



# Digital Marketing in India in the Context of Electronic Products: An Overview

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## Abstract

The rise of digital marketing has fundamentally changed the way electronic products are marketed and sold. The digital marketing has paved way for a new and innovative means of marketing the products and electronic goods are not an exception to it. The electronic product industry is making use of digital marketing and the current paper by the authors aims at inquiring some such aspects related to the digital marketing in the context of the electronic industry. This study delves into the impact of digital marketing on the electronic products industry. It will not be unfair to say that digital marketing has brought a revolution in the way we used to market the electronic products. It has changed all the landscape of the promotion, selling and distribution of the electronic products. With the advent of an array of digital platforms coupled with the increase in the internet penetration and smartphone usage, the marketing landscape of electronic products particularly the consume electronic products has got massively transformed. Tech-savvy consumers can easily be approached by the companies due to availability from smartphones and laptops to smart home devices. The paper attempts to present an overview of the digital marketing in the context of the electronic products in India. The paper becomes contextual considering India is a vast and leading economy characterised by the rising base of the consumers making use of digital platforms.

**Key Words:** Digital Marketing, Electronic Products, Social Media Marketing and E-commerce

## 1.0 Introduction:

Digital marketing has revolutionized how businesses promote, advertise and sell products in the electronics industry. Traditional methods of marketing have been increasingly supplemented or replaced by online strategies that leverage the power of the internet, social media, data analytics, search engines and e-commerce platforms. The ability to track consumer behaviour and personalize marketing content has allowed businesses to reach highly targeted audiences with tailored messages. However, the impact of digital marketing varies across different types of electronic products.

Digital marketing has emerged as a vital tool for businesses to connect with consumers effectively. Through digital platforms, marketers can analyse user behaviour, preferences and trends to deliver tailored content that

resonates with their target audience. Techniques such as search engine optimization (SEO), social media campaigns and programmatic advertising have created dynamic opportunities for influencing consumer choices, especially in the youth segment. The youth segment has been one of the most significant factors responsible for making the digital marketing a viable option. Youth spending behaviour is a critical focus area for marketers, as young individuals are not only active consumers but also highly responsive to digital stimuli.

Personalized offers have proven to be one of the most effective tools in driving youth spending. The ability to deliver tailored promotions, discounts and recommendations based on individual preferences fosters a sense of exclusivity and relevance among young consumers.

## 2.0 Literature Review:

The literature on digital marketing in the electronics industry highlights various trends such as the rise of content marketing, influencer marketing, search engine optimization (SEO), paid advertisements and e-commerce. **Chaffey and Ellis-Chadwick (2019)** in this study the outcomes revealed that digital marketing has revolutionized the way electronic products are marketed. Platforms such as social media, email marketing and search engine optimization (SEO) allow brands to reach targeted audiences efficiently. For consumer electronics, personalized advertisements enhance customer engagement and drive purchase decisions. **Kotler, Kartajaya and Setiawan (2017)** in this study the researchers compare traditional and digital marketing, noting that digital approaches provide measurable ROI and precise targeting, making them more effective for the fast-changing electronics market. However, traditional media like TV and print ads still play a role in building trust for established electronic brands. **Kaplan and Haenlein (2010)** in their study found that social media platforms are pivotal in influencing consumer behaviour in the electronics industry. The research highlights the importance of visual platforms such as Instagram and YouTube for engaging audiences and shaping purchasing decisions, particularly for high-tech gadgets. **Chen and Chen (2018)** in their study focused on SEO which is a critical strategy for driving organic traffic to electronics retailers' websites. The study found that ranking higher on search engines significantly increases consumer trust and product visibility, particularly for subcategories like laptops and smartphones. **Lou and Yuan (2019)**, this study explores how influencer marketing fosters trust among consumers, especially for tech products like gaming consoles and wearables. The study emphasizes that the credibility of influencers significantly affects consumer behaviour, particularly for younger demographics. **Shankar and Balasubramanian (2009)** in this study, the researchers highlight the importance of mobile marketing in engaging electronics consumers. Techniques like push notifications, in-app promotions and SMS campaigns enable consistent interaction with tech-savvy audiences and foster repeat purchases. **Chevalier and Mayzlin (2006)** in this study the researchers have discussed about the role of online reviews in shaping consumer decisions for high-involvement purchases like electronics. They found that higher ratings and detailed reviews correlate with increased sales, emphasizing the importance of peer recommendations. **Jansen and Mullen (2008)** in their study highlight the success of PPC campaigns in promoting electronics subcategories such as smart home devices. The researchers found that tailored keyword strategies improve click-through rates, conversions and overall campaign effectiveness. **Rust and Huang (2014)** in this study the researchers discuss how personalization in digital marketing transforms customer experiences. Use of AI to tailor marketing campaigns improves customer satisfaction and increases sales, particularly for electronics subcategories such as gaming and audio devices. **Liu, Dholakia and Ryding (2020)** in their study examine the impact of augmented

reality (AR) and virtual reality (VR) on marketing strategies for electronics. The researchers found that virtual product trials and immersive demonstrations enhance consumer engagement and confidence in purchasing decisions.

### 3.0 Objectives of the Study:

The main objectives of the study are as follows:

1. To present an overview of the digital marketing in the context of electronic products in India.
2. To study the theoretical impact of social media platforms on consumer engagement with electronic products in India.

### 4.0 Hypotheses of the Study:

The hypotheses of the study are as follows:

1. Digital marketing does not significantly influence consumer awareness of electronic products in India.
2. Social media marketing does not have a significant impact on consumer engagement with electronic products in India.

### 5.0 Research Methodology:

The study has followed a simple approach and it is predominantly qualitative and descriptive in nature and it is carried out on the basis of the secondary data. The study has presented an overview of the digital marketing in the context of electronics items in India. The study makes an attempt to explore how digital marketing leaves an impact on the consumer engagement in the context of the electronic products. The study has relied on the secondary data and literature, government reports and policy documents. The study is non-empirical in nature and it is driven by the theoretical analysis. The study is mainly concerned with the understanding and the interpretation of the existing knowledge rather than generating the new statistical data. The scope of the study is limited to the Indian consumers of electronic products.

### 6. Discussion

Digital marketing has had a huge impact on the electronics industry, changing the way products are promoted and sold. For fast-moving products like smartphones and consumer electronics (e.g., gaming consoles and cameras), short, high-energy campaigns that rely on social media influencers and live demonstrations are especially effective. These types of campaigns create excitement, encourage immediate interaction, and generate buzz around new releases. Social media platforms, with their broad reach and ability to engage directly with users, are key to driving interest and demand in the competitive world of consumer electronics.

## 6.1 India's Strides in Digitalisation:

The discussion on the digital marketing in India in the context of the electronic industry is incomplete without having an idea about the India's leaps and bound progress in digitalisation. The table below presents the details about it.

**Table 1.0 India's Digital Strides**

S.No	Category	Description
1	Mobile Subscriptions	Of the latest estimated 8.36 billion mobile cellular subscriptions worldwide, 1.78 billion are in China, followed by 1.14 billion in India and 372 million in the US.
2	Internet Traffic	Saudi Arabia has the highest average monthly data traffic, at 35 GB, followed by Russia and India, with 18.4 GB and 16.9 GB, respectively.
3	5G Deployment	India became the second largest market for 5G smartphones in the first of 2024, following China.
4	Digital Identity	As of January 8, 2024, India has given out over 1.3 billion biometric IDs.
5	Digital Payments	Over 1644 billion digital transactions took place in India in FY 2023-24, the highest volume for a country.
6	ICT Service Exports	In 2023, India's ICT services exports, the second highest in the world, stood at USD 162 billion, behind Ireland, which was leading at USD 236 billion.
7	AI Projects	India's contribution to GitHub for AI projects is the highest in the world, at 23%, followed by US (14%).
8	Unicorns	As of April 2024, the third largest number of homegrown unicorns by country were in India, following the US and China.

### **India's progress in digital advancements**

**Source:** ESTIMATION AND MEASUREMENT OF INDIA'S DIGITAL ECONOMY REPORT, January 2025 (Page 15)

Above table presents the panorama of the India's digital strides and it will not be an exaggeration to say that both the consumers and the industry has benefited from these digital strides of India.

In the same continuation here are some more information retrieved from Ministry of Electronics & IT. (2025, January 28), press release. Over the last decade, India has witnessed a significant digital transformation. Indian economy now stands at 3<sup>rd</sup> position globally in digitalisation and also India is ranked 12<sup>th</sup> among G20 nations in the individual digital usage. There are projection suggesting the contribution of digital economy to the Indian national income will rise nearly to 20% which will surpass the similar contribution by sectors like agriculture and manufacturing sectors. As far as the current state of affairs is concerned during 2023-24, the digital



economy contributed to 11.74% of the GDP. The number of workers employed in this sector stood at 14.67 million which makes it around five times more productive in comparison to other sectors. The electronic industry is one of the leading digitally enabling industries which reflect from the fact that digitally enabling industries (e.g., ICT services, electronics manufacturing) contributed 7.83% of GVA. The future growth prospects are guided by the growth drivers including AI cloud computing and the emergence of Global Capability Centres (GCCs). India hosts 55% of the world's GCCs, which offer R&D, IT, and business process services for multinational firms. As far as the future trends are concerned, in the short term, digital intermediaries and platforms will drive the most growth. Eventually, digital diffusion across all sectors will dominate, while the share of core ICT industries will relatively decline.

## **6.2 Recent Developments in the Digital Marketing of Electronic Products in India:**

There are some peculiar aspects which has made digital marketing one of most sought after of the methods of marketing various products and electronic products are not an exception to it. In the context of this paper, following significant trends can be cited:

### **1. The rising trends of vernacular and regional trends:**

The digital reach has made it possible to penetrate the rural and semi-urban markets and brands are now focusing on creating the contents in regional languages like- Tamil, Telugu, Bengali, Punjabi etc. This has obviously helped in overcoming the language barrier and also added to building up of the consumer trust.

### **2. Augmented Reality (AR) and Virtual Reality (VR): The Increased Digital Reach**

The Augmented Reality and Virtual Reality are transformative technologies which have helped in enhancing the interaction of humans with digital contents. This feature of these technologies has reshaped the industries with AR adds to reality and is more accessible and VR offers complete immersion. These technologies are being adopted by retailers in the electronic industry to enable customers to visualize how a product will look and function in real-world settings. There are mobile apps featuring these technologies which enable customers to see how a product say television or washing machine fits into his living space. Such technologies have given more leverage to the electronic industry in marketing their products well and also increased their reach to the prospective customers.

### **3. Voice Search Optimization**

Voice search assistants like Google Assistant and Alexa have necessitated to optimise contents for voice search. This refers to the process of improving content and online presence to increase visibility in voice-based searches. It involves tailoring website content, product listings, and digital marketing strategies to align with natural, spoken language queries. These technologies have become integral part of the digital marketing strategies in electronics industry. The way consumers search for and buy electronic products has shifted from typing queries to speaking them aloud, changing the entire landscape of search engine optimization (SEO) and customer engagement. Many electronic products consumers are making use of these to decide their choice of electronic product for the purpose of purchase.

#### **4. Use of Programmatic Advertising and AI Integration**

Many brands are making use of AI-driven programmatic advertising to deliver personalised ads to users based on browsing history, location, and buying behaviour. This helps in increasing the conversation rate of brands with consumers. This has further augmented the reach of electronic industry to their consumers and vice-versa.

#### **5. Use of E-Commerce Platforms**

The electronic companies are making use of the digital platforms like Amazon, Flipkart, Tata Cliq, and Croma to create visibility during mega sales like the Great Indian Festival and Big Billion Days. In a way they are co-branding their products with these E-Commerce platforms. India is a big consumer market which is growing in terms of the consumers making use of E-Commerce platforms and this helps the electronic industry to market their products effectively through these platforms.

### **6.4 Current Trends in Digital Marketing in India:**

To highlight the current trends of digital marketing in India, this information is being shared from the “dentsu-e4m Digital Advertising Report 2025”. “According to the report, the Indian advertising industry is projected to grow at 6.5 percent, reaching a market size of Rs 1,07,664 crore in 2025. The growth is projected to accelerate in 2026, with the rate increasing to 7.2 percent, driving the market size to Rs 1,15,460 crore by year-end. It further states that digital media continues to lead the transformation with a CAGR of 19.09 percent, reflecting significant investments in online platforms. The key growth drivers include increased spending on reality shows, sports content across TV and OTT platforms, and large-format print advertising”.

This information drawn from the dentsu-e4m Digital Advertising Report 2025 clearly indicates the stupendous growth of digital marketing in the country. Digital marketing in general has benefited almost all types of products segments in India and electronic industry is not an exception to it.

### **6.5 Challenges in Digital Marketing for Electronics Industry in India**

Electronic industry is a highly digitally enabling industry but still there are certain challenges which it faces and the same are being elaborated here:

#### **1. High Competition and Price Sensitivity**

The Indian electronics market is highly competitive and price-sensitive. Brands must constantly offer better deals and digitally promote value-for-money propositions, making it difficult to sustain brand differentiation. In Indian context, this aspect assumes even more significance as Indian market mostly comprise of the vast population of price conscious customers.

#### **2. Trust Deficit and Fake Reviews**

Consumers are sceptical about online reviews and fake influencer endorsements. Hence, building and maintaining consumer trust through transparent marketing is essential. The incidences of frauds and fake claims may deviate the consumers from relying on the claims made by even the genuine electronic companies about their products on the digital platforms.

### 3. Digital Divide

Though internet penetration is improving, digital access remains limited in some regions, particularly in rural and remote areas, which affects the reach of digital campaigns. Indian rural population represents a huge market for electronic products and lack of digital connectivity of these rural areas is an area which needs to be addressed by appropriate policy measures.

### 4. Ad Fatigue and Privacy Concerns

Overexposure to repetitive ads and increasing concerns over data privacy have made consumers more selective about the content they engage with. Brands must now balance targeting with sensitivity. At the same time there are rising concerns about the screen time and slowly people are getting aware about the dangers of spending hours and hours in front of screen. In such circumstances, the ads meant for digital marketing needs to be well planned and focused to capture the attention of the prospective consumers.

### 7.0 Conclusion:

Digital marketing has revolutionized the way electronic products are marketed and sold in India. It enables brands to connect with customers on a personal level, track consumer behaviour, optimize campaigns in real time, and stay ahead of the competition. As India continues to digitize and embrace smart technologies, digital marketing will remain an indispensable tool for the success of electronic product companies in the Indian landscape.

The deliberations presented in the paper clearly advocate the rejection of both of the hypotheses of the study. It means digital marketing significantly influences the consumer awareness of electronic products in India and social media marketing have a significant impact on consumer engagement with electronic products in India. The India's stride in digitalisation is noteworthy and as per the projections based on the government sources, India's digital economy is slated to contribute one-fifth of national income by 2029-30. This speaks volumes of the bright prospects of transformation of Indian economy into a real big digital economy in the years to come. The electronic industry by nature falls in the category of selected digitally enabling industries and the electronic industry is effectively making use of digital marketing to have a better reach to their consumers. However, there are certain challenges which need to be addressed like high competition coupled with higher price sensitivity, increasing lack of trust due to fake reviews, urban-rural digital divide and Ad fatigue along with privacy related issues. All these challenges need to be addressed so that the benefits of the digital economy may materialise in true sense for both the electronic products consumers and the industry.

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