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## A Study on the Future of Digital Marketing in India

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### Abstract:

India is experiencing fast growth in digital marketing. To get a competitive advantage, a lot of Indian businesses are using digital marketing. Digital marketing relies heavily on the internet, and its broad use for both personal and professional purposes has created a number of new opportunities for advertising and marketing. In this article, we will mainly focus on how digital marketing is growing in India. The purpose of this study is to identify the phenomenon associated with the inclination towards digital marketing. Therefore, three stakeholders were considered: Consumers, Company and Third Party Agency. The results of this study show that all stakeholders agree on the need for mandatory internet awareness for the development of digital marketing in this study.

**Keywords** – Digital Advertising, Net Marketing, Online Media, Online Promotions

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### Introduction:

Digital marketing is the promotion of products or services through electronic devices. It is sometimes referred to as web advertising, online advertising, or internet advertising. Digital marketing refers to the use of digital technologies such as the internet, mobile phones, and other digital media to target consumers. The first computer was introduced in 1981. IBM pioneered the concept of digital marketing, which gave rise to promotional trials like Reader Reply, cards predicted in magazines, and the acquisition of the floppy disk, which contains multimedia content. Channel Net Soft Advertising group was the first ad firm to incorporate many ad campaigns in a soft form, with the help of advertising digitalization.

Online product and service promotion uses a variety of effective digital technologies Compared to traditional business marketing, it covers a wider range of marketing components because there are more internet channels and marketing resources available and strategies Digital marketing requires individuals to think critically, independently, and with unrelenting creativity while moving at the speed of light. A tool for making life simpler and faster is the internet In the present scenario, digital marketing is playing a major role in replacing traditional marketing.

### Online Marketing in India

India's internet user's base is estimated to be 450 million by July 2018, which is 40% of India's population. The industry believes that growth is at an all-time high. Cash on delivery is the preferred payment method in India, which accounts for 75% of e-retail activities. In a country with a fast-

growing economy, digital marketing careers are expected to experience a very high growth. The growth of online marketing trends is having a huge impact on marketing and advertising. The usage of communication tools has changed a lot in the last year. The growth of digital marketing in India can be attributed to several factors. Previously, internet usage was restricted to the well-off. Now, the lifestyle of the middle class has changed drastically. The vast majority of people in India now have access to the internet. Internet and 3G penetration has changed the marketing landscape for both consumers and marketers. The following survey of people shows the size of the Digital Marketing industry in India:

34% of companies already have an integrated digital marketing strategy in 2018. According to 72% of marketers, the traditional marketing model is no longer enough and this will result in the company's revenue increasing by 30% by end of 2019. 80% of businesses will increase their digital marketing budget in 2019, which may exceed their it budget. In the past, only illiterate people were able to reap the benefits of digital marketing due to the availability of computers and education. Many people in this group still don't believe in online payment methods and lack the necessary training in English and other languages to sell online in global markets.

### Objectives of the study

- To analyse the effect of digital marketing on the indian contextr
- To identify the various factors and schemes that are impacting the growth of digital marketing in india

- To examine the views of three stakeholders (consumer, company and third party agency) on the growth of

#### Literature review:

Ashlin Dsouza 1 & Niyaz Panakaje (2023) observed in their paper on the study on the evolution of digital marketing has come out with the consensus that digital marketing for products, services, business and any other things will be in high demand in the coming years. With the advent of high speed internet, electronic gadgets and improved standard of living, people have been able to purchase products which make them feel like they are among the best in the world. This intense feeling or want has led people to find joy in buying expensive products. In addition, the study has shown how rural areas have changed from not having internet and network to the modern way of internet and electronic gadget usage. The study also mentions covid-19 as another reason for the boom of digital marketing. Hamdani, N. A. Muladi, R., & Maulani. (2022) say that .digitalization captivates consumers in the best possible way. The consumer is the king, who makes choices, makes decisions and makes purchases. Marketers offer each commodity in a bespoke format to meet the needs of the consumer. Ads and promotions influence consumers to buy from their preferred location with flexible 24\*7 internet facilities.

Dr. Amit Singh Rathore, Mr. Mohit Pant, Mr. Chetan Sharma (2017), according to their article "Emerging trends in digital marketing in India", Consumers are looking and searching more and more to find the best products and services from sellers around India. Various methods of digital

marketing such as seo, sem, content marketing, influencer marketing, e-commerce marketing, campaign marketing, social marketing etc. Have increased the shopper speed significantly. The use of social media has opened up new possibilities for digital marketers to attract the customers through digital platforms. Niharika Satinder (2015), in her research article, "challenges and opportunities: a study on internet marketing in india", it was stated that that online marketing presents a better opportunity to collect customer data than traditional marketing strategies. Online marketing will drive digital marketing's expansion in the upcoming years. As a result, it is now clear that consumers want access to digital marketing at an increasingly high rate due to the expanding use of the internet.

#### Data collection:

**Consumers:** a sample size of 300 consumers was selected from different walks of life and with different age groups. Out of the 300 consumers, 70% of responses were face-to-face, i.e., contacting them in person, 10% were contacted via phone, and 20% were contacted via email.

**Companies** a sample size of 60 companies was selected for this study. 60% of the companies were in the manufacturing sector, 25% were in the service sector, 10% in the it sector, 4% in the education sector and 1% in the testing and research sector. Based on the company's turnover (in rs), about 50% companies had turnover up to rs 5 crore, 15% between rs 5 crore and rs 50 crore,

#### Result and discussion:

As mentioned above, the survey method was used to collect the data. The analysis was based on the 7 points likert scale.

**Table 1: Likert Scale System**

Response	Points
I strongly agree	7
I agree with	6
I agree to some extent	5
Undecided	4
Disagree to some extent	3
Disagree	2
Strongly disagree	1

The views of respondents on the importance of having mandatory internet awareness for the development of Digital Marketing can be seen in Table 2, where the vast majority of consumers and

third party agency respondents strongly agree. However, the majority of company executives agree on the importance of mandatory internet awareness for Digital Marketing.

**Table 2- Internet Awareness for the Growth of Digital Marketing**

Type of respondents	Percentage
Consumers	86
Companies	90
Agencies	80

Table 3 below shows that 92% of consumers, 82% of companies and 75% of 3rd party agencies strongly agree with the current state of

growth of Digital Marketing. Importantly, none of the respondents had a negative opinion on the continued growth of Digital Marketing.

**Table 3: Growth of Digital Marketing**

Type of respondents	Percentage of respondents
Consumers	92
Companies	82
Agenices	75

Table 4 below reveals that a large majority of consumers (89%) and 70% of third party agency respondents (70%) strongly agree that the number of providers in the field of Digital Marketing is likely

to increase in the near future in order to meet the growing needs of consumers. 12% of company respondents concur with this view.

**Table 4: Increase in Number of Service Providers**

Type of respondents	Percentage of respondents
Consumers	89
Companies	12
Agenices	70

**Table 5: Success of Digital Marketing**

Type of respondents	Percentage of respondents
Consumers	65
Companies	30
Agenices	50

Table 5 shows that 65% of Consumer respondents strongly agree that the chosen product/service will only lead to success in Digital Marketing. And 30%

of Company and 3rd Party agency respondents agree. Surprisingly, almost 50% of 3rd party agency respondents do not agree.

**Table 6: Causes for Use of Digital Marketing By Company**

Type of respondents	Percentage of respondents
Consumers	11
Companies	12
Agenices	20

Table 6 shows that the second most common reason cited by about 30% of respondents was to generate additional revenue. For 3rd party agencies, 20% of respondents consider the use of

internet media to be “Management Policy”. Only 11% of consumers and about 12% of company executives share this view.

**Table 7: Branding Of Product**

Type of respondents	Percentage of respondents
Consumers	70
Companies	80
Agenices	40

Table 7 shows that 70% of consumer respondents agree to a certain extent that the digital marketing would definitely help the company in the

branding of the product. 40% of the 3 party agency respondents agreed to a certain extent.

**Table 8: Digital Marketing Industry Turnover**

Type of respondents	Percentage of respondents
Consumers	32
Companies	28
Agenices	60

Table 8 results show that over 50% of the 3rd party agency respondents estimate the industry turnover to be significantly higher and may be in the range of Rs.1200 Kr to Rs. 1300 Kr. 32% of the consumer respondents and 28% of the company respondents estimated the industry turnover to range from Rs.1000 Kr to Rs. 1100 Kr. Among the respondents, more than 10-15% estimated the industry turnover in Digital Marketing at Rs. 1300

Kr or higher. According to the recent reports in Business Standards, the expected Digital Marketing industry turnover ranges from Rs. 13000 Kr to Rs. 1300 Cr. Therefore, the expected potential of digital marketing as determined by the present study is accurate

**Conclusion:**

Almost all respondents agreed that the increase in internet and mobile usage has led to the

growth of Digital Marketing. Therefore,. Because of the expansion of digital marketing, it is now evident that consumers want access to digital marketing more and more as internet usage grows. In conclusion. Nearly all respondents concur that the growth of digital marketing is undoubtedly a phenomena. The rise in internet usage has a direct impact on the development of digital marketing. As a result, the marketing industry is already feeling the effects of the digital age. The main distinction between traditional and digital marketing is the absence of a need for a website in the latter. The only difference between traditional and digital marketing is that in digital marketing, there is no requirement to have a channel network. Most respondents have assessed the importance of digital marketing and therefore have said that in the near future, the potential of digital marketing will grow and it will also increase revenue for companies. Most respondents agree that digital marketing will be successful in the near future.

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