

FUTURISTIC TRENDS OF DIGITAL MARKETING AND ONLINE SHOPPING IN INDIA

Abstract

This paper offers some views on cutting-edge and futuristic tendencies in on-line shopping and digital advertising and marketing. This paper is based on secondary facts. The contents are based totally on latest research studies and on what is going on in the enterprise global.

In the look at, it's been observed that on-line shopping and digital marketing are growing very fast in India. Digital marketing is price-effective and has a large effect on business impact on enterprise. Increasing use of social media is creating a brand-new way to attract the targeted client. As clients' wishes and preferences are converting and constantly need something new, online purchasing is supporting them fulfil their demands. On this study, it's been observed that online purchasing is the future of the Indian marketplace. The future digital marketing and selling will assist in growing the Indian economy.

Keywords: Internet, Digital marketing, online shopping, e-commerce, social media.

Author

Vandana Nigam

Department of Management

Institute of Engineering and Technology

Lucknow University

Lucknow, Uttar Pradesh, India.

vnigam2@gmail.com

I. INTRODUCTION

In some many years, the growth of marketing strategies can be seen through the net. As a result, traditional entrepreneurs and new agencies are busy rereading and enhancing their techniques to get the advantages of digital advertising and marketing. Digital advertising and marketing strategies assist marketers outline their dreams, goal the audience, and exchange a virtual advertising plan that is fine to reach that target audience. These rules offer route for a given marketing campaign or program and additionally provide a framework for evaluating the pleasant consequences.

Nowadays, the entirety is digital, and digital advertising has been combined into almost every component of enterprise changing how corporations speak with clients and the way they deliver cost to the clients.

In India, millions of smartphones and social media users are engaging thus virtual marketing is booming in our country. Everyone who wishes to begin their business and market their services and products wishes to squeeze digital marketing through the net as this medium has no geographical barriers.

Nowadays, virtual advertising and marketing is required for current-day shops, hence retailers ought to make certain the proper implementation of virtual advertising strategies. It's far needed to a sturdy online the use of equipment which includes web site design and improvement, search engine advertising, content marketing, electronic mail advertising, and social media advertising and marketing which is critical to make the maximum out of virtual advertising and its diverse platforms and affect the increase of commercial enterprise or company.

On-line shopping is already on a growth, especially after the pandemic. At some point of the pandemic, it has surely emerged as one of the most desired and selected modes of buying products for the majority of humans.

The exponential upward thrust of the digital literacy fee and awareness of social media have made on-line buying such a critical and foreseeable a part of our life-style. The biggest gain of this sort of purchasing is that it is able to be completed within a minute, within the consolation of your or anyplace you're, just by using clicking a button.

In step with the India emblem equity foundation, the Indian e-commerce marketplace is expected to attain USD 16-20 billion through 2025 and USD 350 billion by 2030.

II. WHY ON-LINE SHOPPING IS BECOMING A PURCHASER'S NEED?

What is going to you do in case you all of sudden realize that there is no milk or bread inside the refrigerator? Or, for the mothers if their youngsters are disturbing to consume a burger or pizza however because of family sports they are unable to exit to buy it? In that case, there is simplest one on line alternative. there are numerous alternatives available for online purchasing like Zomato, Blinkit, Swiggy, etc. for ordering meals and groceries. we are able to order something with just one click at the telephone to the respective grocery or food online delivery app, and get hold of the order in just a few minutes. This technique is very

simple and relaxing. You just have a cell phone. In online buying, one cannot order meals or grocery but you can actually make quick online purchases for garb, gadgets, electronics, furnishings, books, footwear, accessories, jewellery, etc.

In INDIA on line purchasing is becoming popular because human being's needs and wants are increasing step by step, in particular youths who are going to faculties, training, and offices, they need the brand new fashion garments and different accessories at a low rate which are effortlessly to be had inside the on line purchasing apps like Amazon, Myntras, Flipkarts and many more. there are various advertising strategies in which purchasers get records about the products' changes. Social media, print media, and electronic media also play full of life roles in on-line shopping. Now, local carriers are selling their items on line in addition to offline because maximum of the population of city regions need to do shopping from their houses or offices with the assist of on-line shopping apps. They don't want to go within the crowd of neighbourhood markets. As a consequence local companies are dealing with problems in selling goods due to the fact clients are minimum.

Moreover, it could be visible that there are a few factors accountable for the online buying:

- Wishes and needs of the purchasers are changing
- Social media is influencing clients
- Virtual advertising of all items is increasing steadily
- Omni-channel marketing

III.BENEFITS OF ON-LINE SHOPPING

After the pandemic online purchasing has become a critical a part of the Indian way of life. every person can order something from groceries to medicines or from meals to clothes and many others. should buy on line with one click. So, it can be stated that there are such a lot of advantages to doing on line shopping. Like:

1. On-line buying is expedient and time-saving buying. it is able to be finished 24*7 from being at home, at work, inside the car, or everywhere in the global.
2. It's far very inexpensive and those also get blessings in terms of heavy reductions, discounts, referral cut price, and credit score and debit discounts which allows in purchasing matters at reasonable fees.
3. In such form of shopping clients also get a ramification of merchandise and a huge range of products in just one click on.
4. On this buying merchandise are effortlessly added at home or another location in which the customer wants. It additionally without difficulty returns as properly. If a consumer does not like the product, he can replace or go back the product inside a given time body after mentioning the purpose. Every so often customers get their money again if purchaser is not prepared to update their product.
5. On-line purchasing also gives the benefits of sending gifts to friends or relatives with none count of distance. Customers also can track their order delivery reputation from anywhere.

IV. LIMITATIONS OF ON-LINE PURCHASING

As we know on-line purchasing is a new trend of purchasing now that's a completely handy and relaxing approach of purchasing to this point but it also has a few obstacles that must be recognised by using the purchasers. these are as follows:

1. There is a chance of fraud along with hacking, identity robbery, credit score card scams, and other scams in the course of on-line buying.
2. On line shopping decreases the touch of consumer with the community as if he's doing online purchasing continuously, and could by no means go away home to keep in the neighbourhood marketplace.
3. Occasionally patron faces a sudden put off in the transport of the booked item.
4. In on line purchasing it isn't always possible to touch matters to get the precise idea of the product's nice. it may handiest be feasible whilst the product is added to us.
5. In on-line buying, there may be an excessive opportunity of damaged or scratches on touchy products in the course of transit because a product is going via various tactics beginning from ordering the product to the shipping.
6. Even now the tactics of go back of the product or refund of money grow to be complex for the consumer.

V. WHY DIGITAL MARKETING IS BECOMING A WANT

After the pandemic in 2019 almost all businesses either those are large or small, small and large companies, shops or distributors are following digital marketing to sell their goods and services because maximum customers have smartphones and they do studies for the products on line before shopping for them. Consequently, they examine the product of one brand with the alternative. Digital marketing strategies grow to be vital to companies. corporations throughout the globe also hire virtual marketing to acieve their audiences easily online and via mobile gadgets and offer many advantages to draw the target audience in terms of various discounts and schemes. There are a few other reasons why digital marketing is becoming popular in these days:

1. With digital marketing, businesses may additionally effortlessly goal the customer global.
2. It requires low funding and high ROI.
3. Advanced online certification additionally allows agencies to market their merchandise.
4. In the main, human beings are the use of smartphones and open diverse apps due to which they are effortlessly caught via companies.

VI. ADVANTAGES AND DISADVANTAGES OF DIGITAL MARKETING

It may be visible that digital marketing is becoming regular not simplest in cities. However, it's far turning into popular among rural areas. As we recognise element has a few professionals and cons similarly digital marketing also has some blessings and downsides.

1. Some Advantages of Digital Marketing are

- Digital marketing is used to build the brand through direct campaigns and personalized content to bring the customers much closer and make them experience the unique proposition and value of the brand.

- Digital marketing offers businesses a platform for individual marketing, which will help the brand pull competition by designing the content or advertising that gives the customers that the brand is speaking about their individual needs.
- A well deliberate and nicely-targeted digital marketing force can achieve the right customers at a far lower price than superseded advertising methods.
- Digital marketing helps in expanding the brand's presence and makes a platform to reach many customers. The brand becomes worldwide as digital marketing provides a platform for the global show, allowing even newcomers and start-up brands to have an equivalent opportunity with the big and established enterprises.
- Digital marketing helps in creating campaigns using marketing tactics. These contents like images, videos, articles, etc. can gain social exchange actuality passed from user to user, and become popular.
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- The less expensive nature of digital marketing is enormously advantageous for businesses. Spending money on digital marketing in comparison to traditional marketing movements is much less.
- The much less luxurious nature of digital marketing is highly superb for corporations. Spending money on digital marketing is assessment to conventional advertising movements is a whole lot less.
- In contrast to different advertising and marketing media, virtual advertising can be unified and gives instant consequences.
- It shall we corporations find new markets and exchange globally in a small investment.

2. Disadvantages of Digital Marketing

Despite the many benefits of digital marketing, some limitations also are incurred in it. these are as follows:

- To carry out powerful advertising campaigns, the corporation need to have the right knowledge and understanding approximately the digital platform. therefore, it calls for skilled and technologically superior manpower.
- Several companies, either big or small, are using digital marketing due to which it becomes hard to face out from the group and seize the eye of the target audience
- Digital marketing is a totally time-consuming and hard venture. Thus, it will become vital for the groups to make a right approach and device that can help in improving the effectiveness of the marketing campaign.
- Relying upon the generation is a huge challenge for the groups as from time to time net links do no longer paintings well or net pages do not load, in this case, customers transfer to different web sites of manufacturers.
- Everybody can deliver effective or poor feedback about any product and services on the company's web page. Every now and then those bad feedbacks and evaluations may not be true. But, it is able to badly have an effect on the popularity of the groups because customers see the evaluations before buying any product.
- Occasionally protection and privations of the websites of an business enterprise may be hewed through hackers.

VII. IMPACT OF E-COMMERCE ON THE INDIAN FINANCIAL SYSTEM

The emergence of many e-agencies in India has enabled groups to fulfil the buying desires of consumers. Corporations like Swiggy, Zomato, Big Basket, Spencer, Blinkit, and so forth. ensure short shipping of essential items within one hour without taking any delivery prices if one is an ordinary consumer. Occasionally they provide a few discount coupons or gifts. Amazon, Max, Myntra, or even Flipkart have supplied clients with a wide variety of collections of fashion, mobile electronics, books, toys, all home equipment, home utilities, kitchenware, decorative gadgets, grocery, splendour merchandise, and plenty of extra at their fingertips. It could be said that virtual advertising has made our lives very at ease and comforting.

It could be seen that during India, within the last two to a few years e-commercial enterprise has flourished. Indian economists analysed that the e-commerce industry reported \$24 billion in 2017, which has now reached up to \$50 billion through the cease of 2022. Reliance virtual mentioned 2.5 times boom in online orders, with digital channels which include Ajio, trends, and JioMarts accounting for 19% of its centre retailing sales. Likewise, Hindustan Unilever Ltd. contributed to nearly 15% of its total sales as a result of its digital efforts through D2C channels.

There are still best 289 million active virtual customers out of about 658 million energetic phone customers in India. This indicates that more than half of the energetic net users are nevertheless no longer purchasing on-line. it is a huge possibility for brands and businesses to shape the future of virtual marketing in India within the next five-7 years.

Although the retail sectors are going through violent competition from e-groups a good sized part of retail income is still projected to take place offline. The evolution of e-trade might also make stronger the power of physical storefronts. The progressive manufacturers are adopting a digital attitude to broaden retail reports, integrating aids to offer a more suitable purchaser experience across all channels.

Sturdy financial overall performance, foreign Direct Investments (FDI), elevated use of smartphones, and a young population are the driving elements for the boom of e-groups.

One key thing this is contributing to the transformation of the retail panorama is the popularity of mobile apps. Customers are an increasing number of depending on their smartphones to browse products, evaluate expenses, and make purchases. This shift toward mobile trade has created new possibilities for outlets to interact with clients and provide a unified shopping revel in.

VIII. DESTINY TRAITS OF DIGITAL MARKETING IN INDIA

Indian digital advertising is anticipated to grow at a CAGR of 32% among 2023 and 2028. The virtual advertising enterprise's size in India is predicted to reach 24.1 billion through 2028. The boom of the Indian digital marketplace is huge and is anticipated to go over 7 trillion (in Indian rupees) by using 2023. With the boom of e-trade, the digital market is also steadily increasing.

Because of the pandemic, many offline businesses are constructing an online presence in India. Way to cashless fee structures like Paytm, Phonepe, UPI, etc. – human beings can also now without difficulty purchase merchandise online in addition to offline.

According to the times of India, through 2023, the amount of dynamic Indian net customers will reach round 666 million.

In step with the Goldman Sachs document, the virtual advertising and marketing career scope inside the Indian market might be valued at \$160 billion through 2025. In keeping with the experts, The Indian virtual marketplace is anticipated to reach \$one hundred seventy billion by means of 2025 (Bain), and India's on line client base is to attain almost 500-600 million by way of 2030 and become the second largest globally (IBEF).

IX. SCOPE OF VIRTUAL ADVERTISING AND MARKETING WITHIN THE DESTINY

The growth of digital advertising and marketing in India is very impressive and that to be had secondary records suggests that the increase is efficiently displaying an upward fashion inside the destiny. It is able to also be visible that the destiny of digital advertising is incredibly secure and shiny.

Many extra possibilities are coming in. The fundamental concept of virtual advertising is being innovative, innovative, and updated with the latest trends.

The growth that we've got witnessed at the internet over time, especially because COVID-19, may be very high. People are adapting on-line shopping frequently and are very cosy with wearing out matters on line like purchasing, ordering food or medicines or maybe wearing out banking transactions. Hence, to fulfill all demands of the purchasers, virtual marketing is quite critical.

X. CONCLUSION

The principle goal of digital marketing in India is to encourage virtual media because nowadays humans are the usage of smartphones and following social media frequently. Therefore, they can order whatever from food and medicines on-line. consequently, these days buying trends are converting from conventional to digital. However nevertheless, there's a wide population of India that believes in conventional ways of shopping i.e. offline purchasing, particularly on activities like marriages, fairs, and other ceremonies and so forth. Inside the coming days, digital marketing and on- line shopping will increase increasingly, and the Indian economic system will also raise in the future. There's still a query that arises that online is the entirety but is the whole thing on-line?

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