



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

# IJRSET

International Journal of Innovative Research in  
**SCIENCE | ENGINEERING | TECHNOLOGY**

# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 12, Issue 5, May 2023

**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 8.423

9940 572 462

6381 907 438

[ijrset@gmail.com](mailto:ijrset@gmail.com)

[www.ijrset.com](http://www.ijrset.com)



# Future of Digital Marketing in Existing Market Scenario

Pratik Kumar

Student, School of Business, Galgotias University, Greater Noida, UP, India

**ABSTRACT:** As human beings use digital platforms rather of traveling to shops,digital advertising campaigns are turning into greater generic and efficient way. Digital advertising and marketing is the utilization of digital media and it is also used by the entrepreneurs to promote the merchandise or offerings into the market. The primary goal of digital advertising and marketing is attracting clients and permitting them to have interaction with the company via digital media. Several Indian businesses are using digital advertising and marketing for aggressive lead. The research concludes that digital advertising and marketing is diagnosed as a innovative and environment friendly way of obtaining, sustaining, and organising consumer relationships. Online channels and platforms, such as websites, industry-specific outlets, and forums, have been recognized to be the most advisable for start-ups. It also suggests that a start-up can increase value through digital marketing with the help of brand awareness, developing trust, and customer awareness. The effect of digital marketing on customer is determined by three dimensions: (1)usage of apps, (2) social media platforms, and (3) digital word-of-mouth. The main aim of this study is to find the scope and future of digital marketing in existing scenario and understand the functioning of digital marketing.

## I.INTRODUCTION

Digital advertising and marketing refers to the advertising of products or services usingof digital technologies such as the internet, mobile phones, and other digital media. It consists of many tools such as search engine optimization (SEO), search engine advertising and marketing (SEM), content marketing, social media marketing, e-mail marketing, and many others.The use of digital marketing has appreciably increased in current years due to the increased use of the internet and mobile phones. It permits businesses to attain a large audience, target specific customers, and measure the effectiveness of their advertising campaigns in real-time.

The concept of digital marketing has evolved over the years, starting with the launch of the first PC in 1981.. Since then, digital advertising has developed significantly, and nowadays it is a essential element of most businesses' normal advertising strategy.

Digital marketing includes various tactics such as search engine optimization (SEO), social media marketing, email marketing, content marketing and online advertising. All of these tactics require specific skills and strategies to be effective, making digital marketing a specialty in its own right.

In addition to cost effectiveness, digital marketing also offers the ability to monitor and measure the success of campaigns in real time. In this way, companies can make data-driven decisions and adjust their strategies as needed to optimize results.

Overall, digital marketing has become an integral part of a successful marketing strategy and its importance will only grow as technology advances and more and more consumers turn their attention to the online world.



## II.ONLINE MARKETING IN INDIA

Internet marketing in India has grown tremendously over the years. With the spread of the internet and the use of smartphones, online marketing has become an integral part of Indian businesses. Here are some of the most important aspects of internet marketing in India:

1. **Social Media:** Social media platforms like Facebook, Twitter, Instagram and LinkedIn have a huge user base in India. These platforms are perfect for businesses to reach and engage with their target audience through engaging content, offers and promotions.
2. **Search Engine Optimization (SEO):** SEO is an important part of online marketing in India as most consumers use search engines like Google to find products and services. A well-optimized website with relevant keywords, quality content and links can significantly improve a company's visibility in search engines.
3. **Email Marketing:** Email marketing is an effective way to reach potential customers and keep them interested in offers, promotions and newsletters. It is cost-effective and can provide companies with a high return on investment (ROI).
4. **Content Marketing:** Content marketing is the creation and distribution of relevant, valuable and consistent content to attract and retain a clearly defined audience. It includes blog posts, articles, videos, infographics and more. It's a great way to build brand awareness, create thought leadership and generate leads.
5. **Influencer Marketing:** Influencer marketing is a relatively new concept in India, but its popularity is growing rapidly. This includes working with social media influencers who have a large following and can influence the purchasing decisions of their followers.

Overall, internet marketing in India offers huge opportunities for businesses to reach their target audience, generate leads and increase sales. However, it is important for companies to understand the unique challenges and opportunities of the Indian market and adapt their online marketing strategy accordingly.

The objectives of this study are as follows:

1. To find the scope and future of digital marketing in existing scenario
2. To understand the functioning of digital marketing.

## III.REVIEW OF LITERATURE

There is a growing body of literature suggesting that the growth of internet and mobile phone usage in India has led to the growth of online marketing. Many researchers have found that the Internet has become an important tool for businesses that want to reach a wider audience and generate more leads and sales.

A survey conducted by SharadMadhukarDashaputre in 2011 found that all respondents agreed that the internet is essential for the growth of online marketing. The Dashaputre survey also revealed that most of the respondents strongly agreed that traditional marketing methods will be replaced by online marketing in the near future.

Similarly, other studies have found that the growth of e-commerce in India has led to an increase in smartphone and mobile internet usage. This has led to a shift to digital marketing as businesses look to use online platforms such as social media, search engines and email to reach their target audience. Despite the growing popularity of online marketing, it is important to note that traditional marketing methods still play an important role in the Indian market.





|| Volume 12, Issue 5, May 2023 ||

| DOI:10.15680/IJIRSET.2023.1204090 |

Local businesses in particular may find that traditional marketing methods such as print ads, billboards and flyers are still effective in reaching their target audience.

Overall, the literature suggests that the growth of online marketing in India is closely related to the growth of internet and mobile phone usage. As more and more people gain access to the Internet and begin to use it for various purposes, Internet marketing is likely to become an even more important tool for businesses looking to grow and expand their reach.

Niharika Satinder (2015) conducted a study on online marketing in India and found that online marketing offers companies better opportunities to gather information about their customers compared to traditional marketing methods. This is because online marketing allows businesses to track customer behaviour, preferences and buying habits using various tools such as web page analytics, social media monitoring and email marketing.

According to Satinder, online marketing is expected to become even stronger in the coming years and will improve people's shopping habits and improve their world class. One of the reasons for this is the ease of online shopping that comes with using credit cards. With the growing popularity of online shopping, more and more businesses are adopting online marketing strategies to reach their target audience and increase sales. Other studies have also shown that online marketing can offer businesses significant advantages over traditional marketing methods. For example, online marketing allows businesses to reach a wider audience, more effectively target specific demographics, and track real-time performance metrics.

However, online marketing in India also comes with certain challenges, such as the need to adapt to local cultural preferences and the need to address online security and privacy. Despite these challenges, the literature suggests that online marketing continues to grow and play a crucial role in the Indian market.

Overall, the literature highlights the opportunities and challenges of internet marketing in India. While online marketing offers businesses better opportunities to capture customer data and reach a wider audience, it also requires a strategic approach that takes into account the unique characteristics of the Indian market.

#### IV. RESEARCH METHODOLOGY

The energy of net and social media will now no longer lower within side the following few years, this subject matter could be very vital for nearly each organization. The use of smartphones with social media is one in all the short increasing generation which will increase the scope of digital marketing. Another factor of attention is the involvement of all age organizations mostly younger minds, adolescents, centre aged, youngsters in the use of virtual and social media more excessively. That is why this observe makes a specialty of information net or digital marketing and its techniques.

The study is in the shape of descriptive studies. Descriptive studies is the kind of studies used to explain the behaviour of a pattern or population. It does now no longer deliver the solution for how, while or why the behaviour is happening. Rather it solutions what the behaviour is.

Sampling is the method wherein the entire statistics is gathered by a set of individuals. Sensex is one of the sampling strategies utilized by the individuals. The institution of people or representatives is referred to as sampling. The pattern length may be decided on via way of means of the studies type. The sampling size of this studies is 25.

#### V. DATA COLLECTION

The instrument used for this survey is questionnaire. Below is the analysis of the survey conducted by using sampling methods.

##### QUESTIONNAIRE

Gender

- Male.
- Female



|| Volume 12, Issue 5, May 2023 ||

| DOI:10.15680/IJIRSET.2023.1204090 |

Which SEO you use most of the time?

- Google
- Bing
- Yahoo

What are the mediums that you use for your search?

- Google search
  - Social media
  - Others

How many hours do you spend on internet in a day?

- 1 hour
- More than 2 hours

Do digital advertising affects your decisions?

- Easier
  - Manipulative
  - Helpful
- Others

Do you believe social media plays a major role in digital marketing?

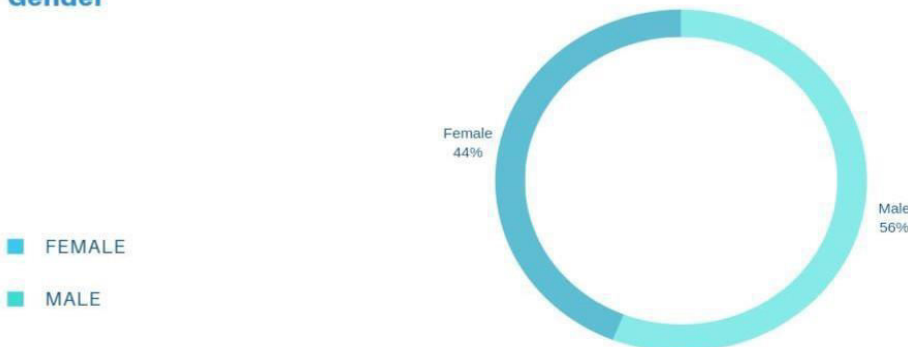
- Yes
- No

This data is collected from 25 people.

Gender	Male	Female
	14	11

Total no of respondents is 25

### Gender





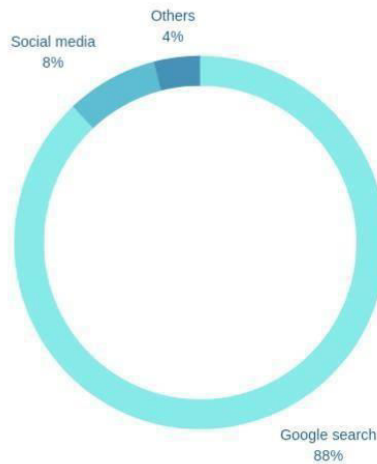
**VI.FINDINGS**

Social media	2
Google search	22
Others	1

What are the medium that you use for your search?

**What are mediums that you use for search ?**

- OTHERS
- SOCIAL MEDIA
- GOOGLE SEARCH

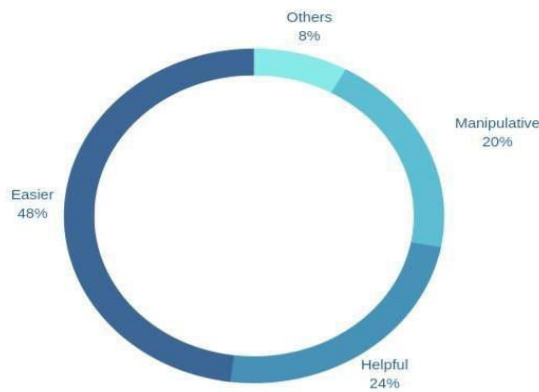


How do digital advertising affect your decisions?

Easier	12
Manipulative	5
Helpful	6
Others	2

**How do digital advertising affect your decisions?**

- EASIER
- HELPFUL
- MANIPULATIVE
- OTHERS





How many hours you spend on internet in a day?

1 hours	5
More than 2 hours	20

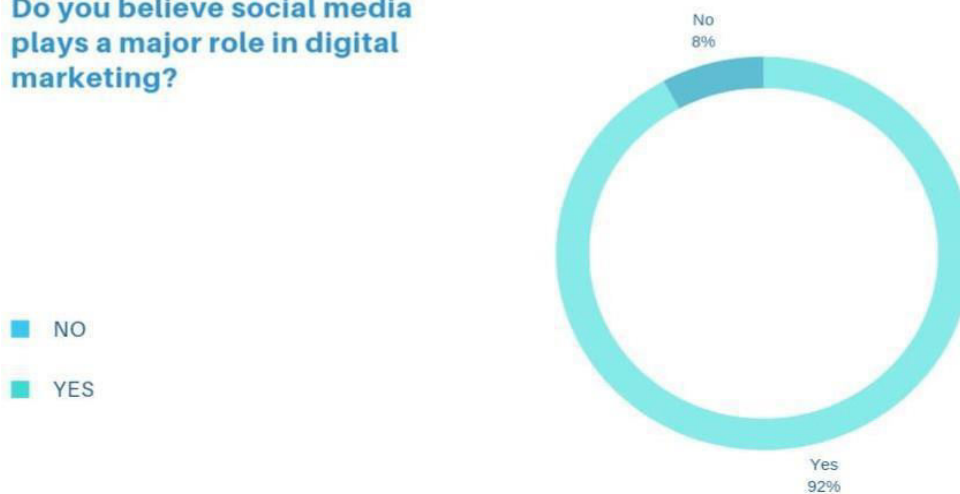
How many hours you spend on internet a day ?



Do you believe social media plays a major role in digital marketing?

Yes	23
No	2

Do you believe social media plays a major role in digital marketing?



### VII.CONCLUSION

Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. Most of the participants in this study believe that



|| Volume 12, Issue 5, May 2023 ||

| DOI:10.15680/IJIRSET.2023.1204090 |

the growth of the internet and mobile phone usage has directly contributed to the significant growth of digital marketing. It is evident that consumers are increasingly attracted to digital marketing, as evidenced by their increased interest in using online marketing platforms. The survey results undoubtedly confirm the spread of digital marketing as an important trend. This growth trend is undoubtedly related to the growth of Internet usage, which shows the strong influence of the Internet age on the market field. One major difference between traditional marketing and digital marketing is that the latter does not require a network of channels to operate effectively. Respondents widely recognized the importance of digital marketing and expressed the view that its potential will continue to grow, increasing business revenues. Participants agree that digital marketing will be successful in the near future.

#### REFERENCES

1. Digital Marketing: Challenges and Opportunities A Study on Opportunities and Challenges of Digital Marketing.
2. SharadMadhukarDashaputre (2011), "A Study of the growth of Internet Marketing in Indian Scenario", Tilak Maharashtra Vidyapeeth, Pune, pp. 89 – 92.
3. Niharika Satinder (2015), "A Study of Internet Marketing in India: Challenges and Opportunities", International Journal of ScienceTechnologyand Management.
4. <https://www.pramanaresearch.org/gallery/prj-p459.pdf>
5. <https://quizlet.com/190229334/digital-marketing-chapter-6-flash-cards/>
6. <https://mindsair.com/digitalization-of-marketing/>





**INNO SPACE**  
SJIF Scientific Journal Impact Factor  
**Impact Factor: 8.423**



**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 **9940 572 462**  **6381 907 438**  **ijirset@gmail.com**



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details