



A Study on Digital Marketing and Its Impact on Traditional Marketing in India

Dr. Mamta kumari, Assistant Professor, Department of Management, Lalit Narayan Mishra Institute of Economic Development and Social Change, Patna, Bihar, India

Ramesh Kumar, Assistant Professor, Department of Computer Application, Lalit Narayan Mishra Institute of Economic Development and Social Change, Patna, Bihar, India

Rohit Kumar, Assistant Computer Operator & Networking Instructor, Information Technology, Central Industrial Training Institute, Siwan, Bihar, India

Md. Gauhar Hasnain, Assistant Professor, Department of Management, International School of Management, Patna, Bihar, India

Abstract:

In recent years, digital marketing has emerged as a critical component of marketing strategies, allowing businesses to connect with customers through various ways of digital technologies. India, with its rapidly growing population and increasing internet penetration, has become a significant market for digital marketing, offering businesses new opportunities to reach a large and diverse audience. This study employs a systematic literature review approach to analyze existing research papers, reports, and articles related to digital marketing and traditional marketing in India. The findings of this study suggest that digital marketing has had a major effect on traditional marketing in India, providing businesses with new opportunities to reach and engage with customers while reducing marketing costs and increasing ROI. However, the study also highlights the challenges associated with digital marketing in India, including limited internet penetration, language diversity, lack of standardization, privacy concerns, and skill shortages. This study open a new eyes on digital marketing over the traditional market.

Keywords: Digital Marketing, Traditional marketing, Customer engagement, social media, mobile applications

Introduction:

The growth of digital marketing can be attributed to the rapid expansion of the internet and mobile technology. As more people around the world gain access to the internet, businesses are finding new and innovative ways to connect with them [1]. Digital marketing provides

businesses with a cost-effective and efficient way of reaching a vast audience, regardless of their location. Digital marketing offers several advantages over traditional marketing methods, including real-time tracking and measurement of marketing campaigns, targeted marketing to specific demographics, and the ability to engage with customers in real-time. It allows businesses to create personalized experiences for their customers and build brand loyalty through consistent engagement and interaction [2]. Despite the advantages of digital marketing, it also presents challenges for businesses. The fast-paced nature of digital marketing requires businesses to constantly adapt and stay up-to-date with the latest trends and technologies [3]. Additionally, the abundance of data generated by digital marketing can be overwhelming for businesses, making it difficult to extract meaningful insights. Digital marketing has become an essential part of the modern marketing landscape, and businesses that fail to adopt digital marketing strategies risk losing their competitive edge. As technology continues to evolve and shape the marketing industry, it is crucial for businesses to stay ahead of the curve and embrace the benefits of digital marketing [4]. Digital marketing has become a popular topic of research in recent years, as businesses worldwide are increasingly adopting digital channels to reach their target audience. Several studies have explored related to digital marketing and its benefits over the traditional market.

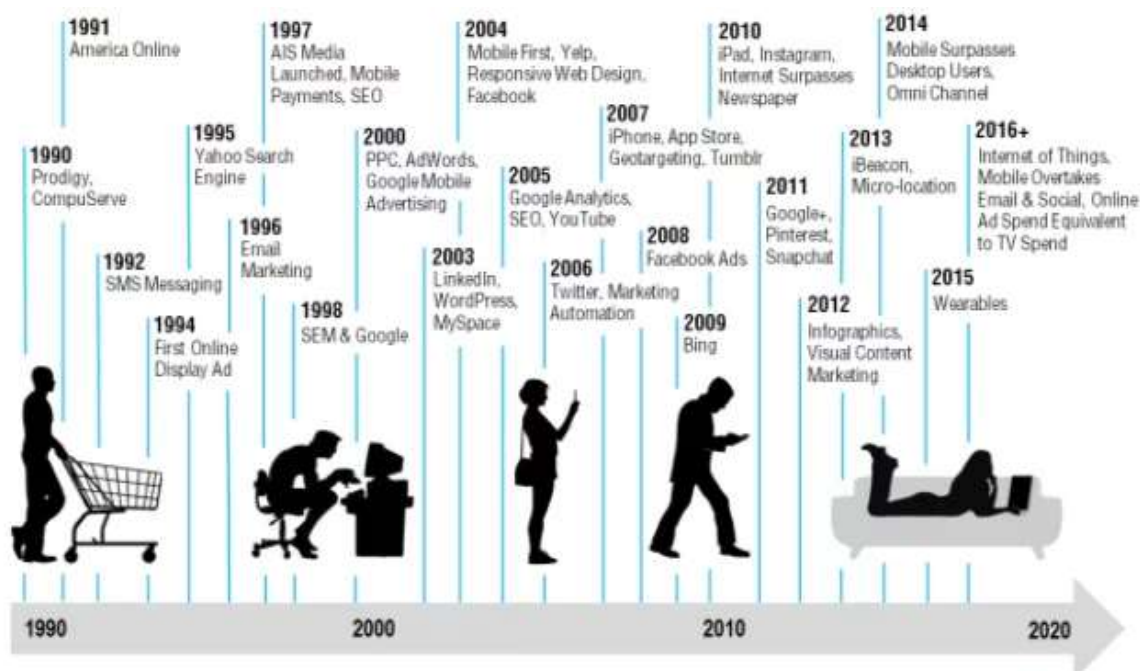


Fig.1. Evolution of Digital Marketing (Ref:5)

Digital marketing allows businesses to target specific demographics and personalize their marketing campaigns, leading to increased customer engagement and brand loyalty. Several studies have also explored the effectiveness of specific digital marketing strategies [6]. For example, a study by Social Media Examiner found that social media marketing was the most commonly used digital marketing strategy among businesses, with 97% of respondents using social media to promote their brand. The study also found that businesses that invested more time and resources into social media marketing saw higher levels of engagement and increased sales [7]. A study by McKinsey found that businesses that invested in data analytics and had a clear understanding of their target audience saw higher levels of customer engagement and increased sales.

Research Methodology:

The research methodology for this study is a literature review, which is a standard way to use in academic research to gather and analyze the existing literature on a particular topic. The use of this methodology allows for a comprehensive and in-depth analysis of the existing literature, which provides a strong foundation for the study and its conclusions.

Literature review:

Digital marketing has had a significant impact on traditional marketing in India, with businesses increasingly adopting digital channels to promote their products and services. Several studies have explored digital marketing and its impact on traditional marketing in India. Several studies have also explored the effectiveness of specific digital marketing strategies. "Impact of Digital Marketing on Traditional Marketing" by Y. Narayana Rao and K. Ravi Shankar, International Journal of Scientific & Engineering Research, 2017 [8]. The study analyzes the digital marketing strategies adopted by businesses in India and the challenges and benefits associated with digital marketing. "Digital Marketing vs Traditional Marketing: Which one is better for your business?" by Nisha Patel, International Journal of Advanced Research in Computer Science and Software Engineering, 2018 [9]. This article compares digital marketing and traditional marketing methods and examines which marketing strategy is more effective for businesses in India. The study analyzes the advantages and disadvantages of each marketing method and provides insights into the factors that businesses should consider when choosing a marketing strategy. "Digital

Marketing in India: Opportunities and Challenges" by P. Arun Kumar and N. Kumaravel, International Journal of Engineering Research & Technology, 2018 [10]. "A Comparative Study of Digital and Traditional Marketing Strategies in the Indian Retail Industry" by N. P. Singh and P. Verma, International Journal of Marketing and Technology, 2017 [11]. This article compares digital marketing and traditional marketing strategies in the Indian retail industry. The study analyzes the benefits and challenges associated with each marketing method and provides insights into the factors that businesses should consider when choosing a marketing strategy [12]. The study also provides recommendations for businesses looking to adopt digital marketing strategies in the retail industry. "Digital Marketing and Its Impact on Indian Consumers" by R. Agarwal and A. Garg, International Journal of Research in Marketing, 2019 [13]. This article explores the impact of digital marketing on Indian consumers. The study analyzes the factors driving the adoption of digital marketing by businesses in India and the impact of digital marketing on consumer behavior. The study also provides insights into the critical success factors for digital marketing campaigns in the Indian context. A comparative analysis of traditional marketing v/s digital marketing by Raj Sinha, Journal of Management Research and Analysis (JMRA) in Volume 05 Issue 04, December 2018 [20] has well explained both the terms perfectly thereby differentiating between these two. It's totally a comparative analysis research paper.

Scope of Digital Marketing in India

Digital marketing is a rapidly growing industry in India, fueled by the country's large and increasing internet user base. Here are some of the key points that illustrate the scope and growth of digital marketing in India:

Internet User Base: India has the second-largest internet user base in the world, with over 700 million active users as of 2021 [14].

Mobile Penetration: India has over 1.2 billion mobile phone users, which is more than the country's total population. This means that businesses can leverage mobile marketing strategies to reach out to a large and diverse audience.

E-commerce Boom: The e-commerce sector in India has seen explosive growth in recent years, with online sales expected to reach \$200 billion by 2026. This presents a huge opportunity for businesses to promote their products and services through digital marketing channels [15].



Fig. 2. Reasons Digital marketing is a rapidly growing industry in India (Ref. 16)

Social Media Dominance: India has over 450 million social media users, making it one of the largest social media markets in the world [17].

Increasing Digital Ad Spend: Digital advertising spending in India is expected to reach \$7.5 billion by 2024, which is a significant increase from the \$3.6 billion spent in 2019. This demonstrates the growing importance of digital marketing in India.

Growing Demand for Digital Marketing Professionals: The demand for digital marketing professionals in India has increased significantly in recent years. According to a report by LinkedIn, digital marketing is one of the top 10 skills that companies are looking for in India.

Better Targeting: Digital marketing allows businesses to target their audience with much greater precision compared to traditional marketing methods. Through techniques like search engine optimization, social media advertising, and email marketing.

Cost-Effectiveness: Digital marketing businesses can achieve a more significant ROI by leveraging digital marketing channels that are relatively inexpensive, such as social media, email, and content marketing.

Integration with Sales Funnel: Digital marketing channels can be easily integrated with a business's sales funnel. E.g., digital marketing can use social media and email marketing to generate leads and then convert them through their website or e-commerce platform.

Increasing Adoption: The adoption of digital marketing is growing rapidly in India, with businesses of all sizes realizing the potential of digital channels. This is reflected in the increasing digital ad spend in India, which is expected to reach \$7.5 billion by 2024.

The scope and growth of digital marketing over traditional marketing in India are a significant opportunity to adopt well-positioned to gain a competitive advantage in the market.

Analysis of Digital Marketing in India

Digital marketing in India has been growing rapidly in recent years. In order to perform a statistical analysis of this industry. The size of the digital marketing industry in India can be estimated by analyzing data from market research reports, industry associations, and government sources. According to an IMAI report, the digital advertising industry in India was worth Rs. 17,000 crore in 2020 [18]. In digital marketing, advertisers' expenditure on digital marketing can be a good indicator of the industry's growth. According to a report by Dentsu Aegis Network, digital ad spend in India is expected to reach Rs. 58,550 crore by 2025. One could also analyze the distribution of digital marketing spend across various platforms such as social media, search engines, video streaming, etc. According to the IMAI report, search advertising accounted for 30% of the digital ad spend in India in 2020, followed by video advertising (27%) and social media advertising (18%) [14]. Finally, one could analyze the effectiveness of digital marketing campaigns in terms of key metrics such as click-through rates (CTR), conversion rates, and return on investment (ROI). This can be done by analyzing data from various analytics tools such as Google Analytics and Adobe Analytics. Digital marketing in India is a fast-growing industry with huge potential for marketers. Analyzing these metrics can provide insights into the trends and opportunities in this space.

Challenges in the Digital Marketing:

Digital marketing is a booming way for new-era marketing. But it has its own set of challenges in India. Some crucial challenges are discussed below.

Limited Internet penetration: Despite significant growth in recent years, internet penetration in India remains low compared to other countries. This limits the reach of digital marketing campaigns in the country.

Language diversity: India is a country with multiple languages, and this poses a significant challenge for businesses implementing digital marketing campaigns. Creating content that resonates with customers in different regions of India and in different languages can be challenging for businesses.



Fig.3. Digital Marketing challenging in India (Ref. 18).

Lack of standardization: The digital marketing landscape in India is highly fragmented, with no standardization of metrics or guidelines for businesses to follow. This can make it challenging to evaluate the effectiveness of their digital marketing campaigns and compare them with those of their competitors.

Privacy concerns: With the increasing use of digital technologies, privacy concerns have become a major issue for consumers in India. The implementation of regulations such as the General Data Protection Regulation (GDPR) and Personal Data Protection Bill (PDPB) in India has made it more challenging [19].

Skill shortage: There is a shortage of skilled professionals in digital marketing in India, with many businesses struggling to find the right talent for their digital marketing teams. This can make it challenging for businesses to implement effective digital marketing campaigns and stay competitive in the market.

Conclusions:

In conclusion, with the increasing adoption of digital technologies by Indian consumers, businesses have had to adapt their marketing strategies to stay relevant and engage with their customers effectively. Digital marketing has provided businesses with new opportunities to reach and engage with customers, and has helped them to reduce their marketing costs and increase their ROI. However, its own set of disputes in India, including limited internet penetration, language diversity, lack of standardization, privacy concerns, and skill shortages. The scope and growth of digital marketing in India are immense, and that embrace online marketing strategies is well-positioned to capitalize on this trend. The modern marketing landscape offers several advantages to businesses that adopt digital marketing strategies. However, the fast-paced nature of digital marketing and the abundance of data generated present challenges that businesses must overcome to leverage the benefits of digital marketing effectively. Future research in the field of digital marketing should focus on exploring new and innovative digital marketing strategies and identifying best practices for implementing these strategies.

References:

1. Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge.
2. Dasgupta, S. (2018). Digital marketing: a new trend in Indian business. *International Journal of Engineering Technology Science and Research*, 5(1), 124-128.
3. Garg, R., & Aggarwal, A. (2018). Digital marketing in India: challenges and opportunities. *International Journal of Innovative Research and Development*, 7(6), 10-15.
4. Internet and Mobile Association of India. (2021). *Digital in India: data consumption, internet users and device ownership*. Retrieved from <https://www.iamai.in/research/digital-india-data-consumption-internet-users-device-ownership>
5. <https://ignitevisibility.com/what-is-digital-marketing/>

6. Ministry of Electronics and Information Technology. (2019). Personal Data Protection Bill, 2019. Retrieved from https://meity.gov.in/writereaddata/files/Personal_Data_Protection_Bill,2019.pdf
7. Sharma, N., & Singh, J. (2020). Digital marketing in India: issues and challenges. *Journal of Digital Marketing*, 2(2), 45-49.
8. Singh, M., & Gupta, M. (2018). Digital marketing in India: trends and prospects. *Journal of Marketing Communications*, 24(1), 27-45.
9. Tiwari, R. (2017). Emerging trends of digital marketing in India. *International Journal of Engineering and Computer Science*, 6(9), 22190-22196.
10. Trivedi, M., & Sharma, R. (2019). Digital marketing challenges in India: a review. *International Journal of Management, Technology and Social Sciences*, 4(1), 10-19.
11. Bhatnagar, N., & Ghose, A. (2014). Digital Marketing in India: Growth and Challenges. *Journal of Management Research*, 14(4), 231-244.
12. Choudhury, S., & Kumar, A. (2016). Digital Marketing in India: Opportunities and Challenges. *International Journal of Research in Business Studies and Management*, 3(3), 15-24.
13. Jain, S., & Jain, M. (2018). The Impact of Digital Marketing on Traditional Marketing in India. *International Journal of Engineering and Management Research*, 8(2), 116-121.
14. Kishore, K., & Verma, R. (2019). Digital Marketing in India: Trends and Challenges. *Journal of Business and Management Studies*, 5(2), 53-62.
15. Kumar, R., & Singh, R. (2017). Digital Marketing in India: Opportunities and Challenges. *International Journal of Research in Finance and Marketing*, 7(1), 53-63.
16. <https://qph.cf2.quoracdn.net/main-qimg-907ee79cd7e1d8efee5b22e5fbb1ea48-lq>.
17. Puri, A., & Yadav, R. K. (2015). Digital Marketing in India: Scope, Challenges and Future. *International Journal of Advanced Research in Management and Social Sciences*, 4(3), 137-149.
18. Singh, S., & Narang, S. (2019). Digital Marketing in India: Opportunities, Challenges and Future Prospects. *International Journal of Management, Technology and Engineering*, 9(9), 199-210.
19. Taneja, N., & Gupta, N. (2018). Digital Marketing in India: Opportunities and Challenges. *International Journal of Innovative Research and Development*, 7(7), 32-38.

20. Sinha R., “A comparative analysis of traditional marketing v/s digital marketing” *Journal of Management Research and Analysis (JMRA)*, ISSN 2250-0588, Impact Factor: 4.878, Volume 05 Issue 04, December 2018, Page 234-243
21. https://www.researchgate.net/publication/352178400_A_COMPARATIVE_ANALYSIS_OF_TRADITIONAL_MARKETING_VS_DIGITAL_MARKETING