



AN ANALYSIS OF RECENT TRENDS IN INDIAN DIGITAL MARKETING

UNDER THE GUIDANCE OF:- **Dr. Sumit Koul**

Submitted By **Shivendra Pratap Singh**

Abstract

The current state of digital marketing tactics in India is the focus of this research. There are some exciting new methods and significant changes in the field that you may come across in it. This study looks at how Indian businesses have been using digital marketing and how their tactics, platforms, and technology have changed recently. To acquire this ranking, a thorough evaluation of pertinent articles, research, and assessments is conducted. Main points include the growing importance of social media marketing, data-driven marketing, influencer marketing, mobile marketing, and the usage of mobile devices. Also discussed are the ways in which digital marketing strategies in India have changed in light of recent regulations, technological advancements, and changes in consumer preferences. In order to stay up with the always changing digital landscape, marketers, governments, and corporations may utilise the study's essential findings. Additionally, they provide light on the state of digital marketing in India.

Keywords: Trends, Social Media, Influencers, Data-Driven, Mobile, Regulatory Changes, Consumer Behaviour.

INTRODUCTION

Digital Marketing

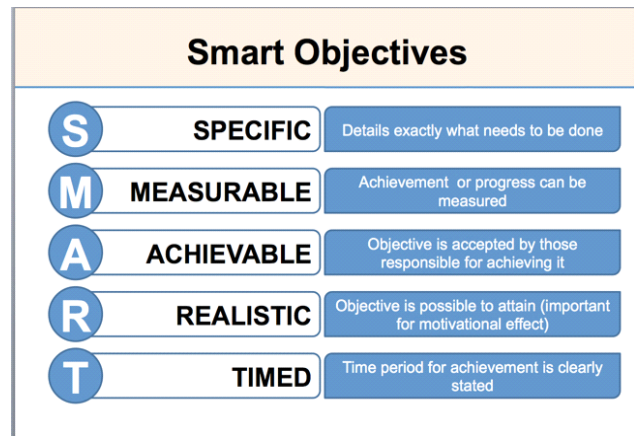
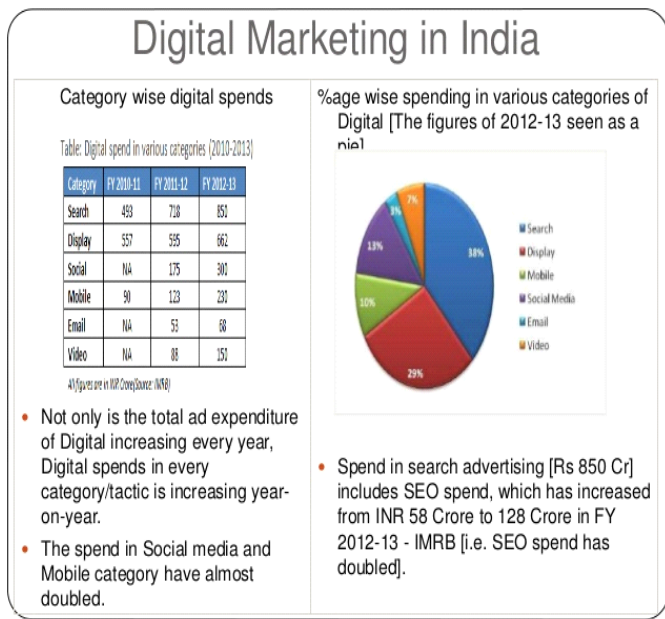


The supply chain encompasses the whole process, from advertising to shipping, warehousing, and finally, selling. It's the way things go from the factory to the buyer. In the early 20th century, people were often reclusive. There followed an era in which commodities were mass-produced.

Companies were primarily concerned with building the most efficient sales teams, and consumer marketing was founded on mass marketing principles. A new world civilization is emerging as this century comes to a conclusion. The fundamental driver of these changes is technological progress. The individual is once again at the core of technological advancement. As a result of these changes, conducting business now is distinct from earlier times. Changes in transportation and communication have had far-reaching effects on the marketing sector. As marketing's reach and capabilities have expanded, so too have the responsibilities and roles of marketers.

Maximilian Florian

RESEARCH OBJECTIVES OF



The monumental "Marketing Management" by Philip Kotler formalised this change. Production, advertising, and brand management are his strong suits. All of them have their roots in the rapid development of new technologies, which have made previously unimaginable methods and opportunities possible. Finally, in the fourth and last step, you must pay great attention to each client. The ever-changing nature of the Internet is helping to cement the new marketing approach, which is reminiscent of a hundred-year-old method of conducting business. Modern, technologically sophisticated civilization is giving rise to a new digital economy that is growing at a dizzying rate. There will be certain companies in the future that can only be found online. The bulk of business transactions will occur online, cutting out intermediaries in the supply chain and flowing directly from producer to consumer. When it comes to digital marketing, the consumer is more involved in making decisions about the product. A consumer can even use the various components given by the firm to construct the device themselves.

- Objectives such as "to increase company sales by 25% by 2016" are instances of marketing tactics under this category.
- One primary objective is to increase the percentage of customers who rate the service as "excellent" from 80% to 85% in 18 months. Another primary objective is to achieve 30% market share for Product C within three years after its launch.
- The marketing plan and its aims should complement the company's overall objectives.
- What follows is an example of the relationship between marketing objectives and organisational goals:

Research Methodology

What we mean when we say "research" is gathering new and relevant knowledge about a topic in a methodical and rational way. "Knowledge" might imply several things in this setting, but ultimately it refers to the pursuit of more precise and comprehensive data. Analytical reasoning is the systematic and dispassionate way of solving societal and scientific challenges. Books, journals, newspapers, and archives are just a few of the many possible sources for this content. Not only may research lead to fresh insights, but it also paves the way for progress in any field. The level of social, economic, and political development of a nation may be assessed

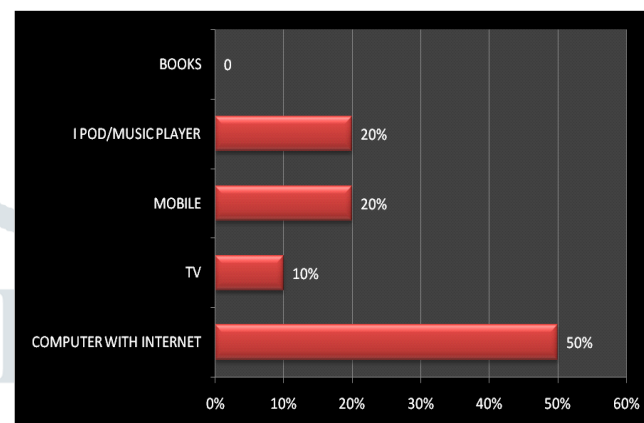
via study. This is correct on every continent. The results of a scientific research often lead to a shift in the philosophical viewpoint on an issue, which in turn broadens the problem's reach beyond the scientific domain. The researchers' plans for communicating their concerns and objectives and delivering the findings from the data collected are outlined in a "research methodology" document. One definition of "research methodology" is a procedure. An integral aspect of research techniques, research designs ensure that the study's objectives are fulfilled by outlining the details of data gathering and analysis. In order to find out how the independent variable affected the dependent variable, the researchers used statistical data using a comparative study design. The following stage is to identify the variables and take their measurements. The results and conclusions were generated from a mix of primary and secondary resources. All information culled from the original sources is here. A survey was made accessible to participants using an internet survey platform. The term also encompasses a wide range of supplementary forms of electronic communication, such as social media and messaging applications. There were a total of twenty-three questions posed, according to the results from 100 participants. Two goals of the survey questions were to inquire as to whether or not watchers become purchasers and to inquire as to what factors impact consumers' purchasing decisions. A tone of intense inquiry permeated the questions. Data was then subjected to a battery of statistical tests, with tabular and graphical presentations of the results following. Publications, academic archives, reports, newspapers, journals, and historical research papers are just a few of the many sources from which secondary materials have been extracted.

ANALYSIS

In terms of consumer demand, traditional forms of advertising clearly triumph over their digital counterparts. Internet advertising was overwhelmingly surpassed by more conventional

forms by 31%. This is due to customers' cultural attitudes towards advertising, which is similar to influencers. Consumers are more inclined to examine ATL characteristics when they are required to do an information search or make a purchasing decision.

YOU USE INTERNET FOR



Computers with internet access were chosen by 50% of the young adults surveyed (those between the ages of 18 and 25). It seems weird that books were the most popular choice, considering how dependent we are on the internet.

LIMITATION

There are a number of challenges that might make it less beneficial to research digital marketing trends in India: Due to sample bias, the results may not be representative of the whole population or industry in India as not all businesses or regions were polled using online questionnaires. Underrepresentation of small-scale businesses or customers in rural areas, for instance, can skew the results. It is feasible that comprehensive data on digital marketing strategies in India is lacking, making it impossible to conduct a comprehensive analysis. It may be challenging to obtain an accurate picture of market trends if certain firms choose not to disclose their marketing strategies or key performance indicators. Given the dynamic nature of digital marketing trends, data collection and analysis must occur at the speed of light. However, due to the rapid changes in digital marketing legislation, consumer preferences, and

technology, the study's findings may quickly become outdated. Demographics, consumer preferences, and economic leanings differ substantially throughout India's several regions as a result of the country's variety.

Failing to account for regional differences increases the likelihood that the study's results do not reflect the nation overall. Although digital marketing strategies are ever-changing, certain sectors appear to be more open to new approaches than others. Applying the results to different regions might be challenging if the study didn't cover a lot of terrain. There may be changes to online advertising tactics in India as a result of the new regulations. It is possible that the research failed to take into account a variety of complex legislative challenges, such as those pertaining to data protection, advertising restrictions, and taxation. Some research approaches, such as qualitative research or using secondary data sources, may incorporate biases and weaknesses into the interpretation of the findings. Inadequate data collection methods or a small sample size could lead to research constraints and the failure to draw firm conclusions. In spite of these limitations, the study adds a lot to what is already known about digital marketing trends in India and deserves serious consideration in policymaking and future research on this expanding topic. It is important for academics and practitioners to consider these constraints and come up with other solutions while assessing the study's results.

FINDING

New and relevant data on the status of online advertising in India is provided by the research on digital marketing trends in the country. By examining data analytics, expert opinions, case studies, and industry publications, the report uncovers important trends, challenges, and opportunities impacting India's digital marketing ecosystem. An essential takeaway is the growing significance of social media marketing (SMM) in India as a channel for consumer engagement and

brand development. Businesses are increasingly utilising social media marketing (SMM) strategies to connect with their target audience, build brand awareness, and foster authentic relationships with customers. This is particularly true on rapidly growing platforms such as Instagram, Twitter, and Facebook, where user engagement is skyrocketing. Another trend is the rise of influencer marketing, in which companies form partnerships with influential people in an effort to boost their own brand recognition and credibility among consumers. Because of the sway they have over their audiences through authentic and approachable content, influencers are vital allies when venturing into untapped areas and raising brand recognition.

Companies are increasingly turning to data-driven marketing tactics, which make use of artificial intelligence and advanced analytics to monitor campaign performance, optimise targeting, and personalise marketing messages for each consumer. Using data insights, marketing initiatives may be more relevant and successful, which in turn increases customer engagement and return on investment (ROI). With the proliferation of smartphones and internet connectivity in India, mobile marketing remains a formidable force. Indian marketers are capitalising on consumers' mobile-first mindset by sending them customised, contextually relevant messages in an effort to increase engagement and sales. Amidst the opportunities, corporations have challenges when it comes to privacy and navigating the complex regulatory landscape. In view of new privacy regulations, such as the Personal Data Protection Bill, and shifting consumer expectations, marketers and data managers must exercise extreme caution. Overall, the findings highlight the dynamic nature of digital marketing in India and the importance of organisations' ability to deftly navigate complex rules, adapt to shifting consumer preferences, and stay ahead of the curve in order to fully capitalise on digital growth opportunities. Businesses in India that want to succeed in the dynamic digital marketing

landscape of the country must be open to new ideas, efficient with technology, and customer-centric.

CONCLUSION

In comparison to more conventional forms of advertising, such as television advertisements and print media like newspapers and magazines, research has demonstrated that internet advertising is neither successful nor dependable. There is a huge gap in the degrees of trust between conventional and internet media in terms of consumers. Of all, it can be due to cultural differences between India and the West, where e-commerce is more common, people have greater faith in the internet, and people like to shop online. Consequently, such nations see a greater return on investment from their online ads. In India, we prefer physical goods over virtual ones, therefore it's all for naught. As a group, we like going shopping with loved ones. When it comes to online ads, click-through rates are considered the gold standard. This indicator measures the extent to which marketing messages can be traced back to exact actions taken by consumers. There are a few problems with the statistic, though. For example, it ignores the fact that most people who see ads online probably don't need the promoted items or services right now because click-through is the main metric used. Furthermore, click-through does not measure how much an ad's exposure affects a consumer's feelings and thoughts about the advertised brand. People may not be in a rush to buy a product or service when they see an ad for it, but offline advertisers know this. **RECOMMENDATION**

The ever-changing landscape of digital marketing in India is explored in this comprehensive research, which looks at emerging trends and best practices. This report offers strategic recommendations based on market research and industry analysis to assist organisations in capitalising on the dynamic opportunities in the Indian digital market. Switch to an Omnichannel Approach:

Simplify your interactions with customers by combining your online and physical platforms. Use both online and offline methods to get more people involved and show their support. This include offline touchpoints as well as social media, email, and search engines. You Must Prioritise Mobile Optimisation: Pay close attention to strategies that are easier to implement on mobile devices because of the increasing popularity of smartphones. Websites should be responsive and content should be tailored for mobile consumption to attract the mobile-first population. Invest in video content: Create interesting and shareable videos to cash in on the growing popularity of watching videos online. Reach out to customers on sites like YouTube, Instagram, and TikTok by using visual storytelling tools.

Make the Most of Social Media: Build an Impressive Brand Identity Online and Interact with Your Target Market on Social Media. You may modify your content strategy based on the channels that your target audience prefers, which you can learn via analytics.

Stand out Data analytics and segmentation may be used to customise information and provide offers that appeal to specific tastes.

Employ strategies for dynamic content in all mediums, including as email marketing, social media, and website personalisation. Look into Influencer Collaborations: Collaborating with influential people may boost your brand's visibility and credibility. Collaborate with influencers whose values align with your brand's in authentic storytelling initiatives. Craft Content That Speaks to You: Your SEO strategies should be revised to reflect the growing popularity of voice search.

Prioritise conversational keywords and long-tail phrases to increase your visibility in voice-enabled devices and virtual assistants.

Keep an Open Mind and Experiment with New Technologies: Maintain a level of expertise in emerging technologies such as AR, VR, and AI in order to provide clients captivating brand

experiences. Experiment with new platforms and features to stay relevant and attract more customers.

Establishing Reliability via Transparency and Data Protection:

REFERNCE

- Madhani, J. V., & Rajyaguru, K. H. (2020, September 2). IMPACT ANALYSIS OF DIGITAL MARKETING:.
- Journal of Management and Entrepreneurialship, 22(ISSN 1411-1438 print / ISSN 2338-8234 online), 800. doi:DOI: 10.9744/jmk.22.2.161–164
- Admin, I. (2020, February 3). Visibility and Customer Engagement in Digital Marketing! Retrieved from <http://www.idaosejaipur.com>: <http://www.idaosejaipur.com/blog/visibility-and-customer-engagement-in-digital-marketing/>
- Amrutkar, M. (2021, February 20). The New Digital Marketing Trends of 2021. Retrieved from Financial Express: <https://www.financialexpress.com/brandwagon/the-new-digital-marketing-trends-of-2021/2198409/>
- C.Vethirajan, M. a. (2020, February 12). EMERGING TRENDS IN DIGITAL MARKETING IN INDIA. UGC Care
- Listed
- [c/publication/339717019_EMERGING_TRENDS_IN_DIGITAL_MARKETING_IN_INDIA/links/5e9ee3e292851c2f52b6cc83/EMERGING-TRENDS-IN-DIGITAL-MARKETING-IN-INDIA.pdf](https://www.researchgate.net/publication/339717019_EMERGING_TRENDS_IN_DIGITAL_MARKETING_IN_INDIA/links/5e9ee3e292851c2f52b6cc83/EMERGING-TRENDS-IN-DIGITAL-MARKETING-IN-INDIA.pdf)
- Chugh, S. (2020, June 6). How digital marketing is helping small businesses in India? Retrieved from deckerstech.com: <https://deckerstech.com/blog/how-digital-marketing-is-helping-small-businesses-in-india/>
- COURTNEY DANYEL. (2020, DECEMBER 9). 9 SEM Trends You Need to Know for 2021. Retrieved from www.quantmind.com: <https://quantmind.com/blog/sem-trends-2021/>
- Dennis. (2020, December 16). 10 Biggest Content Marketing Trends that Will Dominate 2021. Retrieved from www.coredna.com: <https://www.coredna.com/blogs/content-marketing-trends#1>
- Ellis, M. (2020, December). 9 top digital marketing trends for 2021. Retrieved from www.99designs.com: <https://99designs.com/blog/marketing-advertising/digital-marketing-trends/>
- Expert commentator. (2020, January 13). How AI is transforming the future of digital marketing. Retrieved from www.smartinsights.com: <https://www.smartinsights.com/managing-digital-marketing/how-ai-is-transforming-the-future-of-digital-marketing/>
- Hallebeek, W. (2020, August 14). SEO basics: What is local SEO? Retrieved from [Yoast SEO for everyone](http://yoast.com): <https://yoast.com/what-is-local-seo/>
- Kakovkina, V. (2021, April 06). Hot or Not: Email Marketing Trends for 2021. Retrieved from www.nethunt.com: <https://nethunt.com/blog/email-marketing-trends/>
- Kamble, O. (2019, Jun 18th). The Growth of Digital Marketing in India. Retrieved from www.yourstory.com:

<https://yourstory.com/mystory/the-growth-of-digital-marketing-in-india>

- Mail Chimp. (2020). Digital Marketing. Retrieved from www.mailchimp.com: <https://mailchimp.com/marketing-glossary/digital-marketing/>
- Media, B. (2020, October 31). Digital Marketing Trends 2021 in India-Blindspot Media. Retrieved from www.mediablindspot.com: <https://www.mediablindspot.com/amp/digital-marketing-trends-2021-in-india-blindspot-media>
- Membrillo, A. (2021, February 12). 2021 Digital Marketing Trends: Top Recommendations. Retrieved from www.cardinaldigitalmarketing.com: <https://www.cardinaldigitalmarketing.com/blog/how-the-top-digital-marketing-trends-will-evolve-in-2021/>

