



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

INTERNATIONAL JOURNAL  
OF CURRENT RESEARCH

International Journal of Current Research  
Vol. 15, Issue, 03, pp.24041-24046, March, 2023  
DOI: <https://doi.org/10.24941/ijcr.44974.03.2023>

## RESEARCH ARTICLE

# ROLE OF DIGITAL MARKETING IN INDIAN ECONOMY

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### ARTICLE INFO

#### Article History:

Received 14<sup>th</sup> December, 2022  
Received in revised form  
17<sup>th</sup> January, 2023  
Accepted 05<sup>th</sup> February, 2023  
Published online 29<sup>th</sup> March, 2023

#### Key words:

Digital Marketing, Digital Media, Digital Advertising, e-commerce and e-Marketing.

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Citation: Gaurav Sahu, Sanjay Singh and Yashwant Kumar Patel. 2023. "Role of digital marketing in indian economy". *International Journal of Current Research*, 15, (03), 24041-24046.

### ABSTRACT

In contrast to traditional marketing methods such as print media, in-person events, television and radio advertisements, digital marketing (also known as online marketing, internet marketing, or web marketing) refers to all marketing activity done online. The Internet's widespread use and the efficiency of digital marketing channels in generating sales and brand awareness are the main causes of the industry's explosive expansion. Digital marketing provides accurate targeting, reasonable costs (essential for small- and medium-sized firms and start-ups), and great reporting when compared to traditional advertising tactics. In India, digital marketing is growing quickly. Digital marketing is being used by many Indian businesses to generate competitive leads. Internet plays the largest and most important function in digital marketing. The widespread usage of the internet for both personal and professional purposes has led to the creation of numerous new channels for advertising and marketing activity. This article is primarily concerned with the development of digital marketing in the current environment. The purpose of the study is to identify the phenomenon connected to the trend in digital marketing. As a result, three parties—the Corporation, the Third Party Agency, and the Consumers—were included in the dispute. The survey's findings show that everyone is in agreement that internet literacy is a requirement for the expansion of digital marketing in this study.

## INTRODUCTION

The phrase that is synonymous with Internet marketing is known as digital marketing. Because it includes the use of electronic media and internet platforms for the execution and administration of marketing operations, it is also known as "electronic marketing" (Tiago et al., 2014). The idea of digital marketing originally appeared in India in the 1990s as the country's use of the Internet grew rapidly (Yasminet al., 2015). The major cause of the perception that the arrival of the Internet had the potential to improve business and marketing tactics, according to Munshi's study, was the use of repetitive marketing and advertising techniques (Munshiet al., 2012). As a result, digital marketing may also be defined as the act of advertising and selling goods and services online using online marketing techniques including content generation, SEO, SEM, SMM, email marketing, and mobile marketing (Kamal et al., 2016). The advantages of online marketing over conventional techniques of marketing have been noted by Zhang et al (such as print, broadcast or telephone). This survey also revealed that internet marketing, also known as digital marketing, is evolving quickly since it gives people the chance to engage with audiences and learn about their preferences and choices while also expanding the pool of possible clients (Zhang et al., 2012). Through online activities, digital marketing gives businesses a valuable resource for creating and keeping intimate relationships with

consumers. This enables the interchange of views, ideas, and needs for new products and services (Brosan, 2012). The Internet's widespread use and the efficiency of digital marketing channels in generating sales and brand recognition are the main causes of the industry's explosive expansion. Digital marketing provides accurate targeting, reasonable pricing (essential for small- and medium-sized firms and start-ups), and great reporting when compared to traditional advertising tactics.

### DIGITAL MARKETING CHANNELS

**SEO (SEARCH ENGINE OPTIMIZATION):** The technique of improving a website's or a web page's visibility in a search engine's "natural" or unpaid ("organic") search results is known as search engine optimization (SEO). SEO can target a variety of search types, including image search, local search, video search, academic search, news search, and vertical search engines tailored to certain industries. SEO takes into account a number of factors when developing an online marketing plan, including how search engines function, what people look for, the actual search phrases or keywords entered into search engines, and which search engines their intended audience prefers. In order to make a website more relevant to certain keywords and to eliminate obstacles in the way of search engine indexing, optimization may entail making changes to the website's content, HTML, and related coding.

Another SEO strategy is to advertise a website to increase the amount of back links, or inbound links, social bookmarking, and directory submission.

**SEM (SEARCH ENGINE MARKETING):** A type of Internet marketing known as search engine marketing (SEM) includes promoting websites by making them more visible in search engine results pages (SERPs) through advertising and optimization. SEM may employ pay-per-click advertising or search engine optimization (SEO), which modifies or rewrites website content to get a higher ranking in search engine results pages.

**SMM (SOCIAL MEDIA MARKETING):** The practise of increasing website traffic or attention using social media platforms is known as social media marketing. Social media marketing initiatives often make an attempt to provide material that grabs readers' attention and entices them to share it on social media. The resultant electronic word of mouth (eWoM) is any comment that customers make about an occasion, good, service, brand, or business on the Internet (such as websites, social networks, instant messaging, news feeds). This type of marketing generates earned media as opposed to sponsored media when the underlying message goes from user to user and is assumed to resonate because it looks to come from a reliable, third-party source rather than the brand or company itself.

### ROLE OF DIGITAL MARKETING IN INDIA

For firms in India, digital marketing has become a crucial component of the marketing mix. Digital marketing has become a viable means of reaching clients because to the growing use of digital technology like the internet and mobile smartphones.

### DIGITAL MARKETING IN INDIA PLAYS A NUMBER OF IMPORTANT FUNCTIONS, INCLUDING:

**BUILDING BRAND AWARENESS:** Businesses have the chance to increase brand recognition through digital marketing by focusing on customers on social media, search engines, and mobile applications.

**DRIVING WEBSITE TRAFFIC:** Businesses may increase traffic to their websites, where they can give additional details about their goods or services, by utilising a variety of digital marketing strategies.

**GENERATING LEADS:** By employing targeted advertising and other strategies to contact potential clients, digital marketing enables firms to create leads.

**ENGAGING WITH CUSTOMERS:** Businesses may interact with clients on social media and through other digital marketing platforms, which paves the road for recurring business.

**PROVIDING CUSTOMER INSIGHTS:** Businesses can analyse client behaviour and preferences thanks to digital marketing, which offers insightful data that can be utilised to better marketing tactics and goods or services.

**MEASURING RESULTS:** Businesses may track and evaluate the success of their marketing initiatives using digital marketing, which enables them to revise their plans and improve their campaigns for better outcomes.

### SOME FACTS ABOUT INDIAN DIGITAL MARKETING INDUSTRY

- In India, there are 500 million Internet users as of June 2018, and that number is increasing quickly, according to a research by IAMAI and Boston Consulting Group.
- According to calculations, India would have around 512 million Internet users by 2022.

- The Direct Marketing Association estimates that the value of the digital marketing sector is 12046 crores.
- eMarketer forecasts that in 2018, there would be \$59 billion more spent on mobile and tablet advertising.
- According to a study in The Hindustan Times, New Delhi, video advertising in India is worth Rs. 1600 crore of the country's total value in the digital ad market. In 2016, this will increase to Rs. 8100 crore.
- In India, e-commerce sales are anticipated to increase from \$14 billion in 2015 to \$71.94 billion in 2022, according to the research company eMarketer. India is the nation in the Asia-Pacific region with the fastest-growing retail e-commerce market. The combined gross merchandise value, or the total value of sales, of the top three online retailers in the country, Flipkart, Amazon, and Snapdeal, was \$13.8 billion in 2015, surpassing the combined gross merchandise value of the top 10 offline retailers, which was \$12.6 billion for the same period. (Mehta *et al.*, 2019).

### DIGITAL MARKETING INDUSTRY IN INDIA

Nearly all company sectors in India are affected by the digital marketing industry. Online banking, payment systems, content management, and order and shopping monitoring are a few examples of E-Marketing applications. Geophysical obstacles may be overcome thanks to the power of digital marketing, making all consumers and companies on the planet potential clients and providers. It is renowned for enabling companies to interact and complete a transaction at anytime and anyplace. India's digital marketing sector is now seeing tremendous growth. It is anticipated that the job in digital marketing would increase significantly in a nation with a fast-growing economy. Marketing and advertising are being greatly impacted by the emergence of digital marketing trends. If a brief overview of previous digital marketing data is not produced, the overall image of the Indian digital marketing business cannot be fully understood. If we look back in time to 2016, the International Journal of Advanced Research Foundation finds the following.

The first instance of electronic or digital commerce took place between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology in 1971 and 1972 thanks to The ARPANET. 1979: Michael Aldrich demonstrates the first online shopping system. 1981: Thomson Holidays UK is the first business-to-business online shopping system to be installed. 1996: India MART B2B marketplace established in India. 2007: In India, Flipkart was first formed. Every commercial or e-marketing organisation primarily uses digital techniques for marketing. According to data on digital marketing, smartphone and tablet advertising in 2011 was 200 percent less prevalent than it was in the years that followed. The net worth was \$2 billion during this year. The increase followed a geometric development, reaching \$6 billion in 2012. A greater level of career job improvement is required due to the competitive expansion, and more professionals are entering the area. The overall amount invested increased by 1.5 billion dollars between 2013 and March 2015. Up to this point, there has been an incredible amount of growth.

### IMPACT OF TECHNOLOGY GROWTH ON TRADITIONAL MARKETING:

The marketing paradigm has changed to a more modern and distinct element as a result of the exponential advancement of technology. On the digital platform, more customer- and content-centric methods are now being given. In the past, conventional marketing methods including advertising, public relations, branding, corporate communications, lead generation, etc. heavily relied on telephone as a delivery medium as well as print, radio, and television media. On the other hand, current marketing strategies that make use of the Internet and social media are able to reach a focused audience. Contemporary marketing strategies are economical because they enable marketing platforms to quickly reach millions of customers. Companies that focus extensively on digital marketing as their primary instrument for delivering marketing messages might steadily increase their level of marketing success. Each marketing campaign should successfully utilise all of the many

marketing strategies that fall under the categories of conventional marketing and modern marketing. Push marketing, lead generation, launch events, trade exhibitions, television, print media, social computing, tailored content, budget control, and other strategies may be utilised to successfully reach the targeted market groups and turn them into paying customers. Due to the steady rise of social media, shifting business environments, and introduction of more educated customers, businesses must re-evaluate their marketing strategies and create a multi-channel marketing plan. This will allow them to carefully plan out an ideal mix of both the modern and traditional techniques that are best suited for their particular industry (Mehta *et al.*, 2019).

**MSME:** Around 8% of GDP is contributed by micro, small, and medium-sized businesses, which are particularly essential to the growth of the economy since they employ 80 million people and account for 45% of manufacturing and 40% of exports. The industrialization of non-traditional and economically underdeveloped sectors is accelerated by MSME, which has a significant impact on socioeconomic growth. Because of low cost structure regimes and the various benefits of not paying provident fund, gratuity fund, and excise duty (for industries with turnover less than 1.5 crores), MSME industries have seen significant growth to date. These advantages allowed them to price their products appropriately and gain a competitive advantage over other established companies by maintaining profit margins. In order to accelerate the progress of digitization, the Indian government introduced the GST, a significant reform that has slowed the growth of MSME's and increased compliance costs by requiring them to file GST returns and registrations. Given the difficulties they face, it is essential to increase digital literacy in the MSME sector so that they can utilise technology to the fullest. With the potential of the MSME sector, digital transformation may be the greatest way to assist them. Cloud computing for ICT domain sector, machine learning, data mining, and IoT might unquestionably transform the phase of the MSME sector and can put the large players in the market up against each other.

#### CHALLENGES IN DIGITAL MARKETING IN INDIA

- **TRUST ISSUES WHILE MAKING THE PURCHASE:** Even if ecommerce businesses like Flipkart and Amazon are steadily reversing the norm, a sizable proportion of customers are making purchases online since they are accustomed to doing it in physical locations.
  - **LESS SOCIAL MEDIA ENGAGEMENT:** Despite having the second-highest traffic of any social media platform, Twitter still receives lower interaction from India than from other nations.
  - **DIGITAL MARKETING IS STILL A NEW CONCEPT:** We Indians take a while to absorb new concepts and technology since there are always those shady businesses or spammers that spread misinformation online.
  - **NOT ACCEPTABLE:** Traditional consumers still find it difficult to acquire products and services online because they prefer in-person interactions and physical inspections. It will take some more time to accomplish this reliance on internet marketers since it is a continuous process to grow people's confidence that interactions in the virtual world are sincere and authentic.
  - **POSSIBILITY OF FRAUD:** It might be challenging to verify a potential customer's identity and credentials on the Internet at times. If not managed properly, this might turn out to be a significant issue. There have been several cases of financial fraud when the victim was genuinely unable to act because it was impossible to identify the perpetrator. It goes without saying that the entrepreneur must proceed cautiously at all times.
  - **COST EFFECTIVE:** It's not always free to use internet marketing. The prerequisites for a successful, long-lasting business on the internet include hardware safety and quality assurance, software that supports the special business requirements, setting up or tagging with online payment channels, online distribution expenses, site maintenance, and updating.
  - **COMPETITION:** With e-marketing, there is a lot of rivalry. Finding the perfect specialised audience and promoting a variety
- of items are top priorities for many people. As Internet marketers do not have faces, it is highly challenging to relate to their brand and services unless their websites are incredibly well-designed to encourage increasing levels of user involvement and comprehension. Making your presence known through your brand and USP may be a difficult and time-consuming task.
- **NO COMPARISON SHOPPING:** Professional service rates are often solely under the provider's discretion and determined by whatever criteria are important to that provider. A lawyer's hourly rate, for instance, takes overhead, student loan debt, insurance, and licencing costs into account. There is greater price freedom than with a set commodity, and making "apples to apples" comparisons is all but impossible. Consumers are compelled to assess a matrix of variables and rank those that are most significant to them in order to make a decision. If one service provider is more expensive, does the additional qualification they possess make up for the difference in cost? Customers may become frustrated and feel deceived if they cannot compare service providers based on just one criterion (such as pricing or location).
  - **INTANGIBILITY:** Customers typically cannot see or touch anything, unlike businesses that offer real things. Although the output may be vivid and obvious in the provider's mind, the customer may view it as abstract and amorphous.
  - **LACK OF IMMEDIACY:** In contrast to other technologies or software as a service, results is frequently delayed. When you hire, say, an architect, there is no instantaneous "installation done" or "conversion accomplished" pop-up that surfaces.
- #### SUPERIORITY OF E-MARKETING OVER TRADITIONAL MARKETING
- **LEVEL PLAYING FIELD:** With a strong e-marketing plan, any company, regardless of size, can compete with any competition thanks to e-marketing. Historically, a smaller store would find it difficult to match the sophistication of its larger competitors' fixtures and fittings. Online, a clear, well-planned website with a seamless customer experience and excellent service is king – not size.
  - **REDUCED COST:** Even small businesses may create an e-marketing plan for very little money, which has the potential to replace expensive and unaffordable advertising mediums like Yellow Pages, TV, radio, billboards, and magazines.
  - **SIMPLE TO MEASURE:** In contrast to traditional marketing methods, online marketing allows marketers to see what is or is not effective for the company in real time, and they can immediately adopt new marketing strategies to improve outcomes. The majority of bundled email marketing solutions offer useful data into how many people are opening, reading, and converting from emails. Google Analytics may be used to monitor particular goals they wish to attain for their website or blogs.
  - **REAL TIME RESULTS:** Marketers don't need to wait as long for a boost to their business as they would for the response to a fax or form. The rise in subscribers, peak trade hours, conversion rates, and much more can all be tracked by them with the press of a mouse.
  - **REFINEMENT OF THE STRATEGIES:** In essence, anything that a marketer records along the client journey may be reported on and tuned for better performance at a fraction of the price of traditional marketing. After all, how irritating is it to receive a few forms back from a mailing? They may adjust their plan at any moment thanks to web marketing, and any improvements or possibilities can be observed for future adjustment nearly immediately.
  - **BRAND DEVELOPMENT:** A well-designed website with high-quality content that targets the audience's demands and adds value may offer tremendous value and lead creation prospects. The same is true for using social media platforms and tailored email marketing.
  - **FAR GREATER EXPOSURE:** One marketing campaign may be used to follow a marketer's company wherever in the world; yet, doing so would be expensive if done the old-fashioned way.

Also, they will be able to readily see a long-term return on their investment once they have optimised the key word search content on their website, and it will be quite inexpensive to maintain the ranks.

- **VIRAL:** Look at how well breaking news is disseminated via social media share buttons on websites, emails, and social media channels to see how rapidly the information may be spread online. One message has really been viewed by 18 new prospects if they take into account the 150 friends the average Facebook user has, only 12% of whom see their liked posts. What happens if some of these new prospects like and share the same message and their friends do the same? This clearly shows to be quite successful. Nevertheless, there is a word of caution: bad news may spread far more quickly; therefore they must have a risk management plan to deal with such unfavourable press as soon as it is discovered.
- **NOT INTRUSIVE:** It is typical for most individuals to detest getting sales mailers or calls at inconvenient times about items they aren't really interested in. Internet users have the option to opt in or out of communications, and frequently this decision is significant as they were the ones who initially searched for it.
- **GREATER ENGAGEMENT:** With the help of digital marketing, businesses may nudge prospects, customers, and followers to take action, visit their websites, learn more about their goods and services give those ratings and reviews, and make purchases and offer comments that will be seen by their online audience. So, it doesn't take long for positive press to improve their company's chances.

## ELEMENTS OF E-MARKETING

Digital marketing is created using a variety of factors. Electronic gadgets are used in every sort of operation. Here are listed the key components of digital marketing:

- **ONLINE ADVERTISING:** Digital marketing includes online advertising, which is a crucial component. It is also known as online advertising, and it allows businesses to spread the word about their goods and services. The content and advertisements that are most relevant to customer interests are provided via internet-based advertising. Publishers post information about their goods or services on their websites so that people may receive it for free. Online advertisers need to run more effective and pertinent adverts. The corporation effectively manages its budget and has complete control over time through internet advertising.
- **EMAIL MARKETING:** Email marketing is the practise of communicating with current or potential customers via email about products or services. Direct digital marketing is used to distribute adverts, create brand recognition, and cultivate brand and consumer loyalty. With this aspect of digital marketing, a business may simply promote its goods and services. Compared to advertising or other types of media exposure, it is quite inexpensive. By designing an appealing combination of visuals, text, and links on the products and services, a company may capture the customer's full attention.
- **SOCIAL MEDIA:** One of the most significant digital marketing platforms nowadays is social media marketing. It is a computer-based platform that enables users to generate and communicate concepts, details, and visuals related to the goods or services offered by the business. Internet users continue to spend more time on social media sites than any other kind, according to Nielsen. Facebook, Twitter, LinkedIn, and Google Plus are examples of social media marketing networks. Via Facebook, a business may advertise events involving its goods and services, run promotions in accordance with Facebook policies, and look into new prospects. A corporation may boost brand recognition and visibility using Twitter. It is the most effective instrument for promoting a business's goods and services. Professionals create profiles on LinkedIn and exchange information with others. A corporation may enhance their LinkedIn profile so that professionals can visit it and learn more about the company's goods and services. More effective than other social media platforms like Facebook and Twitter is Google+. It is more than

just a straightforward social networking platform; it is also a tool for authorship that connects web content to its creator.

- **TEXT MESSAGING:** It is a mechanism for mobile and smart phone devices to convey information about the goods and services they offer. A business can transmit information via phone devices in the form of text (SMS), images, videos, or music (MMS). marketing via mobile devices Throughout Europe and several regions of Asia in the early 2000s, SMS (Short Messaging Service) grew in popularity. Order confirmations and shipment notifications can be sent through text message. SMS marketing efforts produce quicker and more significant outcomes. With this method, businesses can be sure that their marketing messages are viewed by their clients whenever they send them and in real-time. A company may design a questionnaire to get important client feedback that will help them improve their goods and services in the future.
- **AFFILIATE MARKETING:** Performance-based marketing includes affiliate marketing. With this kind of marketing, a business pays affiliates for each visitor or client they bring in thanks to the marketing campaigns they carry out on its behalf. The merchant (also known as "retailer" or "brand"), the network, the publisher (sometimes known as "the affiliate"), and the client are the four main participants in the industry. A secondary tier of businesses, including affiliate management companies, super-affiliates, and specialised third party suppliers, have emerged as a result of the market's increased complexity. Affiliate marketing may be approached in one of two ways. A company may decide to become an affiliate of another company or provide an affiliate programme to others. The business owner must pay affiliates a commission for each lead or sale they bring to the company's website if they wish to promote an affiliate programme. The major objective of the company is to identify affiliates who can penetrate unexplored markets. A firm that publishes an e-zine, for instance, would make a suitable affiliate since its readers are thirsty for information. So, making an offer through a "trusted" firm might attract potential customers who might not otherwise pay attention.
- **SEARCH ENGINE OPTIMIZATION (SEO):** The technique of improving a website's or a web page's visibility in a search engine's "natural" or unpaid ("organic") search results is known as search engine optimization (SEO). A website will often have more traffic from search engine users the sooner (or better placed on the search results page) and more frequently it appears in the search result list. SEO may target a variety of search types, including image search, local search, video search, academic search, news search, and vertical search engines tailored to a particular sector.
- **PAY PER CLICK (PPC):** Using search engine advertising to drive traffic to your website rather of "earning" it, is known as pay-per-click marketing. Pay per click benefits both advertising and searchers. It is the finest method for business advertisements since it results in minimal costs and increased interest in the goods and services (Shamimet et al., 2016).

## IMPACT OF DIGITAL MARKETING IN INDIAN ECONOMY

The Indian economy has been significantly impacted by digital marketing, and this impact is only increasing. Here are a few examples of how digital marketing is influencing the Indian economy:

- **INCREASED ACCESSIBILITY:** Reaching a wider audience has become simpler for businesses thanks to digital marketing. Businesses may now advertise their goods and services online using a variety of platforms including social media, email marketing, search engine marketing, and others thanks to India's growing internet user population.
- **INCREASED EFFICIENCY:** Business marketing operations have been streamlined and cost-cutting thanks to digital marketing. Businesses may use digital marketing to track the effectiveness of their initiatives in real-time and enhance their marketing strategy by making data-driven decisions.

- **INCREASED EMPLOYMENT:** In India, there are now more work chances thanks to digital marketing, particularly for individuals who possess certain talents. Digital marketing experts that can assist firms in reaching their target audience online are in great demand as e-commerce and internet enterprises continue to expand.
- **INCREASED GDP:** India's Gross Domestic Product has benefited greatly from the expansion of digital marketing there (GDP). The expansion of online enterprises and e-commerce has been accelerated by digital marketing, increasing economic activity and employment creation.
- **INCREASED FOREIGN INVESTMENT:** India is becoming a desirable location for international investors because to digital marketing. Foreign investors are investing more in the Indian market since there are more online firms and e-commerce platforms, which are enhancing the economy of that nation.
- In general, the Indian economy has benefited from digital marketing by being more accessible, effective, employable, and generating more GDP and foreign investment. The Indian economy is anticipated to gain even more in the next years as a result of the on-going expansion of digital marketing.

### PERCEPTION OF INDIAN MARKETING MANAGERS TOWARDS DIGITAL MARKETING

There is a vacuum in the research when it comes to knowing how business and marketing managers view the importance of the benefits of digital marketing in the workplace. There aren't enough qualitative and quantitative research to understand how managers view shifting trends and their effects. According to a 2013 survey by Khan and Siddiqui in Pakistan, marketing professionals are both excited and sceptical about the value of digital marketing for businesses (Khan and Kamran 2013) Another study that was performed in Bangladesh revealed that marketing experts believe that brand relationship marketing would be improved by digital marketing and that it will be important for business success (Ahmed, 2016). To comprehend and analyse the attitudes of students, business owners, and employees regarding online marketing and advertising, Abdul Azeem and ZiaulHaq performed a survey research in India (Azeem, 2012). Unfortunately, this survey was only able to develop a cursory grasp and was unable to offer a deep examination of experts' perceptions of the importance of online marketing. As a result, there is a gap in the literature on the inclusion of marketing experts' perceptions regarding the development of digital marketing.

### CONCLUSIONS AND FUTURE RECOMMENDATION

The study's goal is to draw attention to digital marketing's difficulties. The goal of the study is to provide readers the capacity to visualise how different customer categories develop and react to digital marketing methods. The research aims to present essential markers of successful digital marketing tactics. Digital media advertising was taken into consideration. Digital media ads have been taken into account for this reason. Indian customers have always been willing to give new things a shot. There has been a significant rise in household earnings as well as disposable income due to the socioeconomic changes occurring and the rise in nuclear families and twin-income households. Marketers are developing cutting-edge items and positioning them to draw in their target market in order to meet their needs. The main justification for standardisation is to maintain a consistent brand identity. Owing to media spill over and growing geographic client mobility (e.g. result of tourism and global broadcasting). As a result, the "perception sphere" is widened (ibid). For businesses, it may be challenging to develop or identify a single brand image that is appealing to people all over the world due to cultural, economic, social, and other variances. For items, a standardised digital marketing plan should be easier to create than for products utilised in culturally distinct ways because consumers tend to have similar consumer behaviours. For instance, consumer high-tech items (computers, smartphones) may be fairly universal, yet food is typically thought to be enjoyed in unique and traditional ways across countries. Because they centre on the same desires for beauty among

a common audience, ads for beauty-related products may be easier to standardise than those for more culturally particular goods like food or cars. Certain spokespersons may be shared across an agency, which means the celebrity, may wind up endorsing many brands. The actress Catherine Zeta-Jones is a prime example of this, since she endorsed both T-Mobile and Elizabeth Arden. Tiger Woods, a golfing champion, has also supported three companies: American Express, Rolex, and Nike. Despite the growth of social media and advertising over the past ten years, the rate of change in Indian consumers' knowledge has been gradual. Consumers have grown more picky as the number of brands on the market has increased, causing marketers to employ a variety of techniques to entice target customers with significant investments in advertising and publicity, giving discounts, and enticing them with freebie programmes. They have only served to boost their brand equity and increase turnover, which are all short-term positives.

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