

Growth, Development and Current Trends of Online Marketing In India

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ABSTRACT

The advertising and marketing sector in India has seen tremendous transformation in the last decade. The widespread use of the Internet and other forms of IT is having a profound impact on the Indian market. Digital platforms have replaced more antiquated ones in the realm of marketing, the lifeblood of any company. Various marketing endeavours are using digital marketing. The field of digital marketing is quickly growing in India. Digital marketing is helping many Indian firms get an edge in the market. A major point is that, in digital marketing, the internet is king. A plethora of new avenues for advertising and marketing have emerged with the widespread use of the internet for both commercial and personal usage. Beginning with the early days of the internet and continuing through the current mobile-and social-first environment, this study charts the historical evolution of digital marketing in India. As well as highlighting the shift in business models from static websites and banner ads to multi-channel social commerce, influencer marketing, and conversational marketing, it identifies key growth drivers like rising internet and smartphone penetration, cheaper data, expansion of e-commerce, and supportive public policy. This study constructs a conceptual development timeline and suggests a typology of phases of maturity for Indian internet marketing using secondary data and literature.

Keywords: *Digital Marketing; Evolution; Growth; Trends; India*

1. Introduction

Advancements in technology have been important to the growth of digital marketing. When Ray Tomlinson sent the first email in 1971, his invention laid the groundwork for individuals to send and receive information across other devices. This was one of the earliest major occurrences. The Archie search engine, which indexes FTP sites, was developed in 1990, making that year the more recognised beginning of digital marketing. By the 1980s, computer storage had grown to the point that it could accommodate massive amounts of consumer data. Database marketing and other internet strategies replaced restricted list brokers for many companies. The connection between buyer and seller was revolutionised by these databases, which enabled corporations to monitor client information more efficiently. Businesses now have access to limitless digital marketing possibilities because of the advent of the Internet. Using various digital marketing platforms, companies can do more than simply advertise their wares online; they can also attract customers, win them over, and turn them into paying customers. Digital media helps a company and transfers data at incredible speed and simplicity. With everyone everywhere always online, advertising and marketing aren't the same as they were in the past. The rise of social media has altered the way businesses

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communicate with their clients, both current and prospective; therefore this is more important than ever. At its core, it is an umbrella word covering the intersection of advertising, marketing, web innovation, and many kinds of online media.

Definition of online marketing

If you want to reach people who could be interested in what you have to offer, you should look into online marketing, which is also called digital marketing or internet marketing. Online marketing manifests in a myriad of ways, including social media, email, influencer marketing, search engine optimization (SEO), pay-per-click advertisements, videos, and many more, while traditional marketing channels include billboards, radio, print, and television. There is a wide variety of approaches, tactics, and platforms that make up online marketing; nonetheless, they all have the goal of reaching a wider, more specific audience over the internet.

2. Literature Review

Chandrasekar, Bakkialakshmi. (2024) The field of digital marketing is booming in India. Several Indian businesses are gaining an edge in the market by using digital marketing strategies. Digital marketing relies heavily on the internet. Numerous new channels for advertising and marketing have emerged as a result of the extensive use of the internet for both personal and business reasons. Digital marketing's present growing status is the primary topic of this essay. Finding the phenomena linked to the tendency in digital marketing is the primary objective of the research. According to the results, everyone included in this survey thinks that more internet knowledge is crucial for digital marketing to thrive.

Pandiyan, G. & Pandian, M.. (2024). New technologies and shifting consumer habits are reshaping the digital marketing scene at a dizzying rate. Several new developments are going to change the way companies interact with their customers in 2024. Key advances such as marketing driven by artificial intelligence (AI), video marketing's supremacy, optimising voice searches, privacy-centric tactics, hyper-personalisation, and the emergence of social commerce are explored in this article. Immersive consumer experiences, data protection, and customisation are becoming more important, according to these trends. This article offers a road map for marketers that want to adjust to these changes and remain successful in the fast-paced digital world of 2024 via real-world examples and practical ideas.

Baranikumar, Navaneetham & Mane, Atish. (2024) Businesses need to anticipate new trends in digital marketing if they want to remain competitive and successfully engage their target customers in the ever-changing industry. This paper takes a look at the current trends that are influencing digital marketing. Some of these trends include AI's ascent, personalised content's importance, mobile marketing's dominance, social media's influence, and the integration of VR and AR. Furthermore, the article explores the obstacles that marketers encounter in this ever-changing landscape, including worries about data protection, the need for ongoing technology adaptation, the intricacies of multichannel marketing, and the difficulties of calculating ROI. The purpose of this article is to provide a thorough review of the present digital marketing environment by looking at these trends and obstacles. It also hopes to give some ideas on how firms might succeed in this complicated industry.

ANAND, AKSHAY. (2024) The research team behind this report set out to determine which digital marketing tactics, platforms, and technology had been most effective for Indian companies. An exhaustive review of relevant industry papers, case studies, and expert views is conducted to carry out this assessment. The increasing relevance of mobile marketing techniques, the rise of data-driven marketing methods, the introduction of influencer marketing, and the increasing worth of social media marketing are some of the most significant current topics of focus. Furthermore, this research aims to examine how digital marketing strategies in the Indian market have been affected by regulatory changes, technological improvements, and changing customer habits. In addition to adding to our knowledge of digital marketing trends in India, these results provide valuable insights that marketers, governments, and businesses can use to stay ahead in the ever-evolving digital landscape. Put another way, there are some very useful takeaways from this research.

Praveen, M. & Ranjitha, R & i R, Meenakshi. (2024) This research delves into the evolution of digital marketing in India. The authors, Praveen, Ranjitha, and Meenakshi, rely on secondary data culled from sources such as the Internet Mobile Association of India (IAMAI), digital marketing reports, news stories, and digital marketing news. This study examines the development of digital marketing in India across four regions: the north, south, east, and west. The years 2021, 2022, and 2023 are used in the analysis. Using Karl Pearson's correlation, Cronbach's alpha, and growth percentage, the research found that digital marketing is growing rapidly throughout all four zones in India. Four key states were chosen for this analysis, and the results demonstrate a strong association between the two. Due to the interconnected nature of the world and businesses' rapid progress in the modern digital age, all three of these years' outcomes are highly dependent on one another.

3. The Evolution and Growth of Digital Marketing in India

It is important to grasp the significance of digital marketing before exploring its extent in India. Almost everyone is online these days. Due to the proliferation of inexpensive smartphones and data plans, the number of individuals with internet access has grown substantially. Because of this, companies can reach a wider audience, have more meaningful conversations with them, raise awareness of their brand, and ultimately sell more goods and services to them via online mediums. These days, companies connect with current and future clients using digital platforms, including websites, social media, email, and search engines. The term "digital marketing" is an amalgamation of the terms "digital" and "marketing." The term "digital marketing" describes any kind of advertising that makes use of digital media, such as the internet and mobile phones. Digital marketing is more than just blogging. Digital marketing encompasses a wide range of considerations, including but not limited to: strategy, target audience identification, content, posting frequency, and format. In digital marketing, a strategic approach is crucial. Online marketing, web marketing, internet marketing, and digital marketing are all terms that describe the same thing. The aforementioned definition of digital marketing encompasses almost all aspects of the contemporary activity.

3.1 The evolution of online advertising

India has traditionally depended on conventional forms of advertising, such as door-to-door canvassing, word-of-mouth promotion, radio announcements, and television ads. The marketing tools shifted from people to devices before the advent of the internet. A sizable portion of the audience might be enticed with little to no effort. Digital marketing is booming, and for good reason: more and more people are using smartphones and laptops. Without a shadow of a doubt, India's digital marketing business is thriving. Now, the communication technologies are what are changing the way products are marketed. Because more than 50 crore individuals in India now have access to the internet, digital marketing in the country is growing at a rate of 40% each year.

- **The 1990s**

The first search engine, Archie, made its appearance in the early 1990s, marking the beginning of search. SEO, which stands for "Search Engine Optimisation," came next. Banner ads on the web that users may click on first appeared in 1994. In 1997, with an initial user base of 3.5 million, the first discernible social networking site went live. Search engines like Google and Yahoo!, which first appeared online in 1998 and are still in use today, were among several that emerged in the 1990s.

- **The Millennial Generation**

The new century saw the growth of a huge economic bubble. But many companies suffered losses as the bubble peaked and then deflated in the years 2000–2002. In the wake of the recession that followed the dot-com boom, many new websites went up in the 2000s. Among them were LinkedIn in 2002, Myspace and WordPress in 2003, and Facebook in 2004. Advertising via text message on mobile devices exploded in popularity in the early years of the millennium.

- **The Age of Mobile**

Marketing and sales efforts ramped up in the second part of the decade, and by the end of it, Amazon had made more than \$10 billion in online sales. The following years saw the proliferation of mobile app culture as popular platforms like Snapchat, Instagram, and WhatsApp were introduced to the online world.

- **The Present**

Currently, mobile devices account for 65% of people's time spent consuming digital media. Google AdWords generates 96% of the company's income, contributing to the digital advertising industry's current valuation of over \$200 billion. As the pioneer of digital marketing, social media has attracted an estimated 3.1 billion people worldwide. A \$1 billion influencer economy has emerged because to the proliferation of bloggers and Instagram, and it's only going to become bigger. There will be a lot of interesting new advancements and improvements in digital marketing in the next years, and it's predicted to expand.

3.2 The Growth of Online Advertising in India

Virtually every inch of urban India is now devoted to some type of information or communication technology. Our generation lives in the digital age. Promoting goods and services online is known as digital marketing. Promoting our wares to potential buyers over the World Wide Web is, in a nutshell, digital marketing. Digital marketing platforms may be modelled after several conventional marketing methods. The needs and preferences of consumers have always driven market development. Reach is the first metric that comes to mind when thinking about what constitutes a successful marketing campaign. An unprecedented level of internet penetration has been achieved. On its own, India has more internet users than any other country in the world. The typical Indian spends four to five hours per day reading online content such as blogs, news articles, and social media. The proliferation of electronic devices like smartphones, laptops, tablets, and similar products has only served to quicken consumption and increase the market's reach. A lot of people's lives are affected by what they see online. Media such as photographs, videos, and the written word have a firm footing in people's minds, which influences their day-to-day experiences.

The goal of digital marketing is to increase brand awareness and loyalty by influencing consumers online via different content platforms. Users' propensity to spend so much time online gives digital marketers a leg up when it comes to crafting persuasive ads. Turning site visitors into paying clients is the job of the right approach. You may broadly classify digital marketing into ten distinct channels. A few examples of digital marketing strategies are as follows:

- ✓ **Search Engine Optimisation (SEO)** - As its name implies, SEO is the science and art of improving your website's visibility in search engine results pages (SERPs).
- ✓ **Pay Per Click (PPC)** - Paid search results on Google are the focus of pay-per-click (PPC) marketing, which is placing bids on certain keywords in an effort to attract the greatest number of visitors to your website.
- ✓ **Social Media Marketing (SMM)** - Marketing in the Social Media Sphere (SMM) entails establishing a presence on various social media sites in order to foster relationships with target demographics and ultimately grow a customer base.
- ✓ **Content Marketing** - The goal of content marketing is to attract a certain audience via the creation of relevant and consistent content.
- ✓ **Email Marketing**- The term "email marketing" refers to the practice of communicating with demographics using electronic mail.
- ✓ **Influencer/Affiliate Marketing** - One kind of internet marketing known as "affiliate marketing" enlists the help of influential people in order to promote your goods and services.

- ✓ **Viral Marketing** - One technique of advertising known as "viral marketing" involves customers spreading the word about a business's wares via online social networks.
- ✓ **Mobile Marketing** - Among the many forms of mobile marketing, one could find SMS marketing. With over 90% of these messages being read immediately, sending marketing messages by SMS and push notifications is a tried-and-true technique to get the recipient's attention.
- ✓ **Radio & TV Ads** - One kind of advertising is known as "radio and television ads," and it involves airing commercials on either radio or television.
- ✓ **Electronic Billboards** - Essentially, an electronic billboard is a huge screen (sometimes even a big screen!) that uses light-emitting diode (LED) bulbs that are strategically placed and timed to display static, dynamic, or fully animated text and pictures.

4. Recent Trends in Digital Marketing in Today's Scenario

A surprising digital favour happens every year, and it sets the scene for all the next marketing campaigns. A great deal of promising new technology is emerging in the digital realm, and this is going to open up a lot of doors for interaction with audiences. There are a lot of moving pieces in the digital presentation. Social media events may help you create a brand while search engine optimisation (SEO) boosts your site's exposure and organic traffic. With the right marketing tools, you can save time and have greater control over your interactions. Paid search marketing management entails "crossing the line" on product pages in search engines. This heartbreaking component is only one of several that are ever-changing due to the introduction of new methods, technology, and an infinite number of other factors. The following are classified according to the most recent developments in online advertising:

- **AI-Powered Ads**

Everyone has been talking about how AI is going to revolutionise your life in the future. The transformation has begun, but thus far we have seen very little. More than 60% of IT managers have used an AI chatbot to get answers to their inquiries about different websites and apps. The capacity to identify the most optimally linked settings and perceive significant value in relation to a specified platform or theme is both provided by AI, a complex system. By enabling AI to employ the processes through which it begins to perform best, cultural AI capabilities provide programmers with the capacity to adapt to present variances in results. For all the value-added advertisers you know how to rent, AI can serve as a background, effortlessly simple, inexpensive, and very effective. After seeing the widespread support for these tools from major corporations, every stakeholder group is now planning to include AI in their tool selection process. The majority of the material we provide on social media is carefully crafted artificial intelligence that keeps its promises. Digital merchants have a fantastic chance to take advantage of this cutting-edge technology, which is projected to continue operating for \$190 billion by 2025.

- **Interactive Content**

Instead of passively observing, reading, or not caring about the subject matter, comfortable communication material encourages audience participation. The program's distribution on websites, teaching customers about diversity and developing change, is ensured by two-way material when it comes to uncomfortable aid to cunning. Marketers may connect organisations and gain control via content sharing. Here is some information on what happens:

- 53 per cent of all vendor data uses identical text.
- Ninety-three per cent of marketers say affiliate marketing helps them teach their target audience something new.
- When asked why they chose their product over the competition.

- 88% of advertising cited affiliate marketing as the reason.
- The number of available rooms has increased by one-third.

The 'Airbnb' model is a great illustration of the adaptability and convenience of cooperative satisfaction across sectors and types of businesses. In an effort to get closer and create its own "Design Personality Questions," Airbnb has acquired BuzzFeed-like content. Users may offer an opportunity and a colour scheme in an interview, which then asks 8 short questions to gauge the prospective attitude. Users may also share their findings with others via chat. Curious inquiries like these have been posted over 1,900 times, boosting productivity, social media exposure, and Airbnb website traffic, according to Buzzsumo's statement.

• **Browser Push Notifications**

The most prominent form of advertising is used by 85% of brick-and-mortar establishments, which grants the following provinces:

- Web drive is used by about 9% of publishers to boost traffic.
- Web alerts have double the number of subscribers as magazine subscriptions.
- Web push ensures that the beneficiary sees the memorandum instantly, as opposed to the typical 6-hour lag period.
- In contrast to the web-based notification procedure, email advertising has a hard time getting people to subscribe to their newsletters; just 10% of marketers are successful in this regard.

The cost of email marketing is half of what it would be for an app introduction ad. This is a catastrophe for translating and saving returns from pointless shopping carts, but notifications are triggered, influence users, and ultimately re-engage them, particularly those who gave awareness.

• **Accountability For Products**

Companies' brands are expected to demonstrate simplicity and take a stand. An essential component of modern productivity is social responsibility in business. In response to the urgent need for a sustainable corporate copy, an increasing number of sponsors have stepped up to the plate. Precision is anticipated, desired, and debated at the highest level for long-term success by companies of all sizes and in all sectors.

5. Conclusion

We can conclude that in India's internet marketing has followed a typical leapfrog trend, going from a country with low mobile/internet penetration to one with a socially linked digital economy that is mobile-first. The expansion of e-commerce, widespread availability of smartphones, and a hospitable ecology are all critical factors that have contributed to this change. However, obstacles, including the digital divide between rural and urban areas, measuring problems, and deficiencies in digital infrastructure, continue. Market and brand maturity stages may guide strategy and resource allocation for practitioners, while the typology presented in this article provides a framework for academics to analyze regional variation and segmentation. New models (including social commerce, voice/visual search, and hyper-local marketing) are anticipated to emerge as India's digital infrastructure and consumer behavior continue to improve. Keeping tabs on these shifts and what they mean for marketing efficacy requires ongoing study.

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