

RISING TRENDS OF DIGITAL MARKETING IN INDIAN SCENARIO

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Abstract: The huge Indian market is transforming at a faster pace. Cyberspace access is conventional among adept and the use of mobile is highly augmented. We can see the rise in mobile marketing trends too. Due to advancement in technology and proliferation of devices, the rhythm of change continues to be swift with digital channels constantly gaining velocity. The consumer behaviour in digital era is also playing very crucial role. Wise marketers keep an eye on the changing trends and behaviour of the consumer and market. The touch point gives a sense of the scale of change we've seen so far and implies the scale of what is upcoming. The research is done with the objective to study the emerging trends of digital marketing in the Indian context. The research design used is Explanatory research. Explanatory research defines and explains the topic, meaning the researcher wants to explain in the study conducted and to what's going on. We have well explained in depth about the research conducted. The source of data collection is secondary in nature as Explanatory research uses secondary data to explain the topic.

Key Words: Trends of digital marketing, Digital marketing, emerging trends of digital marketing, Mobile marketing,

1. INTRODUCTION:

Study have found out factors affecting the Digital Marketing in India

India's literacy rate: There are six Indian states which contributes for about 70% of all illiterates in India: Namely Andhra Pradesh, Bihar, Madhya Pradesh, Uttar Pradesh, Rajasthan, and West Bengal. Therefore increasing literacy is effecting the digital marketing growth in India massively. India's literacy rate is at 74.04%. In India Kerala is the most literate state with 93.91% literacy.

Expensive technology: The mobile and internet rates are very competitive and now it is in reach of a common man also.

Cost of advertising: The cost of advertising is very low. One can have its own website in just Rs.5000 in India. One can promote his product on Google Adwords with just Rs.1000-10,000 a month.

Inherited limitation of Technology: Now a days the Indian youth are the savvy and they can adapt to the gadgets very soon.

Unavailability of Infrastructure facilities in India: The internet connectivity is still not available in Indian rural areas.

Believe in Traditional business practices: The small businessman having running its business in a small area and quite focused on that area only then he prefers Traditional ways of Promotion as it he finds it is more visible to the people around.

Lack of Online Business Experience: Lack of awareness about the digital marketing is a real time problem for today's business.

Sources say, that digital marketing is a wide phrase for marketing industry; to meet the market demand by appealing digital technologies, mainly on the Internet, Which including mobile phones, display ad, and any other digital channel. We can successfully achieve our digital marketing goal and most of it Return on investment. Digital Marketing is a part of a Digital Economy. India is a fast moving nation towards digital economy and this movement has been accelerated with the demonetization of the Indian Currency in the last quarter of year 2016. With it various government digital payment promotion schemes has been launched. Digital market requires digital promotion and marketing strategies. The telecom sector is also playing an important role in the digitalization movement. Recent launch of reliance telecom Jio with the free & unlimited internet facilities has played a revolutionary roll. The other prominent companies like Airtel, Idea, Vodaphone and BSNL are also offering attractive internet plans. Indian banks are also providing more customers friendly & secure money transaction services. These days Indian consumer are

spending more time online on social media and surfing internet. Digital marketing has higher reach and visibility in comparison to traditional marketing.

2. OBJECTIVE:

- To study the emerging trends of digital marketing in the Indian context.
- To learn about impacts of digital marketing in Indian organizations
- To learn about the key advantages and benefits of digital marketing

3. LIMITATION OF THE STUDY:

- No primary data could be collected, due to lack of knowledge among people of Jaipur city (about digital marketing)
- Lack of time
- No sufficient data was available to study the topic.
- Lack of stats to explain on this topic

4. LITERATURE REVIEW:

Emerging trends in Digital marketing in India

LinkedIn pulse: Published on February 16, 2017: Author Braj Mohan Chaturvedi (Digital marketing Expert | Political Technology Evangelist)

- In the last few years he has observed that there is marked shift in consumer preferences towards digital media consumption in comparison to traditional media forms that includes television, print-press, and radio.
- Digital Marketing has not only gained significance in consumer's choice in consumption but also has gained time share.
- Digital Marketing consumption is also shifting from desktop to laptop and tablets and now to mobile phones.
- It not be incorrect if we say that we are fast moving towards the mobile leading to digital economy.
- The Global advertising expenditure across all platforms will grow from 4.1% in 2016, to \$537 billion- (A survey conducted by ZenithOptmedia)
- There is a tremendous shift in advertising spend due to immense popularity gained by digital marketing.
- Due to changing trend marketer are allocating their budget more to digital mediums- search ads, social media, display advertising, email-marketing etc.
- A report from Juniper Research suggest that the digital marketing spend is set to grow to \$285billion by 2020. This new number suggest that by the year 2020 the digital spend would double the current estimate spend of \$160billion for the year 2016
- He says that the growth of digital advertising in India is quite attractive, it has huge potential.
- Online ad market will reach INR 70.44billion 2018. (According to Digital advertising in India report; published by Internet and Mobile association of India- IMAI and IMRB international report)
- The report also added on to the Digital Advertising spend is close to 12% of the total ads spend in India and is growing at CAGR of 35%
- The shift in the consumption trends have impacted consumer's mindset, and it is forcing the advertisers to focus on emerging trends in digital marketing.
- Digital advertising in the country is expected to cross the INR 225billion mark in 2020 growing at CAGR of 33.5% (CII-KPMG reports)
- In the last few years it has been observed that there is significant increase in content consumption on Social media. This attributes to the fact that these platforms interact and engage the users in India and globally. Advertisers are rapidly adopting social media to increase the customer base.
- Indian consumers are increasingly consuming the content over digital marketing, in line with the global trends.
- The attractions of Indian mobile users are social media, entertainment, music, videos, general searches emails etc.
- With advancement of technology, increasing internet & data connectivity and mobile device proliferation and its availability in different languages has fueled the use of digital platforms. The content in rural and urban India are driven by smartphones. This has led to increase in mobile ads spends.
- Mobile advertising spends in 2015 were estimated to be at INR 9billion and is now expected to grow at CAGR of 62.5% to INR 102.1billion by 2020 (FICCI-KPMG report 2016)

5. RESEARCH METHODOLOGY:

Explanatory Research is regulated for an issue which was not well investigated into the study before, which calls for priorities, generates operative clarity and provides a better-researched model. This type of research design emphasis on explaining the outlook of the research in detail. This research uses research as which could lead to the subjects that would be dealt in the upcoming in future. It is meant to impart details knowledge where some amount of data subsist for a certain topic in mind of the researcher. The researcher should be able to adapt themselves to the new data collected.

5.1 Purpose of Explanatory Research:

- **Increasing Understanding**
The impetus of explanatory research is to increase the mastery of a researcher on a certain subject. It does not provide final conclusion, because of the shortfall of its statistical vigor, but it gives a clear picture of how and why things happen.
- **The flexibility of Sources**
Explanatory research uses secondary source of data, such as published literature or data.
- **Better Conclusions**
A researcher can reach to better conclusion due to better understanding. As this investigation is likewise exceptionally important in deciding the best way to deal with effective specialist's goal.

5.2 Explanatory Research Challenges:

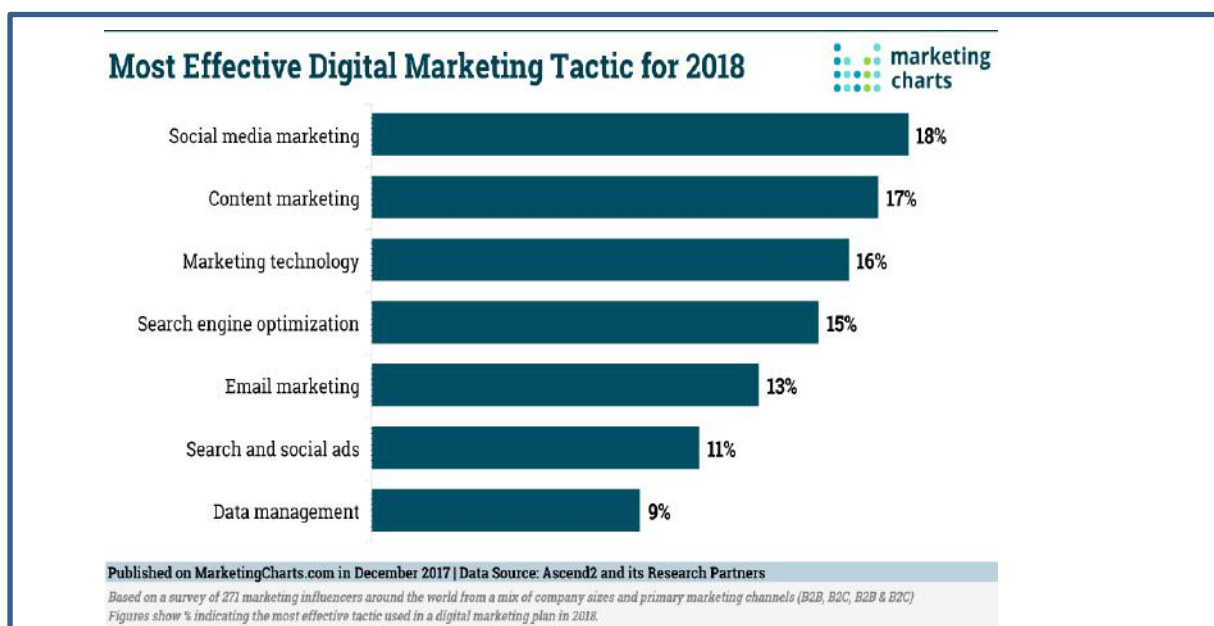
- **Bias information:**
Explanatory Research produces such types of data and explanation which could leads to bias information.
- **Useless samples**
Explanatory Research studies that part, which could be useless and not target oriented can generate irreverent information.

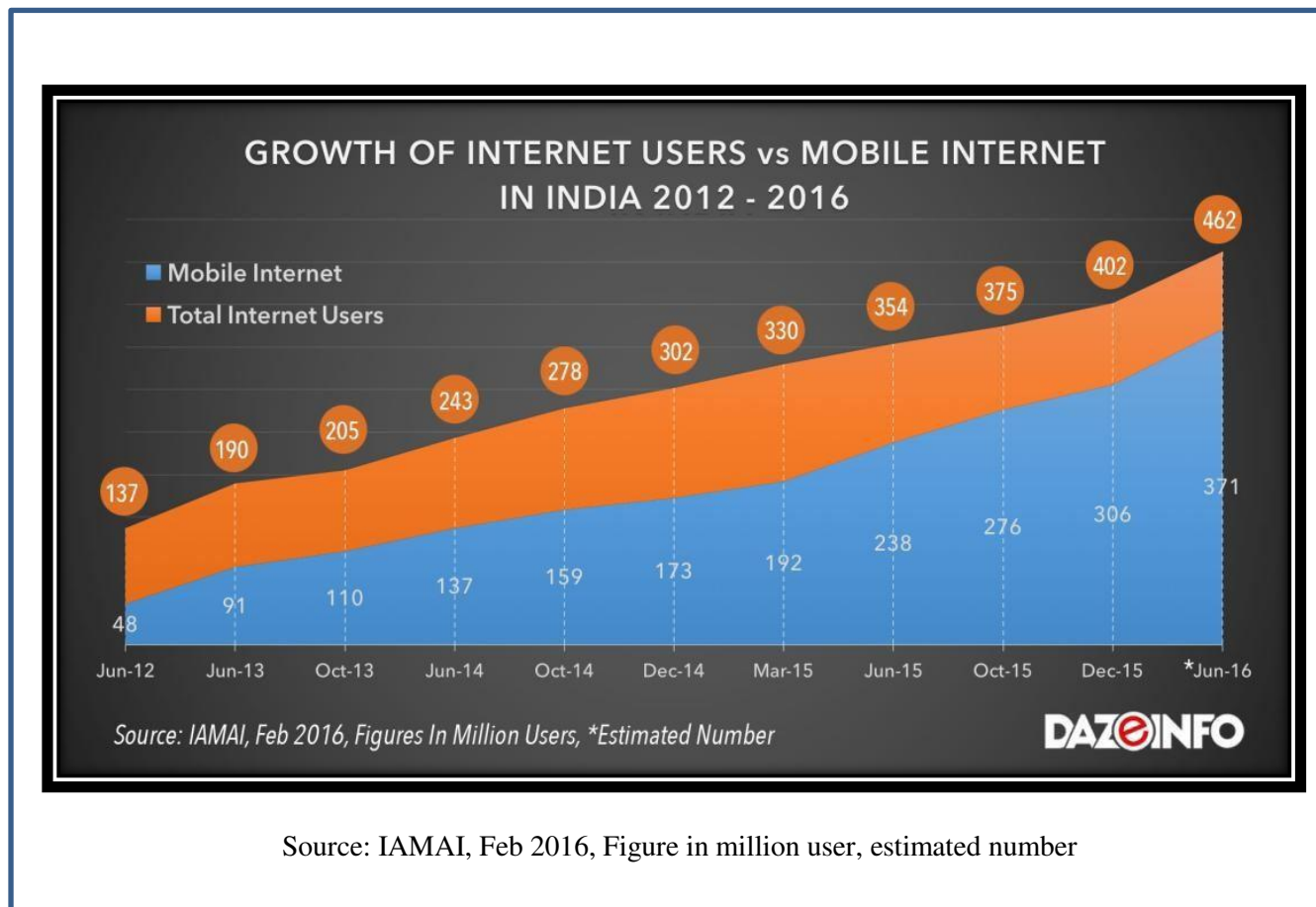
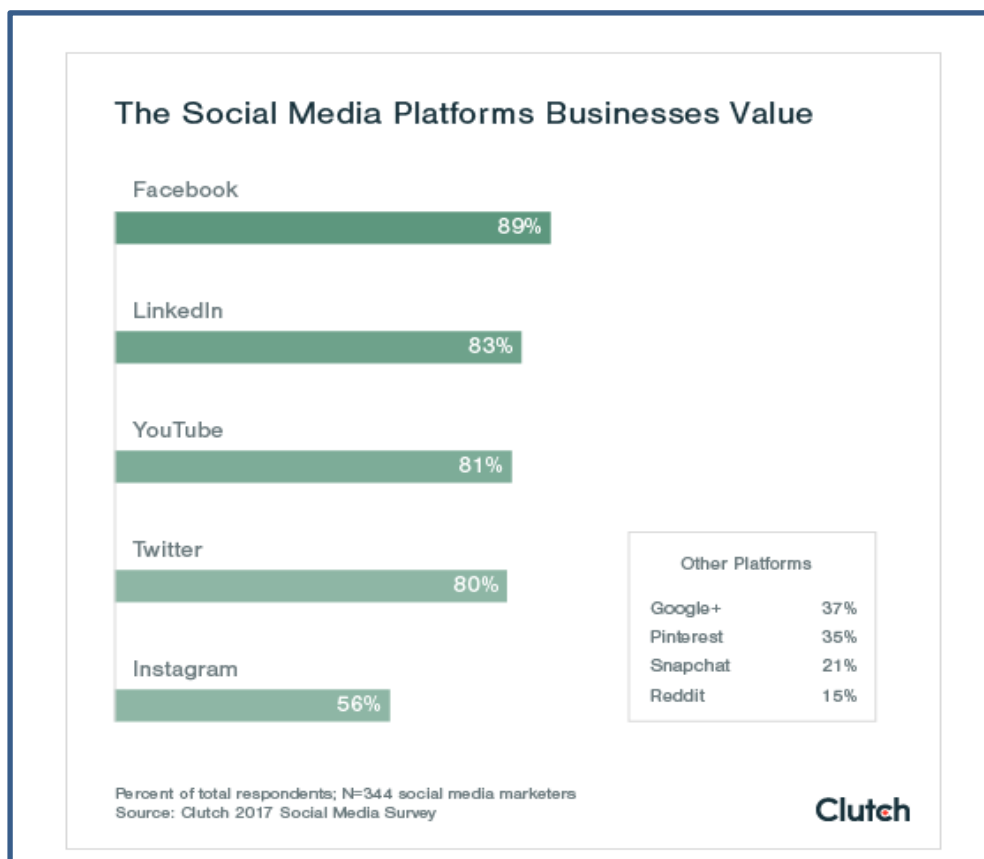
Why explanatory research

- Explanatory Research is a study regulated for an issue which was not well investigated into the study before, which calls for priorities, generates operative clarity and provides a better-researched model.
- Exploratory research aims at three main things: to satisfy the researcher's curiosity & need for greater understanding, to test the worthiness of beginning a more top to bottom approach, and moreover to build up the techniques to be utilized as a part of any after research project.

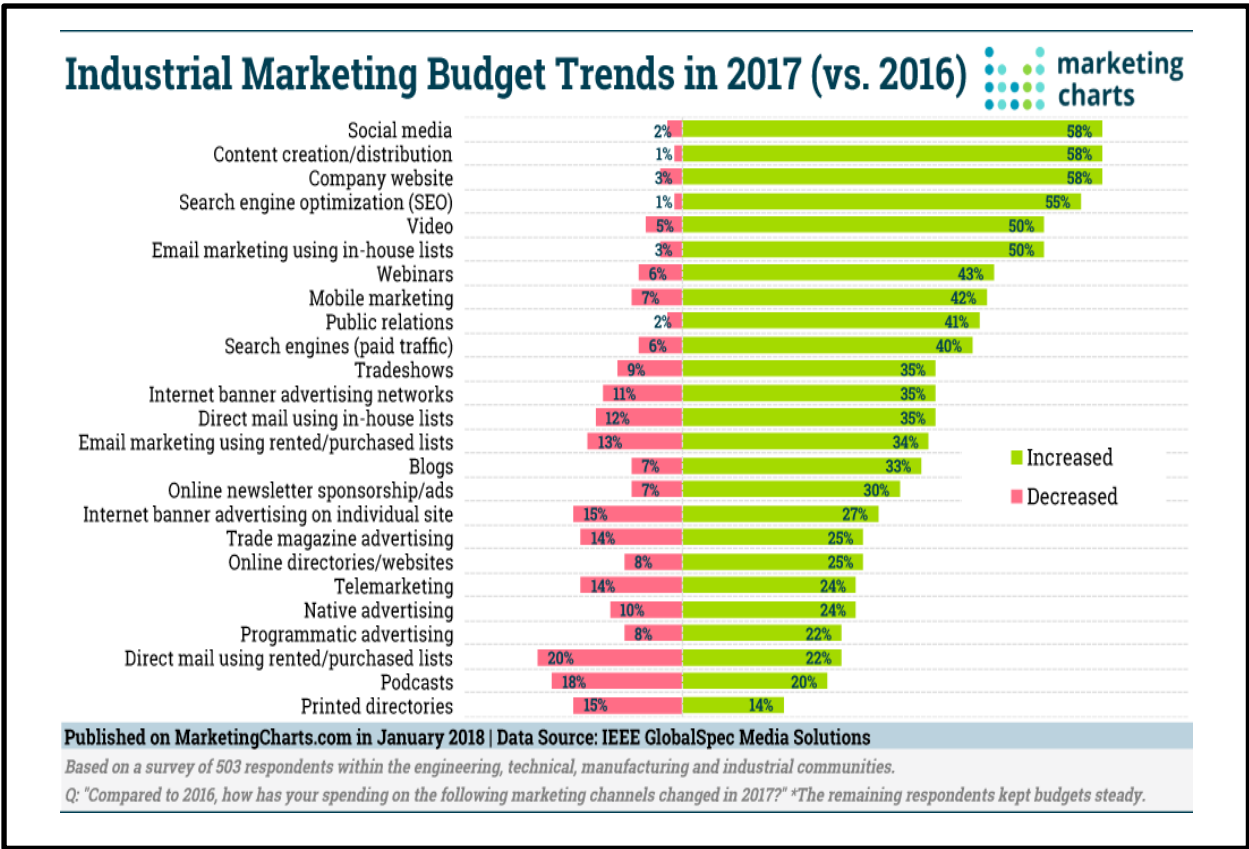
The source of data collection is secondary, Secondary data refers to data that was collected by someone other than the user. As explanatory research uses secondary data to explain the topic hence we have taken help of secondary data, the data which was originally collected for other research purposes are some common sources.

6. DATA ANALYSIS AND INTERPRETATION:

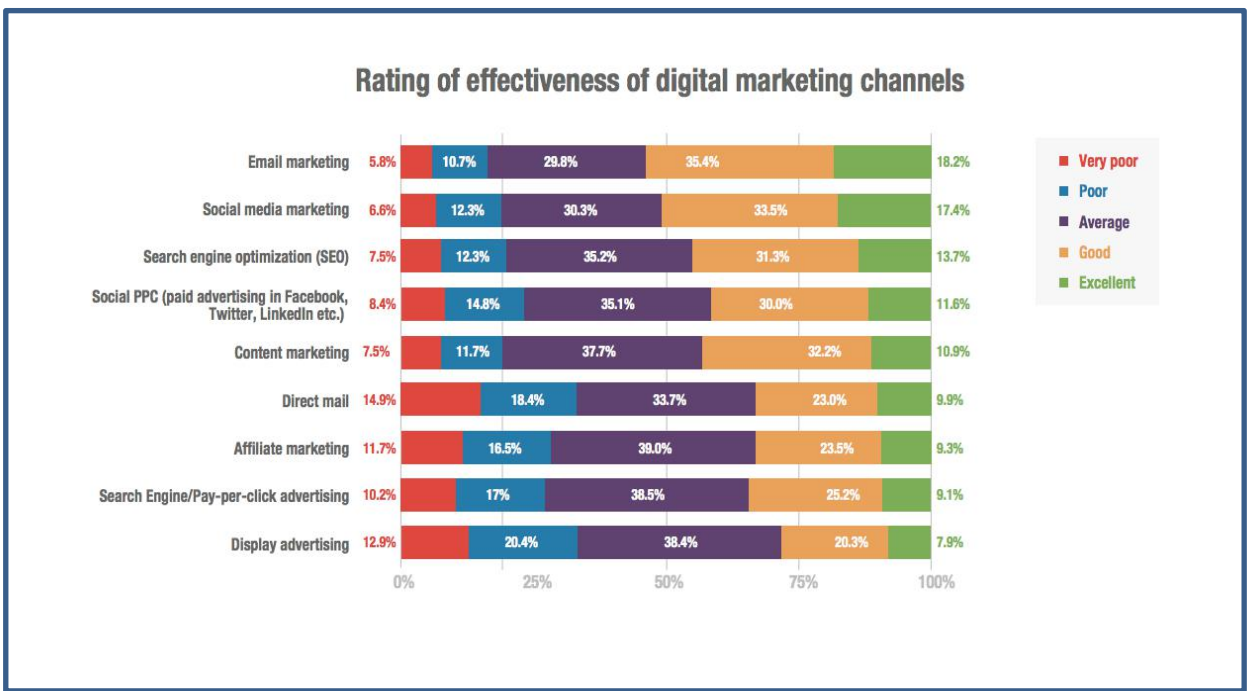




The figure shown above is indicating the growth of the mobile and internet users in India. This shows that Internet users are rising rapidly in India. With this rise the scope of digital marketing is also rising.



Digital Marketing industry is seeing a boom with 40% growth rate while other industries are struggling hard to reach 5% to 10% growth. Because of the better cost efficient data plans on mobile than on computers, mobile devices contribute more growth internet connectivity and it will continue to initiate more in the upcoming 5 years. The revenue of mobile advertising have increased by 27% in 2017 says sources. The share of digital marketing have increased to \$185.4 billion in 2017.



7. FINDINGS AND DISCUSSION:

Following is the Statistics of Year 2015 and 2016 for digital growth comparison factor

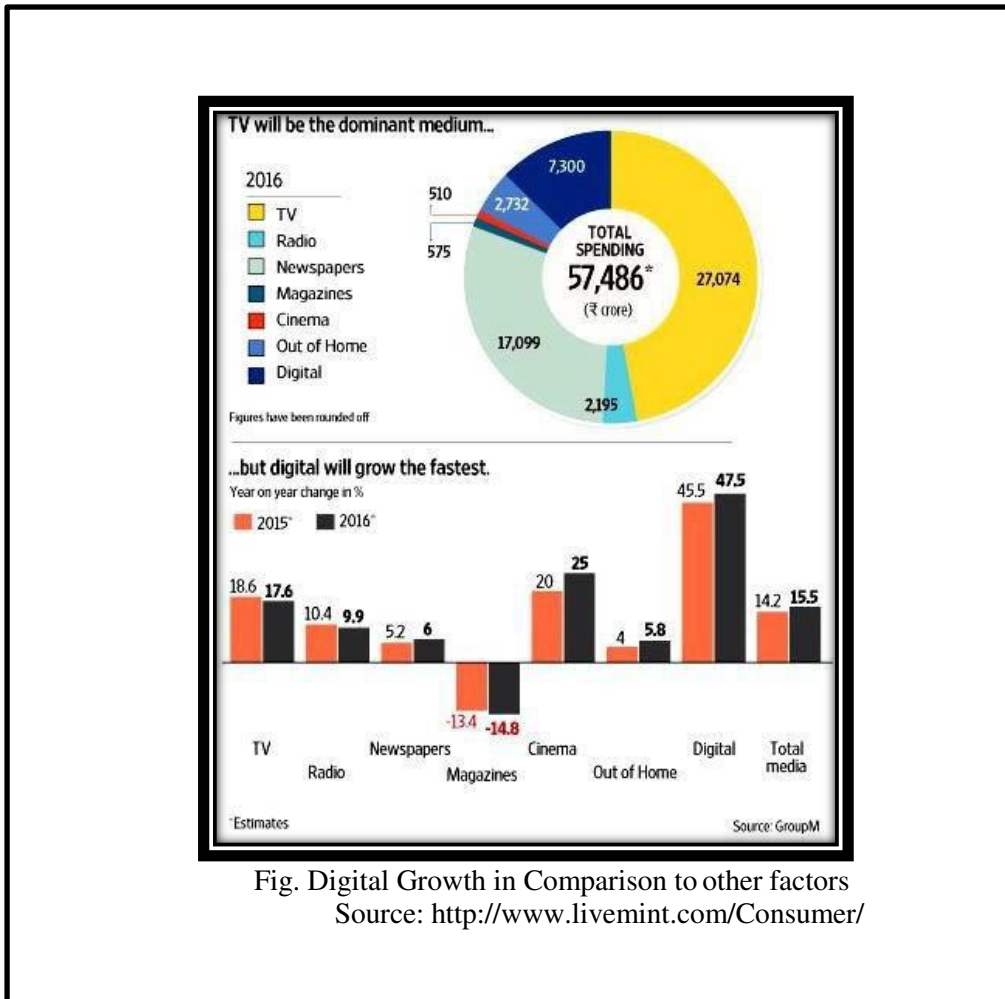
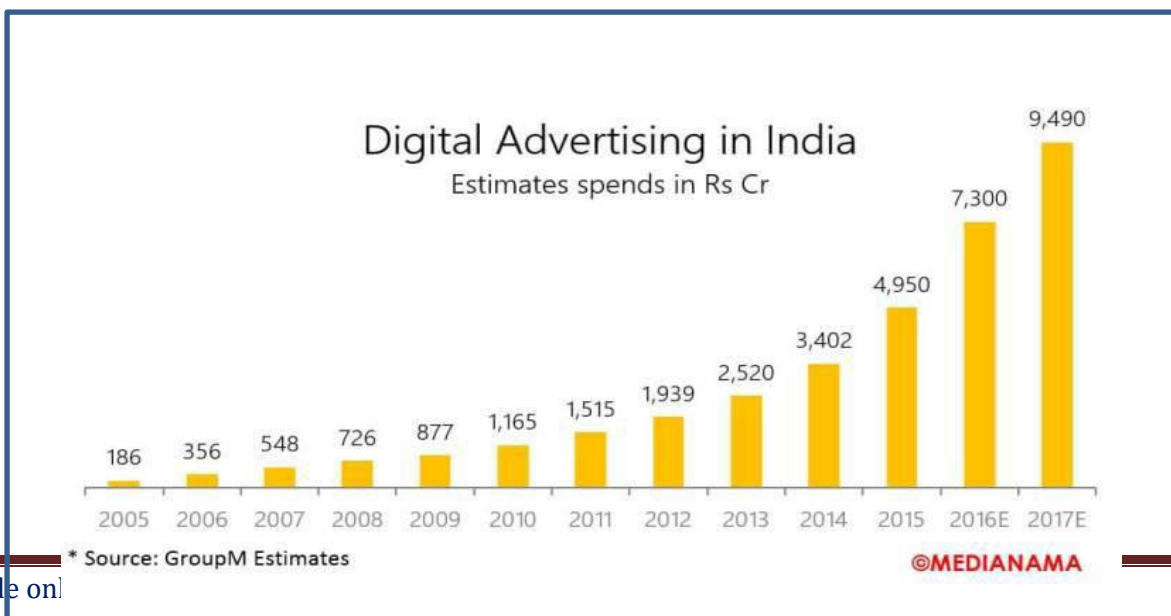


Fig. Digital Growth in Comparison to other factors
 Source: <http://www.livemint.com/Consumer/>

The above statistics shows that varied digital marketing activities with the exceptional commercial impact in 2016. The Automation Marketing having the elevated impact on the business of the company. The above figure shows the Digital AD Spending to grow the fastest in 2016. The spending in Ads in India will grow 15.5% in 2016 to Rs 5,486 crore with digital advertising expanding at a rapid pace of 4.5% media agency GroupM said in its . 2015 and 2016 report. Digital advertising considered for 12.7% of all ad spending in 2016, the agency estimated up from 9.9% in 2015. Radio and Television will see comparative slower growth that in 2015



The crucial aspect of Digital Marketing is Web Analytics, it helps you to collect, measure, understand, analyse, plan, report and interpret the web activities for your business. On the contrary to simple reporting, web Analytics gives you analyses and different angles to consider visa-versa your business. Every advertiser must use web Analytics to master his business and improve the ROI and conversions.

8. CONCLUSION:

Growing Digital Market in India is an evident that the Digitization is taking place with a high speed and will flourish in the upcoming. Surveys conducted by WARC shows that 35% of advertisers would increase their mobile advertising spend by 50% or more by 2020 in India. GroupM observer report, on consumer product makers stated that it will remain the most dominant sector in terms of ad spending with a 28% share of the total expenditure. Many advertisers will increase their ad spending to fulfill the market demand. All the reports conducted are showing that Digital Marketing will for sure grow in the upcoming years...As the youth of India is very much technology friendly. By 2018, mobile devices are expected to reach around 3 billion units worldwide. So as more people use smartphones, tablets and other mobile devices, the potential of mobile market continues to grow.

As we all are experience a radical change in India towards the digitalization. The consumers look and search more information on internet to find the best deal form the sellers around India before making a purchase. Digital marketing such as search engine optimization (SEO), social media optimization, content management, content automation, e-commerce marketing, influencer marketing, campaign marketing, search engine marketing (SEM), and social media marketing, e-mail direct marketing together build digital marketing in one harmony are gaining more and more momentum. Social media platforms like Facebook & whatsapp and technology connects us and creates new opportunities for digital marketer which is cost effective and has great commercial impact on the business.

With the increase in digital space in India and the issues and points discussed above we can conclude that by 2020 India will be a complete digital country. That is the vision and mission of our honourable Prime Minister Mr Narendra Modi.

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