

Digital Marketing Dynamics in the Indian Context: A Journey through Time

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Abstract: *Digital marketing encompasses all marketing efforts that leverage electronic devices or the Internet. It involves the use of electronic media by marketers to promote their products or services. The primary objective of digital marketing is to attract consumers to various brands through technology on the internet. Often referred to as 'online marketing,' 'internet marketing,' or 'web marketing,' digital marketing has gained popularity over time, especially in some countries. The rise of digital marketing is closely tied to the integration of advanced technologies into businesses. This transformation has completely revolutionized traditional marketing methods, compelling marketers to engage with their buyers or customers through the internet to sell their products and services. In India, digital marketing has witnessed significant growth, spanning across all business sectors, including e-commerce, online transactions, banking, online tracking, and more. Communication has become more seamless and rapid in a country like India, known for its vast and rapidly growing economy. In 1996, Business to Business (B2B) commerce made its debut in India, marking a significant milestone. Notably, digital marketing spending amounted to \$0.57 billion in 2013, a figure projected to surge to \$2.17 billion by 2019. This paper commences with a historical review of the evolution of online marketing. It delves into various types of internet marketing, shedding light on the significance of digital marketing and the opportunities and challenges that lie ahead. Emerging issues in marketing, such as security and privacy concerns arising from the creation of virtual spaces, are also addressed. Finally, we conclude by offering insights and potential solutions to address the forthcoming challenges.*

Keywords: Digital Marketing, Online Marketing, Internet Marketing, Web Marketing, Scope, Opportunities, Challenges

I. INTRODUCTION

Digital marketing is a method used to promote products online, targeting customers who use the internet. Many concepts from traditional marketing are applicable to digital marketing. Marketing strategies have evolved over time based on the prevailing means of communication. For instance, during earlier eras, radio was a dominant medium, giving rise to radio advertising and marketing. Subsequently, television gained prominence as one of the most widely used global tools, enabling companies to reach vast audiences through TV commercials. Television advertising remains a prominent strategy for companies today. With the advent of the Internet, a new era of marketing emerged, initially known as Internet Marketing and now recognized as Digital Marketing. However, while this is the era of digital marketing, farmers in rural areas often prefer traditional marketing for various reasons. Thus, it is imperative to study the evolution and types of digital marketing, comparing them with traditional marketing to provide clarity to farmers regarding the true status of digital marketing. Additionally, this study explores the scope, opportunities, and challenges of digital marketing to empower farmers and traders to sell their produce with confidence and maximize profitability.

1.1 Objectives

- To study the evolution of digital marketing and its various types.
- To compare traditional marketing and digital marketing.
- To explore the opportunities, challenges, and scope of digital marketing.

II. METHODOLOGY

Methodology involves the process of collecting information and data to facilitate decision-making. It stems from the systematic and theoretical analysis of methods to assess their suitability for a specific field of study. Methodology may encompass research from publications, interviews, surveys, and other research techniques, incorporating both current and historical data. This study relies on secondary data sources.

Data Source: For this study, secondary data has been collected from research conducted by university graduates and teachers, newspapers, journals, and various online knowledge portals. Discussions were also held with digital marketing experts involved in various digital media services. Additionally, websites of digital marketing agencies were visited to understand the processes, elements, and functions of digital marketing. The collected data and information have been organized, explained, and analyzed using various charts. This study presents results through both descriptive and analytical methods.

III. RESULTS AND DISCUSSION

1. Evolution of Digital Marketing

Reviewing history, the International Journal of Advanced Research Foundation has provided the following statistics on Digital Marketing in India in 2016:

Between 1971 and 1972, ARPANET was used to facilitate sales between the Stanford Artificial Intelligence Laboratory and students at the Massachusetts Institute of Technology, an early example of electronic or digital commerce.

In 1979, Michael Aldrich introduced the first online shopping system.

In 1981, Thomson Holidays UK established the first business-to-business online shopping system.

In 1996, India Mart, a B2B marketplace, was founded in India.

In 2007, Flipkart was established in India, and every e-marketing or commercial enterprise began adopting major digital tools for marketing purposes.

In 2011, data from the Digital Marketing in India report indicated a 200% increase in mobile and tablet-based advertising compared to previous years. During that year, the net worth reached \$2 billion, marking substantial growth that continued exponentially, reaching \$6 billion in 2012. The sector has witnessed impressive growth up to the present day. The International Journal of Advanced Research Foundation's Digital Marketing in India report highlights India's incredible growth opportunities and the secular adoption of e-commerce, internet advertising, social media, search, online content, and services related to digital marketing. This growth period between 2013 and 2018 is regarded as the golden age of the Internet sector.

Various Digital Marketing Channels

Digital marketing utilizes various channels, aiming to achieve maximum two-way communication and a better overall Return on Investment (ROI) for brands. These channels include:

- **Affiliate Marketing:** A performance-based marketing type where businesses receive affiliates for each visitor or customer brought in by the affiliate's marketing efforts.
- **Display Advertising:** An online form of advertising where promotional messages from a company appear on third-party websites or search engine results.
- **Email Marketing:** Targeting consumers through email to promote products and services.
- **Content Marketing:** A strategic approach focusing on creating and delivering valuable, relevant, and consistent content to attract and retain a defined audience.
- **Search Engine Marketing:** The process of improving market visibility and exposure for a brand, product, or service through various methods.

- **Social Media Marketing:** Leveraging social media channels (e.g., Facebook, Twitter, Instagram, Google+) for product or service promotion.
- **SMS Marketing:** Sending promotional campaigns or transactional messages via text messages (SMS) for marketing purposes.
- **Mobile Marketing:** Capitalizing on the growth of mobile phone users to target consumers.
- **App Marketing:** Promoting mobile applications for various devices.

2. Comparison between Traditional Marketing and Digital Marketing

Traditional marketing, the most recognized form of marketing, differs from digital marketing, which leverages electronic channels. Comparisons between the two are as follows:

Traditional marketing includes print; broadcast, direct mail, and telephone, whereas digital marketing encompasses online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, and pay-per-click.

Traditional marketing lacks interaction with the audience, while digital marketing fosters two-way communication.

Results in traditional marketing are easy to measure, similarly, results in digital marketing are relatively straightforward to gauge.

Traditional marketing campaigns are typically planned over an extended period, whereas digital marketing campaigns are designed for shorter durations.

Traditional marketing is often cost-effective and offers a quick way to promote products, whereas digital marketing can involve higher costs and may be more time-consuming.

The success of traditional marketing strategies depends on reaching a large local audience, whereas digital marketing aims at specific local audiences.

Traditional marketing reaches a limited number of consumers due to technological constraints, while digital marketing has broader consumer reach due to the widespread use of technology.

Traditional Marketing lacks 24/7 exposure, whereas digital marketing ensures round-the-clock visibility.

Traditional marketing has the potential to go viral, while digital marketing may not possess the same viral potential.

Traditional marketing involves one-way communication, whereas digital marketing facilitates two-way communication.

3. Challenges of Digital Marketing and Ways to Overcome Them

The digital marketing landscape faces unique challenges, including:

- Marketing Integration:** Coordinating various marketing channels to work together seamlessly is essential for achieving a unified campaign. This entails incorporating digital marketing from the outset rather than as an afterthought.
- Security and Privacy:** Building trust among consumers wary of sharing personal information online requires robust security measures to protect data from spammers and scammers.
- Collaboration with the IT Department:** Collaboration between marketing and IT departments is crucial for implementing successful marketing programs. Recognizing the mutual reliance between the two is essential.
- Lack of Trust:** Trust issues stemming from spam, identity theft, intrusive advertising, and information overload pose challenges that must be addressed.
- Know-It-All Mentality:** Recognizing the vastness of digital marketing, marketers should consider specializing in specific areas to become experts.
- Intellectual Property:** Protecting intellectual property from theft and misuse requires stringent measures in the digital realm.
- Customer Expectations:** Managing and meeting high customer expectations is essential, as exceeding customer expectations is critical for marketing success.
- Preparation for the Online World:** Marketers must prepare for the unique challenges of the online world by adopting a proactive approach to addressing potential issues.
- ROI:** A significant challenge is ensuring a substantial return on investment (ROI) given the high investment in digital marketing. Strategies should be fine-tuned to maximize returns.

IV. CONCLUSION

Digital marketing has revolutionized traditional marketing methods and necessitated marketers' engagement with customers through the internet to sell products and services. In a country like India, known for its vast and rapidly growing economy, the use of digital platforms is on the rise across all sectors, including e-commerce, online transactions, banking, and online tracking. The study highlighted the effects of Internet-driven interactive spaces on marketing practices. Overall growth in digital marketing over recent years was evident. The study also discussed the opportunities and challenges of digital marketing and presented insights into the future scope of internet marketing. This information is valuable for farmers and traders considering the use of digital marketing over traditional methods, enabling them to sell their produce confidently and maximize profits.

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