

EXPANSION AND PENETRATION OF DIGITAL MARKETING IN INDIA.

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Abstract : *In India, digital marketing is expanding quickly. A lot of Indian businesses use digital marketing to gain a competitive edge. Digital marketing alone, though, cannot guarantee a marketing campaign's success. As opposed to that, any marketing campaign's success should fully make use of the different marketing strategies that are available in both traditional and modern marketing. Digital marketing startups have a high failure rate. This study demonstrates the penetration and expansion of digital marketing in India as well as the safety measures that should be followed when putting it into practice to maximize its enormous potential for increased sales.*

The vast Indian market is rapidly evolving. Professionals are increasingly using the internet, and their use of mobile devices is growing. With the volume and intensity of digital channels continuously increasing, change is happening at an accelerated rate. In India, the amount of time individuals spend online each year is increasing, and the websites and digital tools they use become more and more integrated into their daily lives. Indian consumers are now using social media and the internet more frequently. As a result, digital media gives any product greater visibility than traditional marketing strategies. There are 470.1 million active social media users in India, 692.0 million internet users in India, In year 2023, there are nearly 315 million Facebook users in India alone, making it the leading country in terms of Facebook user size.

The rapidly expanding digital market in India is proof that digitization is happening very quickly. All products and services are now offered by e-commerce websites through internet portals. the rise in e-commerce website counts. This essay aims to investigate the development and current trends in digital marketing in India.

Keywords : *digital marketing, social media, e-marketing, growth.*

1. INTRODUCTION:

The field of marketing is being revolutionised by digital marketing. Marketers are allocating more funds to digital marketing as customers spend an increasing amount of time online in order to interact with them.

Other names for digital marketing include "web marketing," "online marketing," and "Internet marketing."

Digital marketing can be characterised as the process of promoting companies or products via various electronic media platforms. The most of it happens online. Digital screens, mobile phones, and any other digital media are examples of additional platforms. These could include search engines, banner adverts, social media, mobile applications, blogs, and websites. It utilises digital technologies, as the name implies.

The purchasing and selling of goods, services, and information using computer networks or the internet is known as digital marketing. Technologies related to the internet and electronic commerce are reshaping supply networks, client bases, revenue streams, business models, and the overall economy.

Every industry in the New Economy is witnessing the emergence of new business models.

Digital marketing's encouragement of the use of new communication channels to bridge the gap between a brand and a customer is another important advantage. Customer reviews and comments facilitate the development of a reliable rapport between a company and its clients. Consumer reviews are extremely valuable because they demonstrate a brand's strength and quality beyond just a favourable impression.

2. REVIEWS OF LITERATURE:

A. Lavanya, M. Radhikamani (2021), "A STUDY ON DIGITAL MARKETING AND IT'S IMPACTS" According to their study people are spending more money on internet content, so businesses who are unable to incorporate this into their advertising strategy will need to change fast. The greater the amount of time people spend on the internet annually, the more integral digital platforms become to their daily lives. Digital India's primary goal is to advance digital media. Due to the fact that customers can utilise digital platforms from anywhere at any time, businesses must switch from traditional to digital marketing strategies.

NNK. Sandilya, Hari Krishna Vemula (2021), "IMPACT OF DIGITAL MARKETING ON INDIAN ECONOMY" The marketing mindset has changed to include newer, more customer- and content-centric techniques that are being delivered on the digital stage as a result of technology developing at an exponential rate. Conventional marketing methods, such as advertising, branding and corporate communications, lead generation, and so on, heavily rely on print, radio, television, and telephone media as delivery channels. Despite this, contemporary marketing strategies make use of the Internet and web-based social networking to reach a more specific demographic. A sound marketing platform that can reach a big client base is provided by modern marketing tactics. Companies that primarily invest in digital marketing as a means of delivering their message risk severely undermining their overall marketing performance.

Kishor Kumar (2019), "A STUDY OF THE GROWTH OF DIGITAL MARKETING IN INDIAN SCENARIO" To sum up his research's findings, it can be said that the rise of digital marketing is unquestionably a phenomenon. practically all of the respondents reported having. The rise in internet usage is closely linked to the expansion of digital marketing. Thus, the marketing industry is feeling the effects of the internet era. The absence of a mandatory channel network in digital marketing is the sole distinction between it and traditional marketing.

Dr. G. Kanagavalli (2017) "DIGITAL MARKETING IN INDIA" her article indicates that digital media is so widely used, people can get information at any time and from any location. The days of sending out messages to individuals about your goods or services that contained only information you wanted them to know are long gone. With the proliferation of digital media as a source of news, entertainment, commerce, and social interaction, consumers are increasingly exposed to opinions about your brand from a variety of sources in addition to what your firm says. These opinions can include friends, family, peers, and the media. Furthermore, they are more inclined than you to believe them. Consumers want services that are catered to their requirements and tastes, communications that are relevant and personalised, businesses they can trust, and offers that are personalised.

M. Sunil Manohar Subbaiah, C S Harsha Vardhan Reddy, and M. Rajesh Naidu (2017), "THE ROLE OF DIGITAL MARKETING IN INDIA" According to their study, digital marketing is essential to the expansion of businesses. due to the fact that it has less time and money to advertise globally. Additionally, we must be able to quickly adapt to changes in the product, which raises awareness more than traditional marketing methods. Thus, it is crucial to the product awareness, particularly when presenting new products. We need to use a wide variety of instruments in this digital marketing process. Hence there are many options in digital marketing.

Artur Sawicki (2016), "DIGITAL MARKETING" In his study stated that internet marketing should be viewed in a narrower context than digital marketing. Digital marketing can be found not just on the Internet but also in software, electronics, and other products that the user or device utilises to trade data. Because a man can now communicate via TV as well as a mobile network, digital marketing integrates digital and network technologies. Wide coverage allows the businesses to operate on multiple e-platforms. In summary, digital marketing is a contemporary idea in marketing that is well recognised in the field of emerging technologies. Digital marketing makes it possible for those handling these problems to choose their clients more carefully than they might have in the past. As a result, a good or service can be more effectively tailored to the tastes of each user. "Life is made easier" by digital marketing.

3. STATEMENT OF PROBLEM:

The sudden increase in digital technologies and the widespread adoption of online platforms have propelled the growth of digital marketing in India. However, this expansion and penetration present a set of complicated challenges that require careful examination. This research aims to address key problems associated with the evolution of digital marketing in the Indian context. Furthermore, the study will investigate the digital infrastructure disparities across urban and rural areas. Identifying how limitations in internet connectivity, access to smartphones, and digital literacy affect the successful implementation of digital marketing initiatives is essential for creating targeted and accessible campaigns.

4. OBJECTIVES OF THE STUDY:

- To understand and ascertain the development of digital marketing in India.
- To analyze growth rate of digital marketing in India.
- To know the purpose of Digital Marketing.
- To understand the advantage of digital marketing for consumers.

5. BENEFITS OF DIGITAL MARKETING:

Customers can now stay updated through emails, websites, and online adverts, and of course, social networking site. Customers now have easy access to the Internet even when they go through tablets and smart phones. Customers are now able to make a comparison of products and services online. They no longer need to visit different shops or hop from one store to another physically. Today, the customer can compare the features and prices of a wide array of products simply by opening tabs. Another biggest advantage of Internet marketing is that online pricing is really transparent. Customers are now able to take advantage of any change in prices, special offers, etc. Customers have complete access to all kinds of pricing information (24x7). There is no time restriction on when a consumer can shop online; the internet is available all day every day. Many online sales now start at midnight on a particular day encouraging customers to shop all hours of the day. So, customer can have shopping 24 hours a day 7 days a week (24/7).

Pros and Cons of Digital Marketing:

Pros	Cons
<ul style="list-style-type: none">• Cost-effective	<ul style="list-style-type: none">• Technical knowledge and skills required
<ul style="list-style-type: none">• Reach a large audience	<ul style="list-style-type: none">• High competition
<ul style="list-style-type: none">• Target specific demographics	<ul style="list-style-type: none">• Privacy concerns and data security risks
<ul style="list-style-type: none">• Customizable and flexible	<ul style="list-style-type: none">• Potential for ad fatigue

6. GROWTH RATE OF DIGITAL MARKETING IN INDIA:

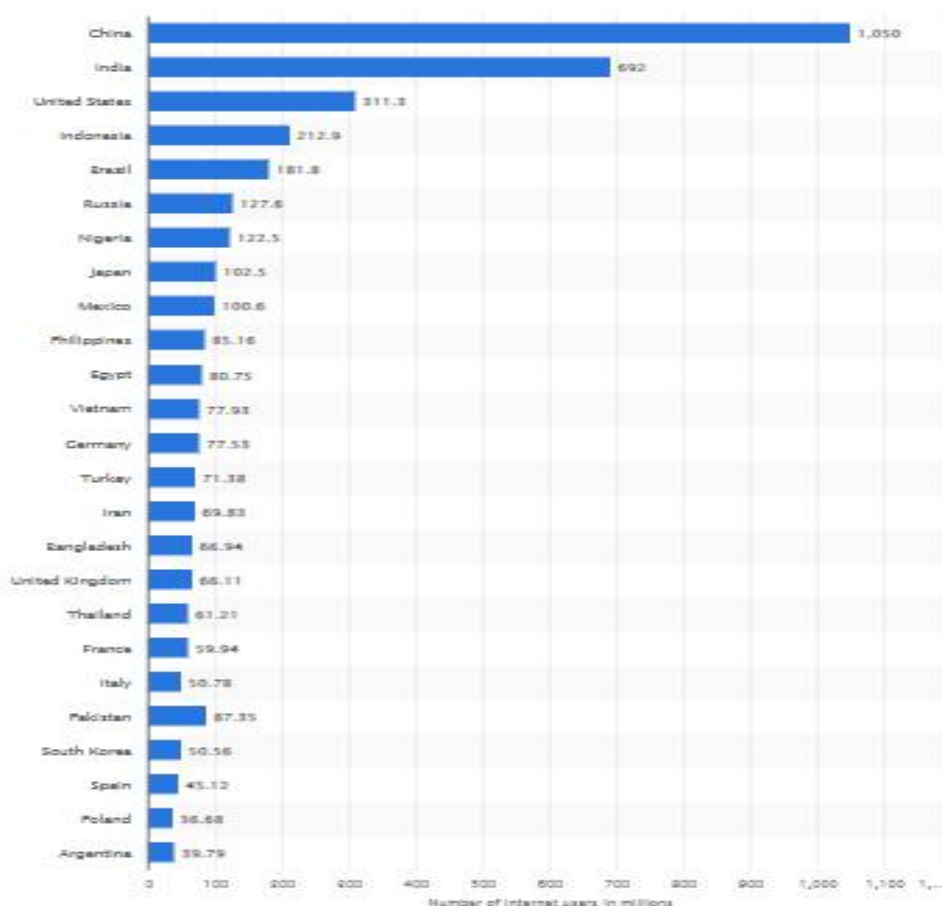
Digital marketing is the fastest growing industry. It is growing at a rate of 25% to 30% rate per year. The digital marketing industry in India was valued at 199 billion rupees in 2020 and is expected to grow to 539 billion rupees by the end of 2024.

according to Skill Vertex. The Indian digital marketing industry was estimated to be worth USD 5,118.55 million in 2023. It is projected to increase at a CAGR of 30.3% between 2024 and 2032, when it will be worth USD 55,372.78 million.

India's digital advertising market reached a valuation of almost 300 billion Indian rupees in 2022. In India, digital advertising brought in about 499 billion Indian rupees in income in 2022.

With nearly 2 billion people, India is the second-largest nation in terms of both population and active internet users. Approximately 80% of the Indian population shops online through e-commerce platforms.

Figure 1: Countries with the highest number of internet users as of December 2023 (in millions)



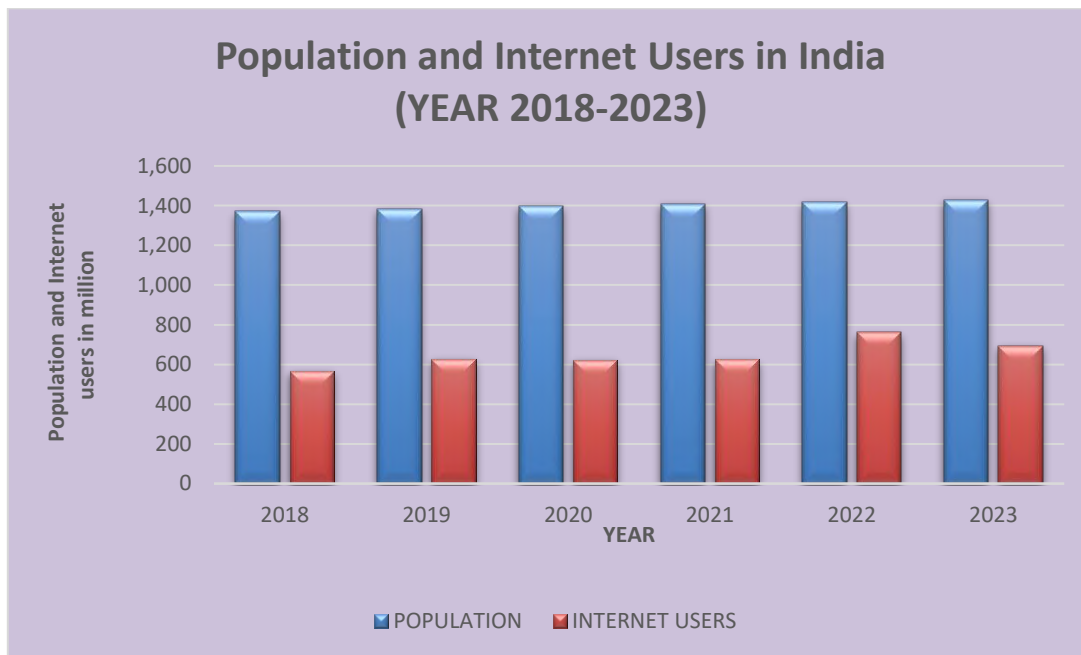
Source: www.statista.com

Figure 1 shows that as of December 2023, India was ranked second among the countries with the most internet users. India had 692 billion internet users, more than double the amount of third-ranked United States with just over 311.3 million internet users.

Table 1: Population growth and internet users' growth in India (2018-2023)

Population and Internet Users in India (Figures in million)			
YEAR	POPULATION	INTERNET USERS	PERCENTAGE
2018	1,369	566	41.34%
2019	1,383	627	45.34%
2020	1,396	622	44.56%
2021	1,407	624	44.35%
2022	1,417	759	53.56%
2023	1,428	692	48.46%

Figure 2: Population and Internet Users in India (2018-2023)



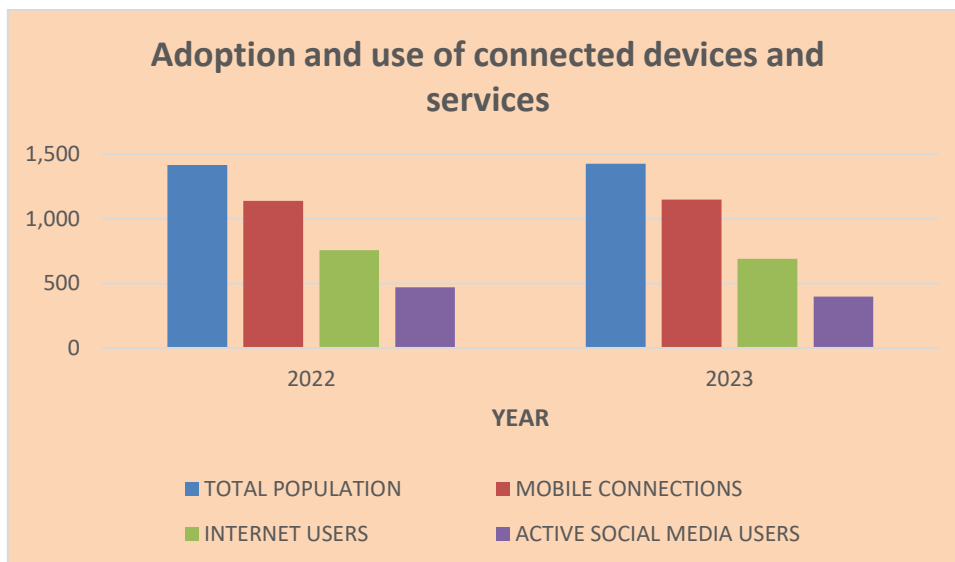
Above table and Figure shows that in year 2018 total population stood at 1369 million and internet users stood at 566 million which was 41.34% of total population at that time after that it was increased year of year and in 2023 total population is 1428 million and internet users is 692 million which is 48.46% of total population.

Table 2: Overview of the adoption and use of connected devices and services in India.

YEAR	TOTAL POPULATION	MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
2022	1,417	1140	759	470
2023	1428	1151	692	398

It includes details of total population, mobile connections, internet users and active social media users of India.

Figure 3: Overview of the adoption and use of connected devices and services in India.



In year 2022, total population was 1417 million, at the same time number of mobile connections stood at 1140 million which was 80.45% of population, number of internet users stood at 759 million which was 53.56% of population, number of active social media users stood at 470 which was 33.17% of population.

In year 2023, total population is 1428 million, at the same time number of mobile connections is 1151 million which is 80.60% of population, number of internet users is 692 million which is 48.16% of population, number of active social media users is 398 which is 27.87% of population.

7. FUTURE OF DIGITAL MARKETING:

If we discuss the future of digital marketing in India, it is seen that the growth of digital marketing in India is very much prospective in the future too. Data says India ranks second in the world on the internet using list, just after China. By 2024, it is predicted that in India, there will be more than 650 million & by 2025, 900 million internet users which is a massive number and can build easily a strong digital ecosystem in the country.

Over the last few years, small towns and the rural belts of the nation have shown a noteworthy digital drive, according to a report which is 31 % of the population, adopting the internet actively in life. In fact, by 2025, rural India will precede urban India in terms of internet usage.

As per data, 67% of the urban population is using internet listing, Maharashtra at the top, Goa at second, Kerala at third, and Bihar at the last, followed by Chhattisgarh and Jharkhand. Moreover, we can see a direct impact of the Covid 19 pandemic on online marketing platforms.

It has accelerated the digitalization of the nation by generating 100 million consumers towards a digital platform. Digitalization can be considered as the new concept of progress and it is the pillar of the economy, triggering promotion, reach, sales and payments everything under one niche.

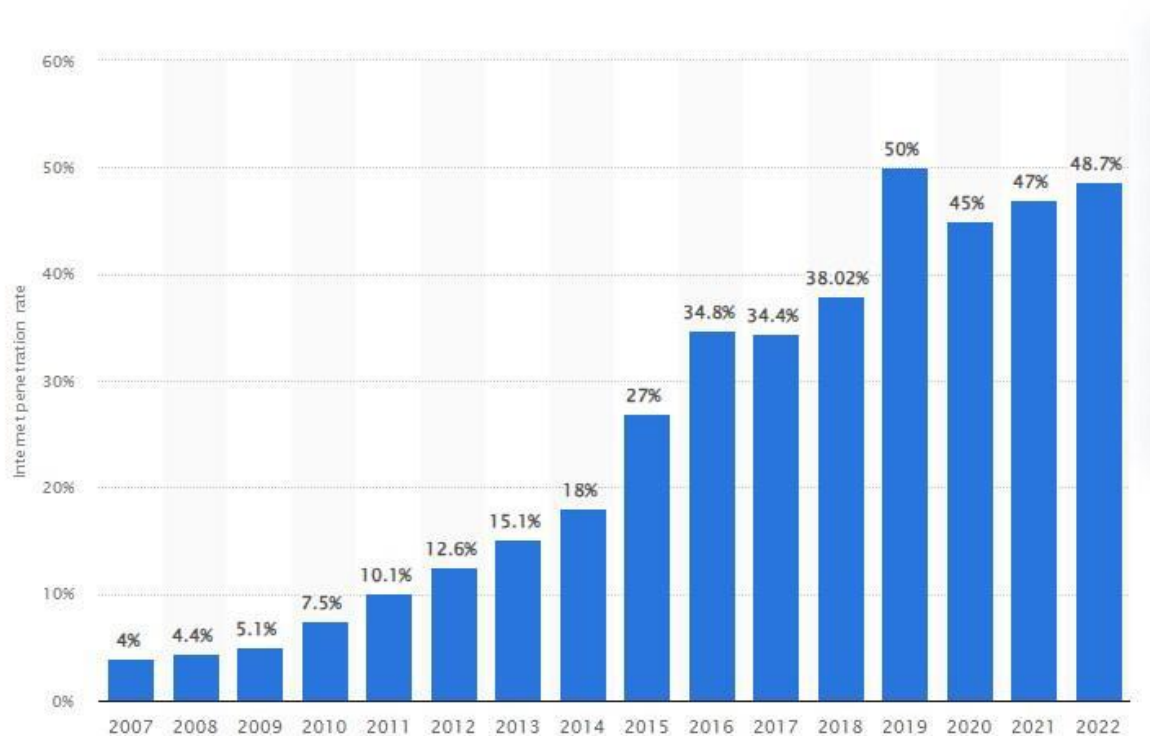
Table 3: The overview of share of average time spent with different advertising media in India.

Average Time Spent with Media in India, 2018-2022					
<i>hrs:mins per day among population</i>					
	2018	2019	2020	2021	2022
TV*	2:43	2:55	3:10	3:17	3:23
Digital	1:21	1:30	1:39	1:48	1:57
—Mobile (nonvoice)	1:05	1:13	1:21	1:28	1:35
—Desktop/laptop**	0:16	0:17	0:18	0:20	0:22
Print*	0:18	0:18	0:19	0:19	0:19
—Newspapers	0:17	0:17	0:17	0:17	0:17
—Magazines	0:01	0:01	0:01	0:01	0:01
Radio*	0:15	0:16	0:16	0:16	0:16
Total	4:38	5:00	5:24	5:40	5:55

Source: eMarketer

The above table shows that during period of year 2018-2022, Indian spent highest time for TV out of total time they spent for different media. Digital media stood at second position so far as time spent by Indian during this tenure which was increased year by year so far as time spent for digital media out of total time spent for different media.

Figure 4: Internet penetration rate in India (2007-2022)



In India, in year 2007 out of total population 4% internet users were there, it was increased year of year, 50% internet users were in 2019 and 48.7% internet users were in India in 2022.

8. CONCLUSION:

The internet has changed consumer purchasing behaviour, and because of quick technology advancements, getting online is now simpler than ever. Everybody has access to the internet at any time and from any location. Due to its somewhat direct influence on consumers purchasing decisions, digital marketing is extremely significant. Regular, low-cost, personalised contact helps merchants build relationships and bonds with prospects and consumers through digital marketing. Benefits of online business marketing are highlighted that are not present in traditional marketing methods. Global statistics and surveys indicate that the field of digital marketing will continue to expand in the years to come. It was projected that India would have more than 900 million active internet users by 2025. India's youth are very accustomed to technology. By putting into practice a successful digital marketing plan, marketers may boost sales. Campaigns for digital marketing assist businesses in lowering expenses, increasing organic traffic, and improving search engine positioning. Social media use has opened up new avenues for digital marketers to reach consumers via online channels.

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Web resources:

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- <https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>