

Emerging Trends in Marketing in India: A Study on Retailers

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Abstract – Digital marketing is really important for the human use of knowledge exchange in this new age. In order to promote goods or labels digital marketing is the type of interactive advertising that is available to the customer. It is made up of online marketing, email marketing or web marketing. Banner ads, search engine optimize (SEO) and pay per click are now part of the digital marketing scenario. In digital marketing, e-mail, RSS, voice, fax, tweeting, podcasting, video feeds, wireless text, and immediate messages are all included. There is a broad spectrum of digital marketing. It is the method of electronic data communication in order to turn consumer products and services digitally into the marketplace. Emerging trend industries around the world are moving towards digital marketing. The digital marketing objective is attractive to customers and enables the consumers to interfere with the commodity by high-quality digital media. Today, smartphone users are higher than last year. Sales are quite difficult to boost. Changes in the processing of website messages and website ads will offer the sales staff a huge boost. Digital marketing software innovation is more used because disruption is out of the picture without digital marketing. Opportunities and forecasts are prosperous. There is some online marketing for the Amazon, the flipchart, the eBay business, the club factory, etc. There are 450 million internet users in India, the latest report reports.

Keywords – Digital Media, Electronic Communication, Industry, Product, Business, Innovation

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1. INTRODUCTION

In any culture, marketing are the method of products and services. These two fundamental tasks are carried out by both businesses or companies to fulfill their obligations to their partners - shareholders, clients and community as a whole. They are the perfect option for the advantage that economists term a utility. It is a good or a service's desirable strength. There are four types of services that are shape, time, location and property. The company produces this utility that transforms materials and elements into completed products and services. Marketing offers essential inputs to categories customer preferences. The manufacturing role of corporations is responsible for the genuine usefulness of forms. The key role of marketing is to create time, location and terms. When buyers find products or services that are presented at what moment and when they want to buy them, time and location is of use. Highlight time useful online distributors in 24*7 formats. Commercial machines were purchasing snacks and soft drinks as this location worked. At the point of payment, the assignment of titles of products or facilities provides ownership services.

1.1 Marketing:

Marketing means a business that promotes the purchase or sale of a good or service. Marketing encompasses advertisement, selling and merchandise delivery to customers or other companies. Certain promotion is performed on behalf of an organisation through associates.

Professionals working in the publicity and promotion sectors of a company are trying to attract interest by ads toward main target viewers. Promotions which include celebs, catchy sentences or logos, memorable packaging, graphic designs and an overall media presence for some viewers.

1.2 11 Current Marketing Trends

Here are the 11 most up to date developments in your marketing strategy that you want to integrate:

1. Content marketing

First on the list is one of the classical communication technologies – content marketing – which remains one of the best choices. Web contents such as blog posts and long-form content remain so successful as

it offers users what they want in reply to their quest and provides them with useful knowledge.

Those consumers with useful content must be targeted for content marketing. You wish to check for company keywords, and you want to use your content – to actually react to customer search requests, so you can click it.

2. Semantic keyword research

The use of keywords to improve search engine optimisation (SEO) is not recent, as is content marketing. You have to make sure that you adapt the user search intention to the keyword as you pick keywords for your pages. This is the theory behind the study of the semantic keyword.

You don't have to inject this exact word into a piece of material that only advertises your lawnmower accessories if someone looks up 'how to patch an arm's length. The related details for repairing a lawnmower must be included on your website.

When the user's quest is not compatible, the search results on your web would not be ranked well. To consider Google's search purpose, just use the keyword to see what information already exists with a given keyword. The highest material should provide you with a clear sense about what to imitate.

3. Ranking for position zero

One of SEO's goals is to make the search results more comprehensive. Most companies target for "null spot" in order to be at the top of the search results. Position Zero is a box that occurs in the top of the search results, and is sometimes called the featured snippet.

This is an extraordinarily attractive place to hit, not least because for the first organic outcome the click-through rate (CTR) falls 8 percent if a featured snippet exists. By including brief, direct responses to questions in your contents, you will do this.

4. Personalization

In 2017, consumers are looking for customized advertising adapted to their particular characteristics and interests. They don't spend time consuming material which doesn't matter about their own needs, since too many businesses hit them.

Sending targeted email ads is one of the easiest ways to do this. Individualization raises the e-mail exchange rate by 10%. You will segment your subscribers to submit emails personalised to the needs of your subscribers.

The aboner's name is often added to the email to personalize your addresses. It's an easy tap, but the question of whether anyone wishes to interact with your content can have a big effect.

5. Interactive content

The need for further engagement is yet another new marketing theme. Instead of staring at a static picture on their computers, people would like to locate spaces on the website to engage with the visuals.

A easy example will be to use an interactive price tool rather than a diagram in which people would plug in various numbers to get a personalised quote.

6. Video marketing

Images are maybe the strongest audiences in today's marketing landscape. You know how challenging it is to keep your eyes from moving into the rapid action and flashy graphics in front of you when you ever tried to read a book or work on a job while your TV is in front of you.

In ads, the same term is used. For example, as a consumer scrolls through their social networking feed, it would be convenient for them to whistle via text or image-based advertising, but a video playback would be much more likely to capture their eyes as soon as it emerges.

Videos will actually boost the click rate by a massive 300 percent by means of your email marketing, rendering videos one of the main publicity trends in 2017. You may look at any Youtube Stockpile Advertising, or upload Facebook autoplay video ads to put videos into your marketing campaign.

7. Voice search optimization

Most users searched Google using a machine keyboard to type items into the search bar in 2010. By 2015, they used their handset with the keyboard. By 2017, these changing marketing patterns led to an increasing number of voice searchers.

With technology such as Amazon Echo and Google Home nowadays, people are always looking for a wave of sentences-long keywords by speaking loud. More than 55% of users already search for local companies using voice search.

8. Shoppable posts

For many years now, social networking has become a hotspot for ads, but one of the most important new marketing phenomena is shopping.

Many social networking sites now publish services from Instagram Shopping to the Facebook Marketplace that enable you to purchase goods straight into the app without heading to the website of a company.

You must have a company account on the website of preference first to set up this. Then you can

configure shopping posts and start loading items on your account.

9. Social media stories

Stories are another of today's social networking advertisement phenomena. Story images or videos originating from Snapchat and only circulating rapidly to other sites, are seen only for a brief amount of time.

Stories offers you a perfect chance to cash in the anxiety of lost users. For a period of time the stories vanish, viewers are more obliged about talk to them, but the material does not ignore them. If you use these stories to exchange sales statistics, you can force more customers to use the sales to purchase your goods.

10. Browser push notifications

Occasionally people access the website and start leaving without purchasing or signing up. In these situations, you should send the consumer a final contact request to retract them from your business. There have been push notifications for a while, but they are as common as ever.

When a user transfers his or her mouse to a click off your website, he or she can arrange to activate a box with an email list, for example. Ultimately, this will supply you with further leads.

11. Website security

Security online is more critical than ever in today's world. For locations where people exchange financial details, the need for protection is much greater and, whether your website has an online shop, you would want to ensure that your consumers are comfortable utilising it.

It is still a good thing to ensure that appropriate safety precautions are applied. It's nice to obtain official certificates of protection from groups such as PayPal or VeriSign, so you must at least check if your website has the HTTPS protocol — Google can penalise you in the rankings, if it doesn't.

2. DIGITAL MARKETING IN INDIA

The review of digital marketing shows that social media play a prominent part in marketing. Over the years, 92 percent of social network consumers have been shown to be mobile. This allows digital marketing companies to develop and extends the horizon of Indian online advertisements.

'The International Journal of the Foundation for Advanced Research' reveals that between 2013 and 2017 India is going through the golden internet sector. Digital marketing opportunities and the secular

advancement in e-commerce, Internet advertising, social media, search, content online and other services have been incredibly expanding.

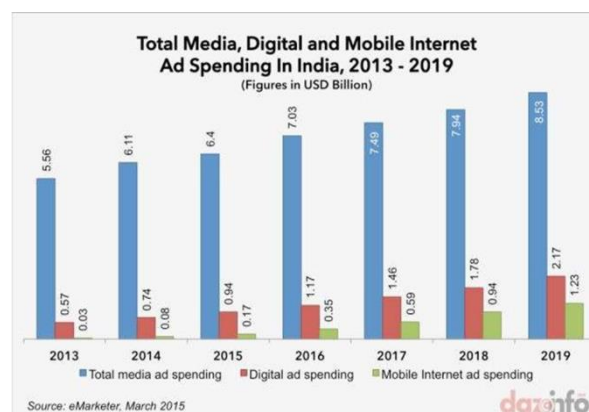


Figure 1: Total Media, Digital and Mobile Internet Ad Spending in India (2013-2017)

The digital marketing industry continues and is increasing in India consistently in the present scenario. In the last year, the usage of communication platforms for the digital process has also shifted. It's an online process or business that's credible. The consumer believes that online knowledge on the basis of customer loyalty is positive or poor. Nobody may hear from or appreciate the internet ads for foodstuffs, furniture or clothing. Any product may be sold internet marketing because of confidence and returned to online data. It is also for campaigns in marketing. The tactics of the movement emerge from the media sectors. The low cost of the telephone is now open, which means India would probably have about 600 million Internet users which will ultimately provide an interesting market opportunity to market to an increasing population. In addition, the evolution in the digital marketing industry in India is evident from obscurity to individuality in marketing. In contrast to the mystery of individuality of the past, Internet technology seems more substance today. Marketing intelligence often affects movies in a related way. The Indians desired a tremendous power forever. This is focused on promotional content. Some reasons were identified to help digital marketing expand in India. Previously, internet practise was intended only for the rich. The way of life of the middle class is now greatly transformed. Most of them already have Internet connectivity in India and are looking forward to India's online marketing. For customers as well as for advertisers, the Internet and 3G infiltration revolutionised the new marketing scenario. Changes in lifestyle and living standards were discovered to improve intake, value and patterns as well. In the centre of India the standard of usage is good. That's because most people don't have time to buy. Apart from the fight to earn wealth,

citizens choose to make some other things for themselves.

The following survey from people indicates the size of the Digital Marketing industry in India:

- A digital media integrated business is 34% in 2016.
- Business revenues would rise by 30 percent at the end of 2017, with the markers thinking that 72 percent will not come from an adequate, conventional advertisement model.



Figure 2: Traditional Marketing vs Digital Marketing

In 2017, the digital marketing expenditure of 80 percent companies can grow, which will exceed the IT budget. Due to the accessibility of electronic equipment and computer education only the analphabets did not access the power of digital marketing. In this group, many citizens still do not trust the online payment system, and there is no training to be available online on global markets in English and other international languages.



Figure 3: Mobile Phone Subscribers in India

The declaration has become a true mass-controlled networking tool focused on the study purposes of the Internet and Mobile Association of India (IAMAI 2008), with about 286 million data in 2008. The Indian telecommunications sector is growing well and its scope is expected to reach more than 500 million in 2010 on the basis of IAMAI. TRAI reports that in the second quarter of 2015 the number of Indian-based smartphone customers rose to 980.81 million in

number. The mobile application often uses innovative technologies or features that are added day after day. SMS marketing is one of many demographics true consumer advertising outlets since the social Internet and smartphone integration.

This is the first stage of Indian digital marketing. The value of digital marketing has been explored by top firms. Most medium-sized enterprises still dream about digital media adaptation. Corporate governance would be pleased to provide the whole mass population some positive news for their commodity. Education of literacy is being increased in the country and internet advertisement is being taken up by the people. In other words, literacy in the English and other foreign languages, machine literacy and digital marketing experience through digital marketing learning. As one of the world's fastest-growing economies, India offers wonderful prospects for business development. This applies in particular to digital marketing. There are already 35% of the Indian population with Internet connectivity. This number may seem poor, but given the over one billion inhabitants in India, there are approximately 462 million Internet users in India. Furthermore, thanks to the rapid growth of the telecommunications system, the rate of internet penetration is expected to reach over 55% by 2025.

The country's Internet use rate is increasing rapidly according to the study "Mary Meeker Annual Internet Patterns" for the year 2017, which indicate that digital marketing is in India in the golden age.



Figure 4: Digital Marketing in India

Digital marketing adaptation has always been a scepticism among Indian marketers. This is partly attributed to the lack of access for future viewers through streaming platforms. However, advertisers are starting to become an integral part of people's lives through the concept of interactive ads through the Internet. Indeed, the digital marketing spending average rose to 21% in 2017 compared with 19% in 2016. In the next few years, this is predictable to have a big rush. In India, there are 1,190 billion smartphone subscribers, according to the 2017 Social Global Digital Study. 87% of the populace were involved in calculating the amounts. The next few years will see more competitive and prevalent cell data plans in the world. It is anticipated that mobile access to the internet would increase.

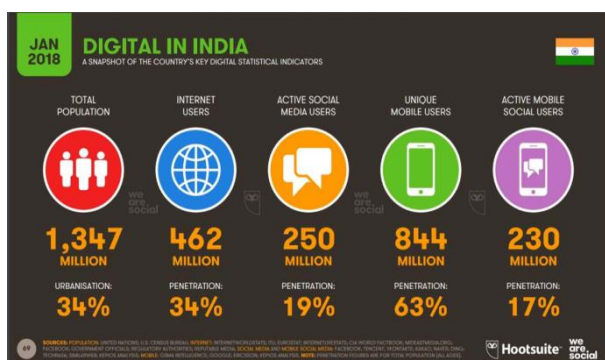


Figure 5: Digital in India- Country's key statistical indicators

In addition, more than 310 million social media users in India are involved. In 2017, Facebook, with over 300 million subscribers, is the country's largest social network. There are 75 million users in Instagram, 54 million people in LinkedIn, 11,15 million in Snapchat and 7,65 million in India via Twitter.

3. DIGITAL MARKETING AGENCIES

- WEBCHUTNEY
- PINSTORM
- OBBSERY
- GOZOOP
- AVIGNYATA
- WINDCHIMES COMMUNICATION PVT. LTD
- ANTZ MEDIA

4. CONCLUSION

As everyone in India is going through a dramatic transition towards digitization. The consumers check and find the best deal for the sellers in India more on the internet. Our technologically advanced digital marketing is becoming much more popular, such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content marketing, Content Integration, Software Automation, Electronic Commerce, Campaign Marketing, and Social Network Marketing. Today, we are all linked by what the smartphone and Facebook do and through the ever-growing usage of social networking digitally draw consumers via a global network. Digital marketing is cost-effective and has a big business influence.

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