketing upon the growth of SMEs has been watched over the last 12 years using the assets employed in the analysis, which include Sciences Direct, Scopus, MED Springs, IEEE the Finder, ACM Digital Archives, Engineers Town, and the ISI Web of Information records, which is utilized for searching for studies on the subject being investigated. Although some SMEs employ internet advertising, the result is not comparable to the point

whereby we can prescribe a defined plan for using online advertising. This assessment examines whether digital advertising has developed throughout history and whether SMEs use it for survival. This research offers an in-depth review of the many advantages acquired by SMEs as a result of digital marketing across different abilities that assist organizations in increasing their work efficiency. Mental mapping can offer insight into SMEs' influence on their varied capabilities in both rural and urban locations. This research will provide more opportunities for digital advertisers to engage companies, particularly from the outlying global regions, to create innovation within their advertising processes, including improving churn via the adoption of electronic advertising(Jadhav, 2023)

Neeraj Pandey (2020) studied "Digital Marketing for B2B Organizations: structured literature review and future research directions". The purpose used this investigation is to examine the existing literature concerning the usage of Internet marketing in a business-to-business (or B2B) setting. It highlights future discrepancies and offers an inquiry roadmap for scientists and professionals. The numerous topics were discovered after a thorough review of existing literature. The interviews were carried out with B2B marketing specialists to expand on and define current internet advertising topics. Whilst several B2B companies employ digital marketing, most fail to utilize every one of its advantages due to a lack of detailed study on the issue. By building an interactive philosophical structure, this summary gives an understanding of the new trends. The research reveals that although certain sectors, including marketing communication and sales administration, enjoyed consistent growth, some, such as systems that facilitate decisions, important achievement elements, internet marketing oriented (EMO), and so on, have received less focus. It also detects gaps in scholarship and emphasizes potential study issues that await future scholars(Pandey et al., 2020)

By Brighton Nyagadza (2020), they conducted a study on "Search engine marketing and social media marketing predictive trends". The objective of this study goal aimed to examine Internet marketing along with Internet marketing prediction patterns that have developed both locally in Africa along with globally. The purpose of the research was to give practical advice for enterprise managers in developing digital marketing strategies that used internet search marketing and social media developments in marketing. A rigorous literature review strategy combined with an approach to research based on inductive reasoning was adopted for the study strategy. Internet-related ideas were rigorously examined and analyzed to establish how they relate to the present study's focal area. According to the conclusions drawn from primary literature, the key trends are the usage of Turbocharged Web Pages, perhaps micro-vlogging, searching by voice, writing, and personal networking(Nyagadza, 2020)

BANDARI RAMYA's (2021) study conducted on "A Study On Emerging Trends In Digital Marketing". The piece provides perspectives regarding the present and potential digital marketing trends. The writer has stated that the digital marketing industry in India encompasses virtually all industries. Lacking Digital Marketing, organizations could stop developing modern advertising plans and become pointless(RAMYA, 2021)

Rashmeet Kapoor's (2021) study conducted on "The transition from traditional to digital marketing: a study of the

evolution of e-marketing in the Indian hotel industry". The investigation seeks to assess known popularity alongside favour of E-Marketing resources within five-star lodging in India. That cardboard also examines the nature of created ability alongside the problems and relation regarding therefore execution. This inquiry intends to educate where electronic commerce helped the business in multiple elements and therefore juxtaposed to standard marketing procedures. The film likewise learns the entire subsequent years of fabricated data in the Indian lodging a vacuum. This investigation intends to assist administrative choices in utilizing many reasons E-marketing resources alongside tactics, indicating the correct incorporation of the two conventional alongside digital marketing devices. Probably this issue is among of some practical learning, as currently possesses gone no including studies accomplished particularly striving at known as five-star lodging establishments of called Indian market. The results might assist a business in strengthening its own internet existence by demonstrating the fitting interaction of the two customary while electronically gets closer alongside could be applied as some useful origin for additionally investigating the percentage of the viewpoint of electronic commerce through researchers when successfully (Kapoor's, 2021)

Dr Neha Wadhwan's (2023) study conducted on "The Evolving Landscape Of Digital Marketing: Trends, Impacts, And Opportunities In India". Customization, viral advertising via videos, augmented and virtual reality, speech search optimization, networking gadgets, chatbots, as alongside smartphone optimization are all addressed in this article. The literature examination analyses the efficacy, influence of digital advertising, buyer behaviour, and corporate success. Furthermore, the report addresses the development, including the promise of the digital marketing sector in India, which is fueled through an increased computer including cell phone usage, increased acceptance of internet shopping and digital solutions, among efforts from the government. In summary, growing consumer wealth, increased Internet and mobile device piercing, plus efforts by the government to promote the usage of online tools significantly contributed to the expansion of electronic advertising in India. The internet searches, like blogging industries dominating the online marketing economy, without both companies accounting for the largest portion of ad spending. The importance of multimedia and social media marketing with influence continues to grow in India as well. Government efforts such as Digital India, which seeks to improve the adoption of technologies for government functions while simultaneously encouraging the employment of online spaces for commercial activity, have contributed to the growth of digital marketing in India. Finally, traditional and digital marketing have distinct characteristics, benefits, and drawbacks. Whereas traditional marketing has roots and has extensive reach, internet marketing is less costly and allows for more exact segmentation. Industries combining conventional and online marketing tactics may benefit both in reaching their desired population while achieving their advertising goals (Wadhwan, 2023)

https://sjcjycl.cn/article/view-2023/pdf/02_2157.pdf

Prof. Rahul R. Jaiswal (2021) conducted a study on "Digital Marketing: Current Trends in India", The piece describes this demand needs a major transformation in this instruction of marketing in current surroundings, conducts a syllabus analysis of current digital marketing efforts, it eventually outlines a new

syllabus reflecting of business in the contemporary digital age, as well as an implementation strategy. Ultimately, the contemporary key is examined from the perspective that particular marketing problems are linked to the new era. Other institutions can use our strategy established below as another metric for achieving a syllabus that is less in step with the developing electronic landscape. Their research looked into the numerous issues women SHGs encountered and the effects of subprime loans affecting the independence of a sampling of women consumers in their research location. Most members are uneducated and unfamiliar with the norms and legislation governing bank operations. Children want good direction. The study results revealed the challenges differed across different types of responders. Merely other nations must harness other abilities of female businesspeople, however equally, other familial relatives like those female businessmen who might lend a helping hand. Therefore, the administration must examine if those female companies should organize themselves within a legally organized industry to avoid unfair competitiveness. At the equal duration, relatives' obligation was to provide time plus additional domestic duties to elderly females. Conventional sexist cultural thought must be broken to pave the way for future female businesspeople (Jaiswal & 11., 2021)

Rekha Chouhan's (2021) study was conducted on "A Study on Emerging Trends in Digital Marketing", This research paper throws some insights into the trends of Digital Marketing. The writer has stated that computerized exhibiting represented one of the most important shifts in India's transition to digitization. It is hunting for more information on the Internet to locate the greatest plan of action blueprint for merchants in India. Optimization for search engines (SEO), Content demonstration, spider promotion, multimedia promotion, a website-based company, networking advancement, electronic literature, and postal promotion are each becoming more common due to evolving technology. Today, it is connected to a particular programme plus social media and the expanding usage of web organizing. It provides new openings for computerized advertising to keep in touch with clients via improved level. Digital promoting is economic knowledge that has an economic impact on firms. The Mobile Marketing procedure's success is incredibly feasible along with vital. It promotes rapid growth. However, the fundamental idea is to zero in on the right clients. The goal may be easily attained using the help of Digital Marketing. It has been a debate regarding distinct materials and their motivation for marketing company fo as much over the past two years. That is going to constant modification along with shaping regarding our perception of facts. Value has taken precedence over number initially in the last century (Chouhan, 2021)

Dr Prafulla Kumar Padhi's (2020) study conducted on "Trends and Developments of Digital Marketing and Digital Ecosystem Model for Rural Market Growth in India", The goal objective the work aims to develop a feasible digital ecology architecture that would allow country growers, suppliers, including dealers, to marketplace their goods in addition to within the country or local level, nevertheless as a worldwide scale. As a consequence, remote market expansion is going to occur in India's countryside. Digital marketing trends have a good influence on a country's market development. According to the report, internet marketing combined term de mind is especially attractive towards rural economies. Furthermore, social media, especially digital platforms, have shown promise within rural areas along with ethnic customers. The research article discusses the trends and

developments in the country's Indian digital economy. Another notional digital economy architecture is built for the market in the countryside, allowing rural merchants to swiftly market their products at government, nationwide, and even worldwide levels (Padhi, 2020)

Sonika Suman's (2022) study conducted on "Global Technology Trends and the Future of Digital Marketing". An examination of worldwide developments was contemporary and, therefore, pertinent. Therefore next, attempts to analyze them to arrive at complete conclusions using that evolving movement. The narration afterwards outlines the processes that will give rise to forthcoming activity in those two domains: technological trends and marketing. Numerous kinds of digital marketing become popular. Digital marketers must keep up with the advancements in the field of digital marketing that are influenced due to the FOMO phenomenon

Bijay Prasad Kushwaha's (2020) research titled "Combining Social Networks And The Internet As Novel Aspects Of Comprehensive Marketing Communication For Developing Product Loyalty" The following piece explains why using social media and digital channels in integrated advertising efforts aids in building a reputation in India's hotel business tourist industries. The article additionally investigates the efficacy of each IMC strategy in building a reputation. The unlikely ease of sampling approach was used to collect comments from 512 visitors in the Indian state of Himachal Pradesh. According to the data, neither social networking sites nor digital media were better than conventional IMC tactics. The research further found that current IMC devices are more efficient than traditional IMC technologies. The Sensible PLS-SEM 3.0 programme examined information and evaluated the theoretical foundation. The research was conducted to discover the linguistic structure among privately owned radio networks on FM and variations in programming contents. Responding to my research, RJs broadcast programming in an accent that they believe is acceptable for the subject, along with those who are to listen. It has also been noted that RJs use an extensive number and variety of terms and phrases from other tongues during their presentations. Application of In commercial terrestrial radio programming, combining codes and linguistic patterns is an organic manner of communication. However, it has been shown that such a structure is independent of any given traditional linguistic standards and conventions. Viewers additionally decipher and apply the above-breaking strategy when conversing alongside RJs. RJs and listeners are attempting to establish and sustain a close bond by performing so. According to the study, the fundamental goal of using this code-mixing technique is to explain the specific issue, so listeners may comprehend it better. Another target is recruiting and increasing a radio station's viewership. The research also shows that broadcasting network RJs often use this code-mixing/switching speech style in their interactions, whether intersentential code-blending or intrasentential combining codes. These RJs utilize vocabulary about various local languages as well. Numerous English terms have grown so common in India that they now constitute a cultural comp (Kushwaha's, 2020)

M.K.Ganeshan (2020) study conducted on "Emerging Trends In Digital Marketing In India". Digital marketing aims to frighten customers and enable them to interact with the goods via high-quality electronic media. Smartphone users are increasing in comparison to the year before. It is quite difficult for them to increase the amount they sell. A modification in interaction with,

such as messages on the internet page and website advertising, could significantly boost the sales force. Creativity with a Digital Marketing offering was more frequent, but ingenuity lacking a Digital Marketing product is out of the running. You have several possibilities for potential forecasts. It will be a certain internet business for Amazon, flipchart, and the marketplace, which is party manufacturing, among other advertising firms. According to the most recent figures, India has 450 million web users. The authors decided that it was related to which apps and social media, as well as the growing use for social socializing, are creating novel chances for digital marketers to attract customers via online channels. Digital marketing is economic data that has a tremendous economic influence on businesses. The Portable Marketing strategy is quite effective as well as necessary. It promotes fast development. However, the essential idea is to concentrate on suitable consumers. The goal may be readily achieved with Digital Marketing. During the last two years, there has been much discussion regarding variable content and its importance in marketing. There are bound to be constant shifts shaping how we think of knowledge. Excellence has become more vital than ever, while abundance is a thing of the past (M.K.Ganeshan, 2020)

Iqbal Thonse Hawaldar conducted a study on "The Study on Digital Marketing Influences on Sales for B2B Start-Ups in South Asia, "The study discovers approval of the theoretical structure across South Asian markets." These indicate digital media has a significant effect on business, particularly inbound marketing activities, particularly news from oral tradition, and have a major effect on developing a company's reputation when it spreads through networking channels. It was noticed that although digital advertising methods, including customer involvement, have remained stable throughout Southeast Asia, what happens can vary nationwide throughout East Asia, implying the necessity of targeting a new digital advertising plan for B2B markets. This writer concludes that payment-based television's impact is bad, although prospective researchers should investigate how detrimental it is. Additionally, academics shouldn't limit their studies to digital marketing in future years. They may include older forms of advertising within the chain of interaction built by marketing amongst enterprises and their clients. The findings of this investigation add to the current amount of information about the significance of digital marketing in sales to businesses by presenting and analyzing content-driven marketing that produces prospects and enhances revenues. This research is unusual in that it solely looked at the influence of digital marketing on revenues in South Asian B2B markets. Sellers may utilize the results to sell in South Asia and a subsequent study that might encompass the whole Asian market. The investigation is centred on digital interaction between a business and a client. However, in future decades, experts may concentrate on discussions among firms that utilize any advertising beyond digital advertisements (Hawaldar, n.d.)

Tejinderpal Singh (2021) studied "E-marketing Practices of Micro-, Small- and Medium-sized Enterprises: Evidence from India". This section discusses the e-marketing practices implemented by tiny, including medium-sized firms (MSMEs) in India. It investigated its owner-managers impressions of their annual expenses, allocations of budgets, leadership, regulations, data sources, returns on investment, and potential demand for professional instruction upon electronic marketing efforts. An e-questionnaire was used to gather data from 253 of their MSME owner-managers. The scientists discovered that nearly all MSME

directors and owners set aside a certain amount of money every month for electronic marketing campaigns, and this expenditure has grown in recent years. But electronic marketing operations account for about one per cent and ten per cent of their marketing spend. This investigation has major consequences for professionals and other officials interested in developing technological capabilities amongst MSMEs (Panjab, 2021)

Pradhi Agarwal's (2021) study conducted on "Towards Smart Indian Digital Marketing Ecosystems (SIDME)". In this article, a proposal along with a structure to create 'Smart Indian Digital Marketing Ecosystems' (SIDME) is laid out, highlighting the points of entry along with possibilities about establishing the Internet of Things in the Indian business marketplace along with beginning predicts when Digital Environments (DES) might have refreshed along with Intelligent Digital The marketing profession Environments (SDME) could go through actions. Additionally, upgrading DES using SDME and establishing SIDME would assist those companies' overall entrepreneurs boost their supply chain overall digitization (DI) (Agarwal, 2021)

3. Conclusion

This systematic literature study offers useful insights into upcoming digital marketing trends in India. The review examined advantages, limitations, and online marketing techniques in India, emphasizing the COVID-19 epidemic's transformative impact on buying habits and digital marketing procedures. The inquiry produced many significant outcomes.

There has been a considerable movement towards online channels, with customers increasingly reliant on e-commerce platforms and social media for their buying requirements. New digital advertising approaches were required to reach and interact with clients online throughout the change efficiently. Furthermore, the epidemic has boosted digital engagement, with consumers spending more time online and marketers altering their methods to capitalize on this trend. The research demonstrated the significance of health and safety concerns in customer decision-making. Consumers have become more aware of brands that prioritize health and safety procedures. Digital marketing initiatives that emphasize health advantages and contactless services have effectively addressed consumer worries. The epidemic has increased demand for vital goods and services, which have been fulfilled via online platforms and delivery services. Because of this transformation, digital marketers must now prioritize effective supply chain management and quick delivery.

Virtual experiences and events have also grown in popularity, with companies and marketers using webinars, virtual conferences, and live streaming to keep customers engaged. Because of the move to virtual platforms, new potential for digital marketing techniques and customer interactions have emerged.

Given the long-term ramifications, further study in various areas is required. Longitudinal studies may follow changing digital marketing trends in India, whilst comparative studies can examine differences between sectors and nations. Audience segmentation, the effectiveness of advertising methods, and the blending of online and offline venues should be the subjects of subsequent studies. Ethical issues, geographical variances, regulatory changes, and the influence of developing technology are all worth investigating further.

This systematic literature analysis helps us comprehend developing digital marketing trends in India and gives useful insights for marketers and scholars. Businesses may modify their tactics and successfully connect with customers by keeping up with the developing digital environment, eventually leading to company development and success in the dynamic digital marketplace.

4. Suggestions for Further Research

Future research in developing digital marketing trends in India should consider the results and gaps found in this systematic literature review. To begin, long-term research could be beneficial in tracking the evolution of trends in digital advertising in India using time, especially after the pandemic ended. This research may provide light on the long-term influence of the COVID-19 epidemic on Indian consumer behaviour and digital marketing practices. Furthermore, comparative studies across various companies or sectors may be done to investigate changes in digital marketing strategies, trends, and customer behaviour, both within and between nations. Such comparative assessments may aid in identifying parallels, differences, and possible cross-border learning possibilities.

Scholars and practitioners may contribute to a better knowledge of India's changing digital marketing ecosystem by concentrating on these areas of future study. This study may also suggest ways for capitalizing on new trends for corporate development, increasing customer involvement, and navigating the changing digital marketing landscape.

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