

## **A Research on the Development of Digital Marketing in The Indian Environment**

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### **Abstract**

Digital marketing is growing quickly in India. Digital marketing is being used by many Indian businesses to generate competitive leads. The Internet plays the largest and most important function in digital marketing.

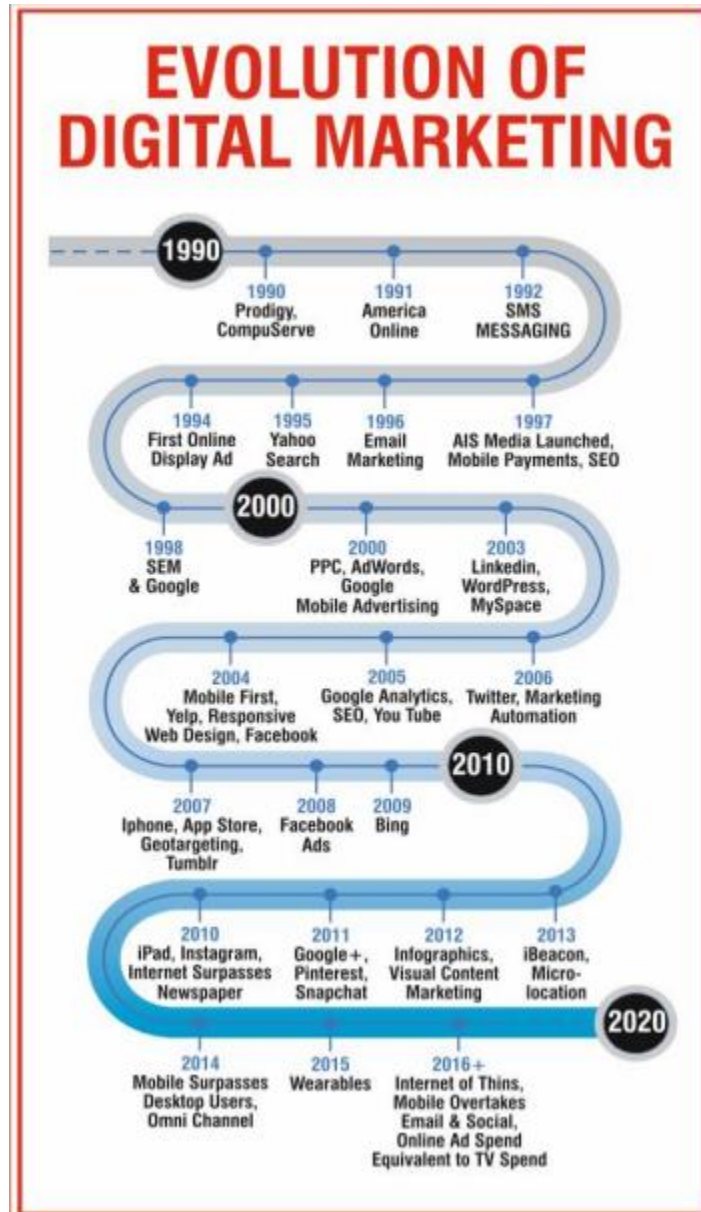
The widespread use of the web for both personal and professional purposes has led to the creation of various new channels for marketing and advertising activity. The development of digital marketing in the current environment is the main subject of this article. The purpose of the study is to identify the phenomenon connected to the trend in digital marketing. As a result, three parties—the Corporation, the 3rd 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 internet advertising in this study.

### **I. Introduction**

The advertising of goods or services via digital media is known as digital marketing. Digital advertising is frequently referred to as internet advertising, electronic adverts, and internet ads. Digital advertising is the activity of advertising goods or services online. The marketing plan focuses on distributing consumer-specific marketing materials online. The computer revolution includes things like the internet, mobile phones, and other forms of digital media.

The first personal computer (PC) was introduced by IBM in 1981, and for the first time, Channel Net Soft Advertising Group, a marketing company that tried to incorporate numerous ad campaigns in soft form with the aid of advertising digitization, introduced the concept of digital marketing. This gave rise to advertising trials like Reader Reply Cards which were foreseen in magazines, and in exchange, the company acquired the floppy disc that contains media content

(Kamal, 2016). The following graph illustrates the development and background of digital marketing:



**Fig 1: History of Digital Marketing**

Online advertising for products and services is done using a group of efficient strategies and tactics referred to as "internet advertising." It has a greater range of advertising elements than conventional commercial marketing as a result of additional channels and marketing instruments

that are available on the internet. Since the field of digital marketing is developing just at rate of light, it is necessary to have a strong foundation and the capacity for independent work, critical thought, and ruthless innovation. The internet is a technology that makes life easier and faster. As we can see, traditional marketing has mostly been replaced by digital advertising in the current environment.

## **II. Online Marketing In India**

As of July 2018, 40% of Indians were internet users, totaling around 450 million populations. According to industry opinion, growth has reached its inflationary limit. Cash on delivery accounts for 75% of all e-retail activity in India, making it the most popular payment option. In countries with swiftly growing economies, it is projected that the field of digital advertising would expand dramatically. The emergence of internet trends in the market has had a tremendous impact on advertising and promotional activities. Throughout the past year, communication methods have undergone substantial change. The growth of online marketing in India has been linked to a number of factors, it has been found. Prior to now, only wealthy people used the internet. The way of life of people with moderate incomes has changed significantly recently. The vast majority of individuals in India today have access to the internet. The emergence of the internet and 3G has fundamentally altered how customers and advertising communicate with each other.

The volume of the Indian online marketing industry is revealed by the following poll of individuals:

- In 2018, 34% of businesses were using an integrated digital marketing approach.
- According to 72% of managers, conventional advertising tactics are no longer appropriate, which will cause firm revenue to rise before 30% by the conclusion of 2019.

In 2019, 80% of businesses will increase their digital marketing spending, which may even surpass their IT expenditure. Only uneducated people could not take advantage of the opportunities of internet advertising due to the accessibility of computer systems and computer training. Many of those in this segment still have doubts about the security of online payments, and they lacked the English as well as other foreign language abilities necessary to compete in international online markets.

The following are the goals of this investigation:

1. To research the function of online marketing in the context of India.
2. To pinpoint various factors and strategies that are influencing the development of digital marketing.
3. To research the perspectives of three groups, namely consumers, businesses, and third-party agencies, about the development of digital marketing.

The following is the report's hypothesis:

1. The rise in web usage is correlated with the development of digital marketing.
2. In the field of internet marketing, there's a strong connection between the business and a 3rd party agency, similar to the regular market.
3. In the current times of internationalization, the expansion of digital marketing is phenomenal but unavoidable.

### **III. Review Of Literature**

In his research titled "A research of the development of internet advertising in Indian scenario," Sharad Madhukar Dashaputre (2011) concluded that the rise of people making use of the web and mobile instruments has led to the expansion of internet advertising. Based on their research, 100% of the participants concur that increasing internet knowledge is essential for the development of internet marketing. The preponderance of them fervently concurs that web marketing will rapidly supplant global branding.

Waghmare (2012) pointed out that many countries in Asia are taking advantage of e-commerce by opening up, which is essential for promoting competition and the diffusion of Internet technologies.

Reinartz and Kumar (2003) found that the number of mailing efforts by the company is positively linked with company profitability over time. The primary advantages of social media marketing is reducing costs and enhancing the reach.

Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units. According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media.

Giese and Gote (2000) finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.

According to Susanne Schwarzl and Monika Grabowska's (2015) report, "Online marketing strats: the revolution is here," understanding consumer behaviour is critical for all types of marketing happenings. Consumers behave similarly whether they are shopping online or in person. A appropriate scheme should be engaged to clutch clients' concentration. Devoid of internet, business functions cannot perform. So, having at least a online division is crucial for the popular web visibility. The industry's main goal should be to found a different product that captures the attention of both online and offline customers and accurately reflects the company's beliefs.

According to Niharika Satinder (2015), online marketing creates a higher possibility to obtain client data as opposed to traditional ways of marketing. Her article is titled "A research on online advertising in India: Challenges and Possibilities." Internet advertising will gain strength in excess of the coming time and improve peoples' purchasing practices to a higher level of effectiveness. The ease of online shopping was made possible by the usage of credit cards.

There are benefits and drawbacks to online marketing, according to Vladislav Yurovsky, who concluded this in his research "Pros and Con of Online Advertising." A few benefits include a build a sustainable competitive advantage, the removal of geographical barriers, aim trying to reach, the impact is growing, cost-efficiency, attainment a broader or worldwide audience, tangible consequences, the aptitude to be personalised, the ability to build associations, and 24-hour/seven-day availability. Online marketing has additional drawbacks, such as technical dependency, lack of trust, un intellectual perception, product nonconformity, excessive competitiveness, and imitation (Bhagowati and Dutta, 2016).

According to D.K. Gangeshwar (2013) in his article "E-commerce or web marketing: a company overview from Indian Context," the advancements made in web marketing would make a helpful adjunct to educational and investigators as well as a helpful hypothesis for professionals, advertisers, and businesspersons. India will surpass several developing nations in terms of

internet users in the next five years or so with a population of 30 to 70 million. The 21st century is expected to see a huge growth in e commerce, and large and small scale will be capable to take benefit of the novel possibilities that would arise (Yasmin et al. 2015).

Dr. Amit Singh Rathore, Mr. Mohit Pant, and Mr. Chetan Sharma (2017) observe that customers are progressively using the web to discover the greatest goods and services from merchants all over India in their article titled "Recent developments in Online marketing in India." Numerous digital marketing tactics, such as seo services (SEO), engine optimization (SEM), online marketing, influencers, e-commerce branding, push to grow, social marketing, etc., have considerably accelerated the pace at which clients shop. Because to the advent of social media, online marketers already have new options to connect with customers through online platforms.

#### **IV. Research Methodology**

The study of digital marketing in the current work primarily includes a customer viewpoint, a company viewpoint, and a third-party viewpoint. Each entity got 3 questionnaires. The inquiries centered on the company's attitude towards using digital marketing, the causes driving growth advertising, and the effects on the size of the business's turnover.

#### **V. Collection Of Data**

**Customers** - A total sample of 1000 consumers were collected, representing various ages and socio-economic groups. A total of 1000 consumers were included in the sample, and 88% of the replies came via face-to-face interaction (i.e., personal contact), 4% from the phone, and 8% from email.

**Organizations:** For this study, a collection of one hundred companies was used. Among these 100 businesses, 50% were in the service industry, 31% were in the industry, 12% were in the IT sector, 6% were in the academic system, and 1% were in research and testing. According to the company's revenue (in Rs), it was discovered that 46% of companies had revenue up to Rs 5Cr, 21% between Rs 5Cr and Rs 50Cr, 17% among Rs 50Cr and Rs 100Cr, and 16% with Rs 100Cr and beyond.

**3rd Agency** - Because there are fewer third-party agencies in the current situation, a random sample of 10 for final digital marketing companies was decided upon. These ten agencies were distributed across Bombay, Noida, Maharashtra, Gurugram, Jaipur, and Bengaluru, having two

apiece.

### VI. Outcome And Conversation

As previously noted, a survey method was used to gather the data. The 7-point Rating scale was used as the basis for the analysis

Response	Points
Strongly Agree	7
Agree	6
Agree to some extent	5
Undecided	4
Disagree to some extent	3
Disagree	2
Strongly Disagree	1

Table 1 Likert Scale system

Fig.2 also illustrates participants' opinions that internet literacy is essential for the development of online marketing, with many customers and people surveyed from third-party agencies rating their agreement as Strongly Agree. Nonetheless, it has been discovered that the majority of business executives concur that internet literacy is essential for the development of online marketing.

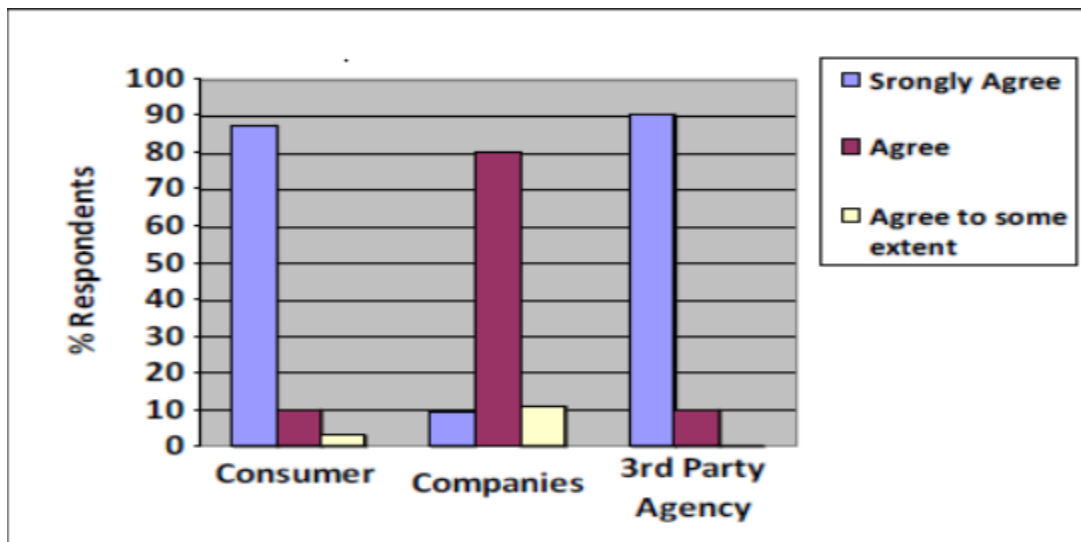
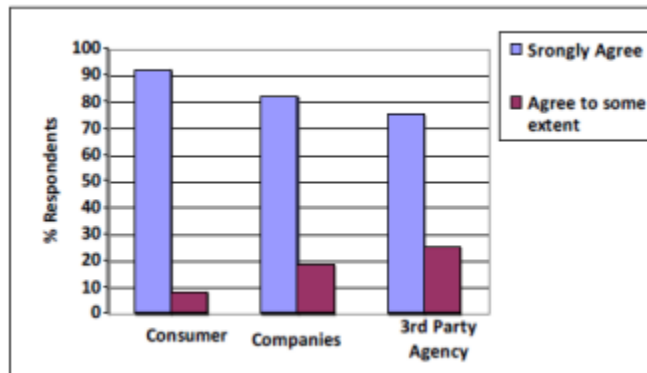


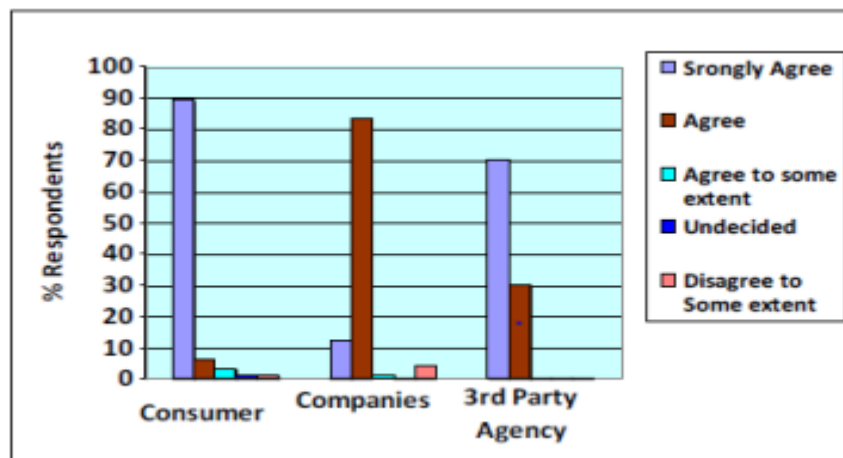
Fig 2: Internet Education to Advance Digital Marketing

The data in Figure 3 indicate that 92% of customers, 82% of companies, and 75% of third-party agency participants believe that digital marketing is expanding in the present. It's significant to note that not a single one of the participants voiced criticism of the further expansion of online marketing.



**Table 3: Content Marketing Growth**

According to Figure 4, 89percent of customers and 70percent of total of third-party agencies agree fully that there will be more players in the field of internet advertising in the near future as a result of the growing demands of consumers. 12% of respondents who worked for the company agreed with this opinion. Moreover, 30percent of respondents from third Part Agencies concur that the variety of service providers in the sector of Digital Marketing may increase. However, just 4% and 1% of participants from companies and consumers, respectively, could envision a rise in the quantity of services offered in the future.





According to Figures 5, nearly 65% of Consumer poll participants agree that the chosen service or good will only lead to success in internet advertising. The percentage of respondents from the company and third-party agency who agreed that online media for a particular product had been successful was 81% and 30%, however. It is astonishing to observe that almost 50 percent of respondents from 3rd Party Agencies do not give the credit to any specific good or service that might have played a part in the success of online marketing; as a result, these strongly disagreed.

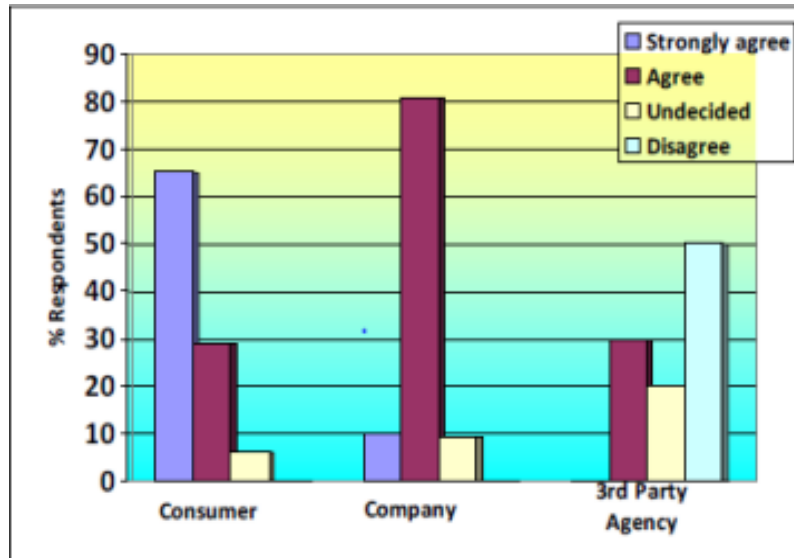
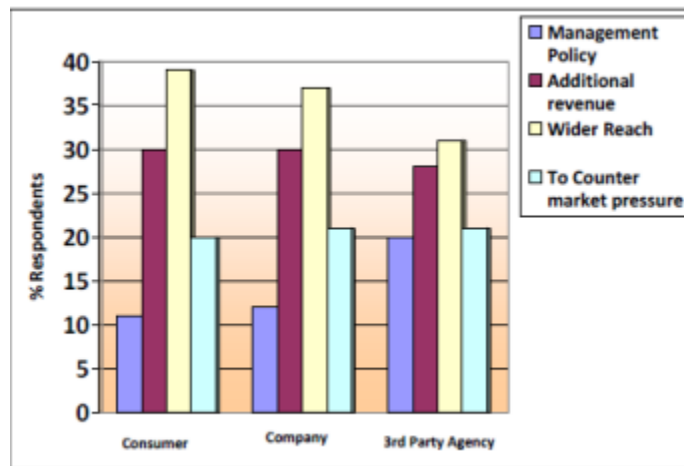


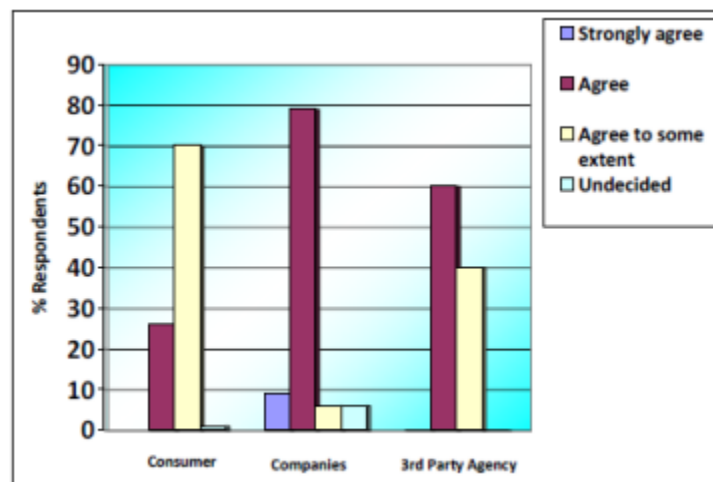
Figure 5: Content Marketing Effectiveness

Figure 6 shows that "More Income" was voted second by nearly 30 percentage points of all respondents. 20 percent of the total respondents believe that the usage of digital media is a "Management Framework" in the situation of outside agencies. Only 11% of customers and 12 percent of company executives agree with this viewpoint.



**Image 6: Company's Usage of Digital Marketing Justifications**

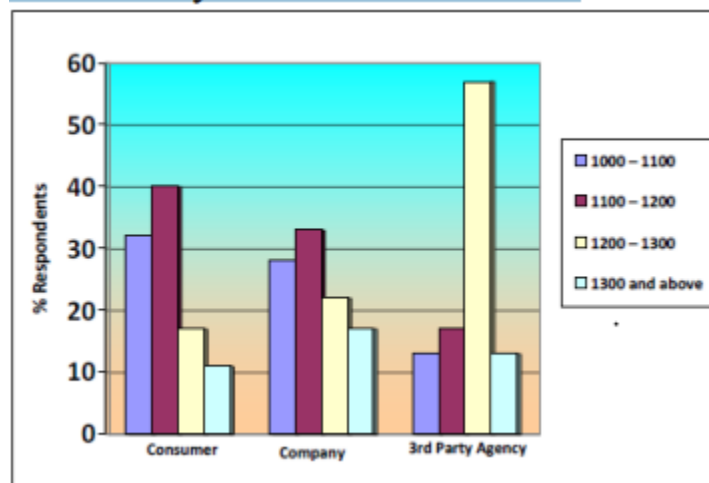
Figure 7 shows that 70% of consumer participants agreed to some level that digital marketing will definitely aid the business in developing the company's brand. 40 percent of respondents from third-party agencies expressed a similar viewpoint.



**Picture 7: Product branding**

**Figure 8** demonstrates that more than 50 percent of respondents from third-party agencies believe that the actual turnover is significantly greater and might be in the range of Rs. 1200–1300 Cr. According to 32 percentage points of consumers and 28 percent of business respondents, the turnover was between Rs. 1000 Cr. and 1,100 Cr. More than 10 percentage points to 15 percent in terms of those surveyed who said that the industry turnover for digital marketing was at least Rs. 1,300 crore. Recent studies in Business Standards state that the

anticipated turnover for the digital advertising sector seems to be between Rs. 13000 Cr. Thus, the current study's assessment of the predicted potential of digital marketing is proven to be accurate.



### FINAL ANALYSIS

Almost all of the participants concur that the rise in mobile device and internet usage has contributed to the expansion of online marketing. So, it is now widely noted that the consumer's desire to just have access to digital advertising is growing dramatically along with the rise in internet usage. In order to sum up the research's findings, it should be highlighted that practically all of the respondents were aware of the phenomena of the expansion of digital marketing. The rise in internet usage has had direct impact on the development of online marketing. Thus the, the marketing industry is seeing the effects of the digital age.

Internet advertising does not have to use an interconnected, which is the only difference in comparison to advertising strategy. The majority of those polled have assessed the value of digital promotion and thus stated that it will likely grow in the coming years, increasing its ability to enhance sales for businesses.

The majority of respondents concur that internet advertising will succeed inside the near future.

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