

# Growth and Development of Digital Marketing in India

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**Abstract :** Indian marketing strategy is changing day by day. The world is beholding rapid shifting to digital movement. Nowadays, digital marketing is growing fast in India. Digital marketing is all about marketing using the Internet and media. India has the second largest internet user population in the world. Internet is the strength of digital marketing. Currently, more than 650 million people are using the Internet. With the rise of smart phone users, internet saturation, and social media platforms, digital marketing has become significantly easier for entrepreneurs to reach their products to consumers. It is the process of promoting businesses, brands, products, and services through various digital platforms. Digitalization improves the standard of living of the people; it leads digitally empowered society and helps to grow our nation's economy. This paper mainly focuses on the success of digital marketing in India, and success depends on the path it comes across; this study tells that the superiority of digital marketing necessitates and growth of digital marketing in India.

**Keywords:** Digital Marketing, Digitalization, Digital Platform, Internet, Growth, India.

## I. INTRODUCTION

Digital describes electronic technology. Digital marketing entirely depends on the Internet. Digital marketing is the marketing of goods and services through digital media. Digital media such as Search engine optimization, Social media marketing, E-mail marketing, content marketing, Blogs, Applications, websites, etc., with the increase of internet users and technological improvement, traditional marketing is shifted into digital marketing. In today's scenario, no one has the time to go to the shop and buy things; it is the main reason digital marketing is growing day by day rapidly. Every marketer wants to market their products and service to gain more profits, sustain brand loyalty, reach consumers, and get goodwill from customers. Stand higher in the market; digital marketing helps business people reach easily. Digital marketing plays a vital role in developing our nation more economically.

## II. OBJECTIVES

- To study necessitate digitalization in India
- To study the growth of digital marketing in India.
- To ponder the development of digital marketing in today's scenario.

## III. REVIEW OF LITERATURE

**Pole (2021)**<sup>1</sup> studied changes that occurred in marketing in recent decades. The study shows that digital marketing is a fast-growing field not only in India but around the world. The research focuses on evaluating and expanding digital

marketing for businesses and consumers. According to this study's findings

**Kumar (2019)**<sup>2</sup> the study conducted to identify the present scenario of digital marketing in India, the study was made in the year of 2019. Digital marketing is increasing in the current environment and identifying trends relating to consumer preference in digital marketing. The study resulted that interest is the main source for the success of digital marketing in wide.

**Vaibhava Desai (2019)**<sup>3</sup> reviewed the conceptual understanding of digital marketing and how it assists today's business world. According to **(Srinivasulu & Rajaiah 2019)**<sup>4</sup>, the future depends on digital marketing for everything, especially purchasing.

**Verma (2018)**<sup>5</sup> showed that digital marketing techniques effectively promote a firm. According to this study, it can also be stated that choosing the right social media platforms for a company to sell on is crucial for ensuring the success of its online marketing.

**Kamal (2016)**<sup>6</sup> the goal of this study is to examine the current state of digital marketing while attempting to quantify the importance and freedom of a company's need-identification practices. In order to examine the direction that digital marketing is taking in the market, the researcher must assess this trend. With particular emphasis

<sup>1</sup> <https://www.nveo.org/index.php/journal/article/view/170>

<sup>2</sup> <https://www.pramanaresearch.org/gallery/prj-p459.pdf>

<sup>3</sup> <https://www.ijtsrd.com/papers/ijtsrd23100.pdf>

<sup>4</sup> <https://www.allresearchjournal.com/archives/2019/vol5issue2/PartB/5-1-35-996.pdf>

<sup>5</sup> <https://www.researchgate.net/publication/328253026>

<sup>6</sup> <https://doi.org/10.4010/2016.1298>

on digital marketing, this study finishes with two significant industry-specific marketing strategies.

**IV. RESEARCH METHODOLOGY**

In the present work, the study of the growth of digital marketing is evaluated by the researcher from the secondary data available on the websites. The research is entirely based on secondary data collection. The given data tells us how digital marketing has grown in India in the past 10 years.

The data was collected from various websites, annual reports of Digital India and newspapers. Growth is evaluated only through past events. So the researcher collected information regarding the growth of digital marketing in India

**V. MILESTONES OF DIGITAL MARKETING**

- 1990:** The word digital marketing is first coined
- 1993:** The first clickable banner ad was established
- 1994:** First E- transaction was done, Dan Kohn was made the first legitimate online transaction, and Yahoo was initiated.
- 1996:** Launch of IndiaMART in India. It was the first online shopping website in India.
- 1997:** Begin of Social media site six degrees.com
- 1998:** This year was very momentous because Google was founded, and Yahoo web search was constituted.
- 2002:** Launch of LinkedIn
- 2004:** Facebook and Gmail inaugurated
- 2005:** Commence YouTube.
- 2007:** The launch of Flip Kart, it is an E-commerce marketing website, changed the whole structure of marketing in India.
- 2010:** Google Buzz and Whatsapp were initiated.
- 2014:** Start on Facebook Messenger App.
- 2015:** Digital India was established by the government of India with a vision to transform India into a digitally empowered society and Knowledge economy.
- 2019:** Internet users crossed around 525 million in India.

**VI. GROWTH OF DIGITAL MARKETING**

Digital marketing is growing tremendously in Global as well as in our nation. Changes in people's purchasing habits drive the global expansion of digital marketing. The researcher identifies the growth of digital marketing depends on the growth of websites, growth of Mobile phone subscriptions, growth of active social media users, and growth of online consumers. Development is mandatory in every field.

**Growth of Websites in India**

Websites are the platforms for doing digital marketing. In the year 1991, the World Wide Web project was launched.

Currently, every single second, a new website is originated. The rising of websites directly or indirectly lends a hand to building up marketing digitally.

**Table 1 Growth of websites in India (in millions)**

Decades	Websites	Growth (%)	Trend (%)
1 (1990-2000)	24.07	--	100
2 (2001-2010)	1050.04	4,262.44	4362.44
3 (2011-Till date)	9960.99	848.62	41,383.42

Source: <https://www.internetlivestats.com/>

Table 1 shows explicitly the growth of websites in India for the past three decades. In the decade 2001 – 2010, the growth rate of the website is 4,262.44 per cent. Pinterest, Instagram, YouTube, Facebook, and many E-commerce sites are established in that particular decade, so the websites are expeditiously rising from 2001 through 2010. In the beginning, one website was created, but at present, it's reached 1.9 billion websites.

**Internet Users in India**

The internet is the back bone of digital marketing. Without the internet, digital marketing couldn't come to the existence. The Internet is predominant in growing digital marketing at every nation's edge. The highest speed of Internet connection and the vast level of Internet users are behind the success of digital marketing in India. From below table shows the growth, penetration and trend rate of Internet users in India

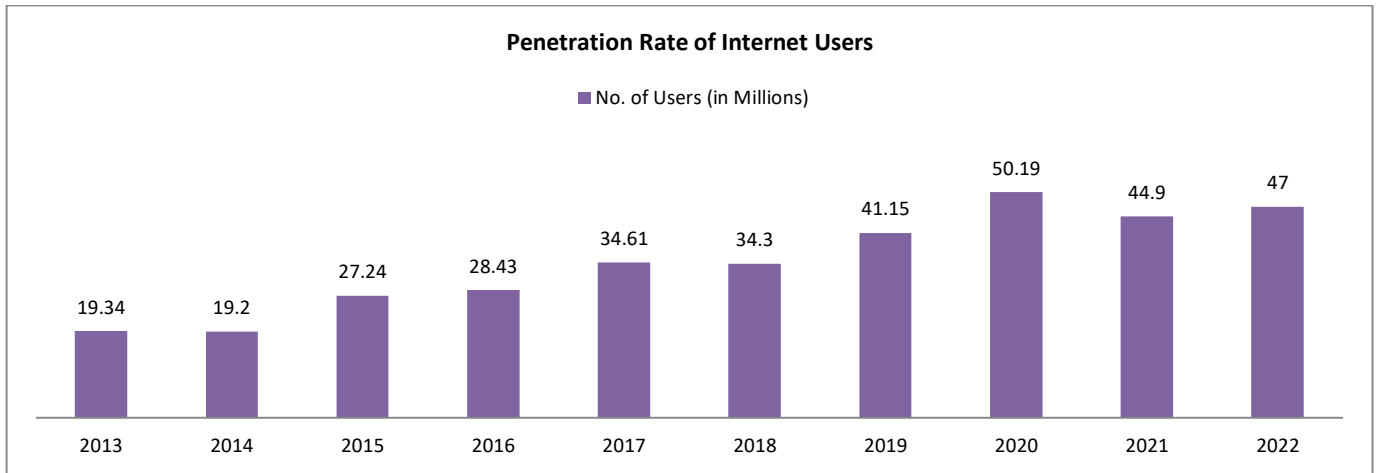
**Table 2 Internet users in India (in Millions)**

S. No	Years	Total Population	Internet Users	Penetration Rate (%)	Growth (%)	Trend (%)
1	2013	1,256	243	19.34	43.62	100
2	2014	1,265	243	19.2	0	100
3	2015	1,285	350	27.24	44.03	144.03
4	2016	1,319	375	28.43	7.14	154.32
5	2017	1,335	462	34.61	23.2	190.12
6	2018	1,347	462	34.3	0	190.12
7	2019	1,361	560	41.15	21.21	230.45
8	2020	1,370	687.6	50.19	22.79	282.96
9	2021	1,389	624	44.9	(9.10)	256.79
10	2022	1,400	658	47	5.45	270.78

Source: <https://datareportal.com>

From the above table 2, exhibits India's internet users from 2013 to 2022. The highest growth rate of 44.03 per cent is in the year 2015. In 2015 Internet and Mobile Association of India and IMRB International reported India is the world's second-largest internet user base. One of the main reasons for enlarging internet users in India is the cheaper cost of the Data package. The growth of internet users suddenly fell in 2021 to 9.10 per cent because before this year, and the world was isolated in their homes. At that moment, the Internet is the base for numerous people's survival.

Figure 1



**Social Media Users in India**

Social media is the best platform to develop and initiate business digitally. It makes customers more stylish and helps them search for the product, evaluate the price and quality, and select the products they wish. Social media provides enormous payback by reaching millions of customers worldwide. A statistical report says 227 million new users globally joined social media last year. GWI report reveals that ordinary social media users are spent 2 ½ hours per day using various social platforms. Today everyone is connected with social media, and it has become a part of many lives. Studying the growth of social media helps identify the development of digital marketing.

**Table 3 Social Media Users in India ( in millions)**

S. No	Years	Internet Users	Active Social Media users	Penetration Rate (%)	Growth (%)	Trend (%)
1	2013	243	106	43.62	--	100
2	2014	243	118	48.6	11.32	111.32
3	2015	350	134	38.29	13.56	126.42
4	2016	375	136	36.27	1.5	128.30
5	2017	462	191	41.34	40.44	180.19
6	2018	462	250	54.11	30.89	235.85
7	2019	560	310	55.36	24	292.45
8	2020	687.6	400	58.17	29.03	377.36
9	2021	624	448	71.79	12	422.64
10	2022	658	467	70.97	4.24	440.57

Source: <https://datareportal.com>

Active social media users in India from 2013-2022 are tabulated above. The highest growth rate to arise in the year 2017 was 40.44 per cent. In 2017, Tik Tok video-sharing social media was launched and influenced people at a higher rate. The majority of 71.79 per cent penetrated in the year 2021. 2021 is a hypercritical year due to the Covid pandemic; social media act supportive and leisure the people to overcome their isolation.

**Number of Online Consumers in India**

Consumers are pretentious in every single business and marketing. Every success and failure of business swings on its targeted consumers. More people consuming products through the Internet is an achievement for digital marketing. Fashion products, furniture, personal and household care, toys, and food services are consumed mainly by customers. Growth is estimated by how many buyers are purchasing through digital platforms comparing past years. The table below demonstrates the online buyers in India for the past ten years.

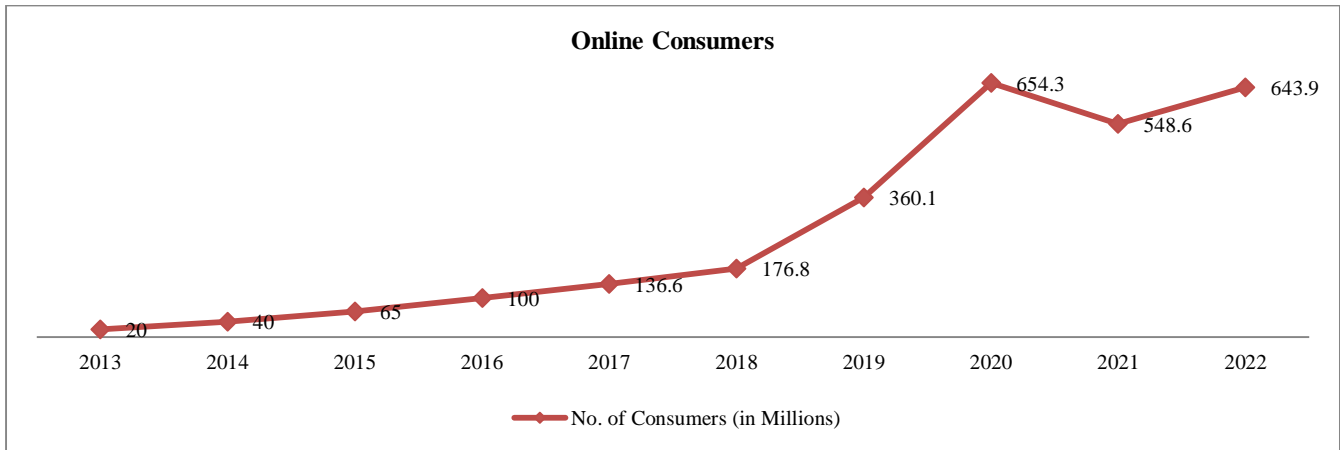
**Table 4 No. of online consumers in India (in Millions)**

S. No	Years	No. of Consumers	Growth (%)	Trend (%)
1	2013	20	--	100
2	2014	40	100	200
3	2015	65	62.5	325
4	2016	100	53.85	500
5	2017	136.6	36.6	683
6	2018	176.8	29.43	884
7	2019	360.1	103.68	1,800.5
8	2020	654.3	81.70	3,271.5
9	2021	548.6	(16.15)	2,743
10	2022	643.9	17.31	3,219.5

Source: <https://datareportal.com>,  
<https://www.livemint.com>, <https://www.businesstoday.in>.

The usage of digital technologies is expanding day by day. Table 4 reveals the number of online consumers in India from 2013- 2022. The number of consumers buying through the Internet was swelling year by year. In 2019, online consumers' growth was tremendously higher than in the previous year. In 2021 the growth rate was reduced by 16.15 per cent because digital marketing was widely utilized in the preceding year, 2020, due to the pandemic situation and safety measures. During the pandemic period, digital marketing is the only way to satisfy the needs of the people. The below figure gives a straightforward exploration of the growth of online buyers.

Figure 2



**VII. FINDINGS**

1. The study shows that websites have grown tumultuously in the last decades.
2. The study observes that the year 2015 has the highest internet users in India.
3. The study reveals that the growth rate of active social media users was 40.44% in the year 2017, the highest rate compared to the last 10 years' growth.
4. The study clearly shows that the majority of 103.68 % of online consumers in the year of 2019.

**VIII. CONCLUSION**

In today's scenario, no one can survive in the world without smart phones and the Internet. Digital media is connected with every second of our daily life. Each person averagely spends more than two hours a day on the Internet like social media, Google, online games, online shopping, etc. Nowadays, we are living in the digital world and acquiring anything from the Web. Consumer purchasing behaviour, habits, needs, wants, and buying decisions have all changed in recent years. Digital media will so on replace all traditional practices in each field of marketing. It directs to transform traditional marketing into digital marketing. Digital marketing is one of the developing components in our country. In the future, beholding digitalization, digital marketing will lead to making our country develop.

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