

The Influence of Digital Marketing on Indian Businesses

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ARTICLE INFO	ABSTRACT
Received: 15 Dec 2024 Revised: 20 Feb 2025 Accepted: 26 Feb 2025	<p>Digital marketing means the usage of digital technologies such as the internet, devices such as mobile device, television etc. to advertise and promote products, services, causes, or brands. This is done through various innovative online techniques such as videos, podcasts, online ads etc. Social media and viral marketing are crucial elements of digital marketing, as both of them provide a platform for businesses to reach their target audience and generate buzz around their brand. A digital ecosystem is an integration of channels and services that facilitate communication and interaction between businesses and their customers. By leveraging different digital channels, businesses try to reach their target audience more effectively and hence drive better results with more effective output. A social media ecosystem is an integration of channels and services that facilitate communication and interaction between businesses and their customers. By leveraging different digital channels, businesses try to reach their target audience more effectively and hence drive better results with more effective output. In the digital era, marketers don't just keep products; they help them become brands. Today, connected users across digital platforms act as brand custodians, serving multiple roles as publishers, ambassadors, instigators, and circulators of brand material. Their online presence commands authority, credibility, influence, breadth, and scope. Brands act as enablers in the digital era. Thus, organizations must understand their buyers and the developing develop brands inside the digital environment. This involves focusing on three key components: brand participants, brand conversations.</p> <p>Keywords: Social Media, India, Digital Marketing, Growth, Businesses.</p>

INTRODUCTION

Search Engine Optimization is the process which involves improving a website's performance on search engines like Google, Yahoo, Bing, Firefox using keyword research to identify profitable ranking opportunities. The goal is to increase the visibility of a website by using relevant content.

Search Engine Marketing is a term which is bigger and broader than SEO, encompassing various ways of using search engine technology which includes sponsored advertising. It refers to the steps/process involved in finding, submitting, and placing a website in search engines, covering SEO, paid listings, and other search engine-related services that can boost website visibility across platforms and traffic generated.

Display

Display advertising involves the use of text, logos, photographs, images, maps, and other visual elements to create ads that can be placed in magazines or websites.

Mobile Advertising

Mobile marketing refers to all marketing activities that take place on or through mobile. It requires careful planning, creating, and executing of various campaigns to connect merchants and customers through mobile devices.

Email Promotion

Sending promotional emails and offers to clients and potential clients via email. This marketing is successful in increasing brand loyalty, cultivating positive customer connections, and boosting revenue. Another type of advertising is display advertising, which advertises goods or services using text, logos, pictures, graphics, maps, and other visual features.

Analytics

Analytics is an important practice for evaluating the effectiveness of marketing campaigns. Marketers use data from various communication channels to analyze customer behavior and preferences. This can include metrics such as social media page likes and visitor numbers.

Creative

Creative element of commercial or website includes the images and copy used to promote products or services. Marketers work to make these materials visually appealing and persuasive to customers. They may also make changes to the overall look and feel of websites and applications to improve user experience and drive conversions.

Analysis

Marketers conduct research to gain insights into customer behavior and preferences on digital platforms. Based on their findings, marketers develop fresh campaigns and ways to effectively reach their target customers. By analyzing data, continually refining their approach, marketers can improve their marketing efforts and drive business growth.

Digital Strategy

It is the method of creating a company's goals in order to optimise the business outcomes from digital technology. Based on its objectives and target market's interests, each brand has a unique approach. To study prospective digital prospects, marketers create plans. No matter how long the approach is, it must be suitable for the circumstances of the market right now.

Digital Advertising: Ad Avenues

Digital advertising offers a range of advertising avenues that cater to diverse marketing goals and budgets. Here are some of the most common types of digital advertisements:

Search Advertisements: These are text-based ads that show up as sponsored content on results pages for search engines.

Display Advertisements: Display ads can take many forms, such as logos, images, or videos, and are located on a webpage. They can be static, animated, or interactive, and may use technologies like Flash or HTML5. Display ads can be served through ad networks, exchanges, or direct deals with publishers.

Social Media Advertisements: Sponsored posts, display advertisements, and product listings are just a few of the several ad types available on social networks such as Facebook, Insta, LinkedIn. Users may be targeted by social media adverts according to their preferences, demography, and actions.

Email Advertisements: These are commercial messages sent via email to a list of subscribers or customers. Email ads can promote new products, special offers, or brand awareness, and can be personalized and segmented to increase relevance and engagement.

Video Advertisements: Video ads are ads that contain video content and are served prior to, during, or after online video streams. They can be skippable or non-skippable and can appear on platforms like YouTube, Vimeo, or social media. Video ads can convey brand messages, tell stories, or showcase products and services.

OBJECTIVE

- Understanding of different types of internet marketing.

- Know about the effectiveness of marketing.
- Understand about the process of digital marketing campaigns.
- To understand how digital marketing companies operate and generate revenue.
- To examine how digital marketing affects the production of income.

METHODOLOGY

Primary Data:

This refers to first-hand information gathered solely by the researcher. Personal interviews, questionnaires, surveys, and other methods are common ways to obtain primary data.

Secondary:

Secondary information is gathered from already-existing records and organization-specific pamphlets. The internet, books, and prior research papers were used to gather data for this study. For the purpose of this study, qualitative research was used to attain its goals. An analysis of the body of this project was done to validate and pinpoint the crucial factors and elements for the descriptive investigation. The information was gathered from secondary sources, including company data, books, the internet, periodicals, and office managers.

LITERATURE REVIEW

In two aspects, creative media advertising varies from several other sorts of non-traditional marketing and communications: the format was not formerly regarded a conventional channel for advertising, and it reinforces the marketing message. Various sorts of unconventional marketing have been reported in the literature, yet there is no definitive list [1]

Originality and imagination are two qualities that researchers of advertising innovation have previously mentioned. Consumer focus groups have provided insights into the definition of advertising creativity, stating that it is a process that enables consumers to make sense of innovative, imaginative, intelligent, and emotionally appealing advertising executions, resulting in positive perceptions of the advertised product or service. In essence, advertising creativity involves the ability to leverage statements and marketing elements to elicit responses from consumers [2]

Dahlén was the first to employ the concept of creative media advertising [3] A creative platform, according to him, is a non-traditional, creative media that conveys the information implicitly. Consumers must be able to recognise a clear relationship between the brand's message and the media [4].

The primary goal of viral marketing or buzz marketing is for it to be shared online. Ellen DeGeneres took a selfie with her Samsung camera somewhere at 2014 Academy Awards, for example. It soon surpassed all previous records for most retweeted messages. It's worth noting that viral marketing can benefit from creative media advertising. It's not unusual for a viral commercial to be created using a creative media [5].

Exploring the realm of digital marketing is crucial because it can appear overwhelming and unfamiliar. Many companies seek a better understanding of where to begin, but they are often unsure of how to start with digital marketing. Social media platforms have transformed consumers' attitudes and perceptions, causing a revolution in various businesses [6]

Reviews and recommendations can also assist potential customers in making informed decisions about purchasing products or using services. Additionally, businesses can use this information to respond to customer feedback and better meet their needs [7]

With the widespread adoption of mobile devices in 2007 and the dramatic rise in internet usage, people began using social media to connect with each other more conveniently. As a result, major companies like Google contributed to the rise of SEO. With the rise of internet usage and mobile devices in the early 2000s, digital marketing has become an essential aspect of business success. In the past, search engine giants like Google and Yahoo dominated the search

optimization market. However, as more people began using social media platforms to connect with others, marketers quickly realized the significance of utilizing new technologies [9]

To stay competitive, businesses now need to combine online and traditional methods for more precisely satisfying customers' requirements. In addition, digital marketing is more cost-effective for measuring advertising ROI in terms of expectations for producing results and measuring success. As digital marketing continues to replace traditional advertising and marketing strategies, it has enormous potential to assist in the revival of the economy and to provide opportunities for governments to operate more effectively [8]

By enabling them to engage with millions of people about their products and services, social media platforms like Facebook give businesses new marketing options. To engage clients and enhance their experience, managers must learn effective communication strategies [10]. With the ongoing changes in the worldwide market dynamics surrounding young people's access to and usage of social media, marketing professionals need to have a solid grasp of online social marketing strategies and programmes as well as how to use performance assessment indicators successfully

RESULTS

Following research demonstrates how effective the actual factors' research was and how well they made their decisions:

a) How are you made aware of new items?

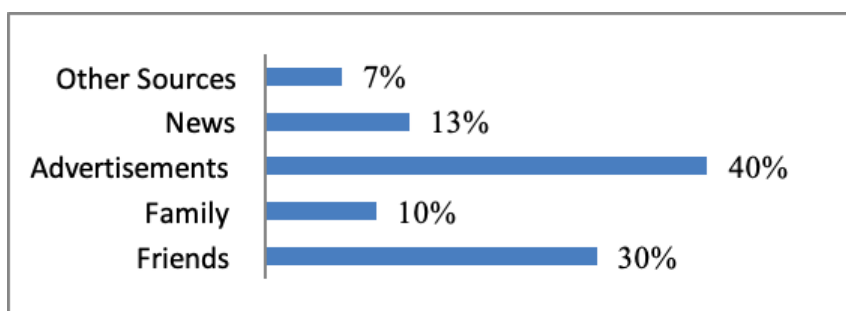


Figure 1. Brand Awareness

b) Do you gather data before buying something?

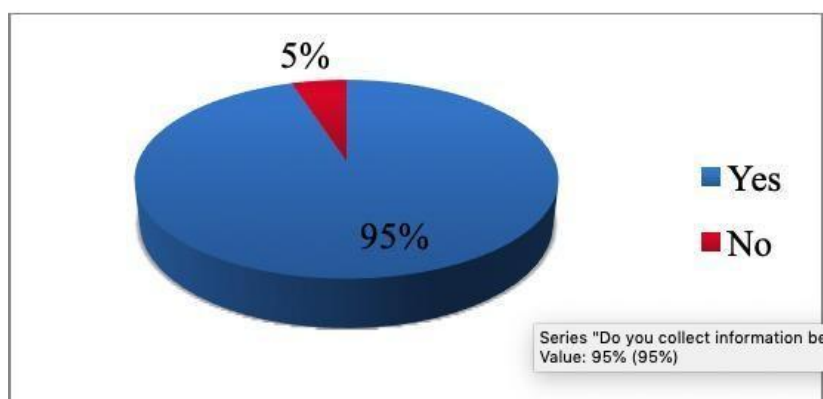


Figure 2. Online Reviewing before buying

c) What sort of information are you planning to gather?



Figure 3. Users Online Behaviour

d) Ever made an internet purchase?

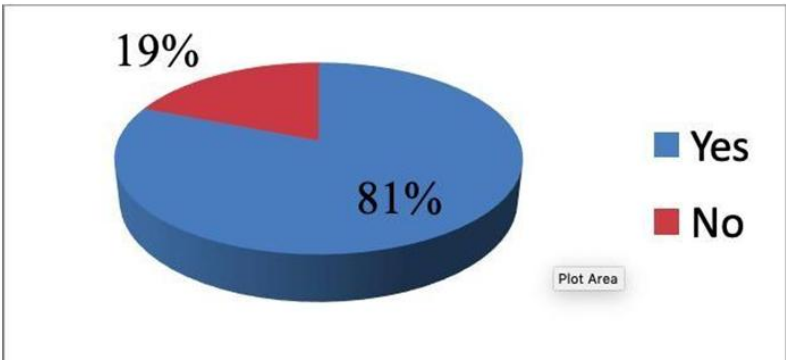


Figure 4. Online Shopping

e) In such case, what sort of products or services did you purchase online?

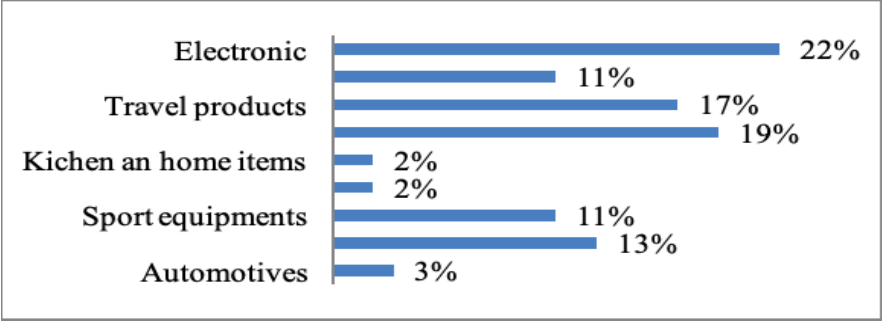


Figure 5. Online Products Preference

f) Does any of the technology on the above list have access to the internet?

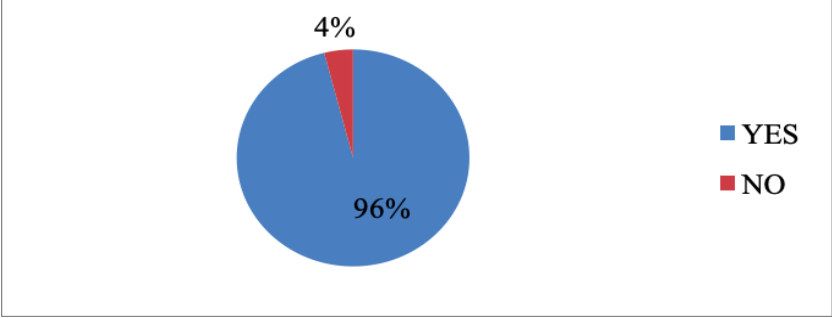


Figure 6. Digital Promotion

g) How often do you use these gadgets?

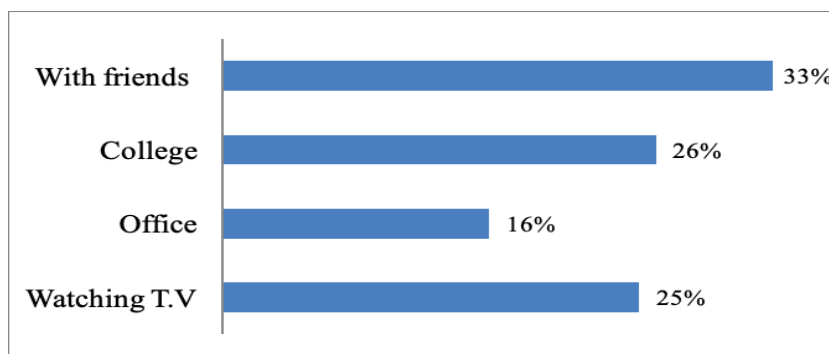


Figure 7. Online Surfing Behaviour

h) What are these tools used for?

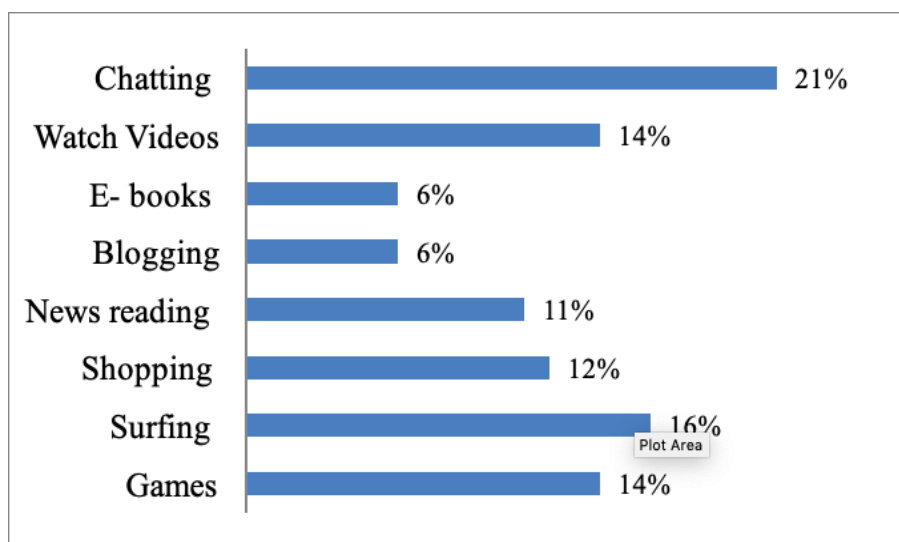


Figure 8. Digital Tools most use

i) Have you at any point seen ad campaigns?

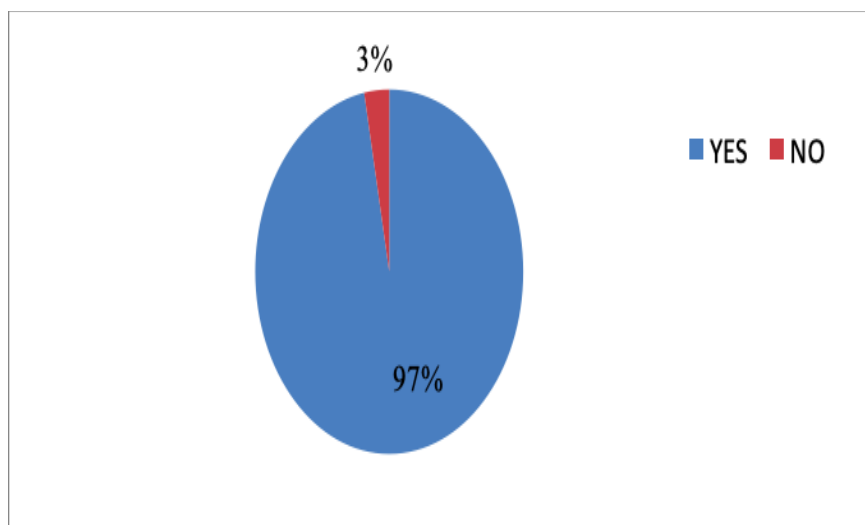
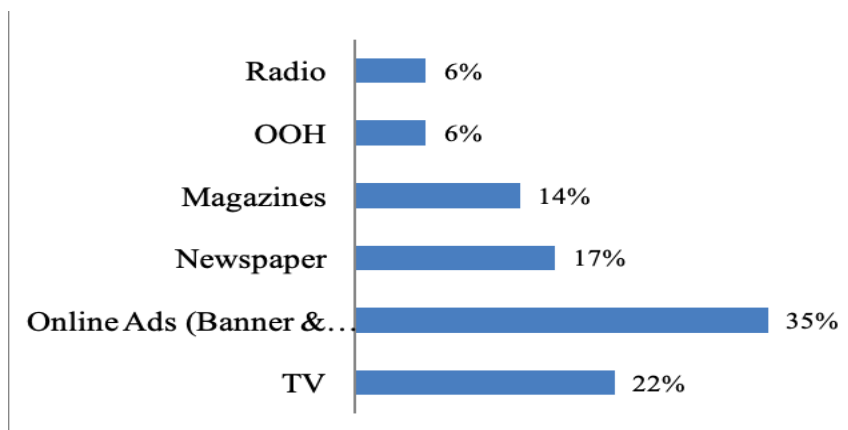


Figure 9. Digital Ads Presence

j) If it is then, where did it originate from?

**Figure 10.** Popular Marketing Channel**DISCUSSION**

- Indian consumers are known to be avid information seekers who view additional information regarding the quality of product, pricing, and reviews from previous customers before making a purchase. Fig 1
- Advertising has a significant impact on motivating Indian consumers. However, it is important to note that only opinion leaders are able to mobilize this stimulus effectively. Fig 2
- Online shopping has become increasingly popular among Indian customers, especially for purchasing clothing and electronics. Fig 3
- Watching television via internet portals is a current trend among young people in India. The primary reason for this trend is the ability to watch shows they may have missed for various reasons. Fig 4
- Indian consumers are highly interested in gathering information before making a purchase, specifically regarding the quality, price, and customer experiences. Fig 5
- Advertising plays a significant role in motivating Indian consumers, but it is important to note that only opinion leaders can effectively put this stimulus into action. Fig 6
- Online shopping is a common practice among Indian consumers, especially when it comes to buying apparel and electronic goods. Fig 7
- One current trend among Indian youth is watching television shows online. This trend may be driven by the convenience of watching missed shows at any time. Fig 8
- The popularity of online news sites is growing in India, as people can receive news updates earlier than traditional newspapers, without having to wait for the next day's edition. Fig 9
- Throughout this study, it is evident that Indian consumers are highly motivated to seek out information before making a purchase. This may explain why online advertisements hold such trust and influence, as customers often follow up with additional research. With limited two-way communication channels, the online platform has become essential for customers.
- Despite a preference for physical stores, the majority of Indian consumers now conduct online research before visiting a retail establishment. This shift in consumer behavior has prompted marketers to prioritize persuasion and brand recognition before customers ever step foot in a store. Fig 10
- As a result, brands must establish a strong online presence to capture customers' attention and encourage them to research products further.
- Digital platforms provide cost-effective ways for brands to reach their target audience, making it easier than ever before to connect with consumers.

CONCLUSION

The future of marketing is digital, involving integrated services and channels to place ads on portals. Marketers use these components to build brand awareness and reach specific audiences. Nowadays, a brand is defined by people and it is the people who are connected across digital platforms that holds brand's reputation, not the marketers.

Consumers have a greater preference for digital media, making it essential for brands to increase their digital presence across all platforms. Additionally, the buyers are eager to seek knowledge about the product, and digital platforms is the medium that allows brands and customers to communicate with each other.

To turn a product into a brand, Digital presence across platforms play a major role. It provides numerous touchpoints for marketers and is more cost-effective than traditional media. Using digital channels, brands may efficiently engage their target audience. They can either attract new customers or retain their current ones. Digital platforms can also help increase brand recall among target audiences.

Indian shoppers are particularly interested in learning more about a product prior to actually reaching a retail store, according to studies on consumer purchasing behaviour. Brands therefore strive to give customers access to platforms that allow them to comprehend their product or have a genuine brand experience.

To summarize, a brand's digital presence is crucial in sustaining its reputation and attracting consumers.

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