

A Study of New Trends Web Marketing in India

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Abstract

Today, internet has made everything almost possible its became possible by social networking or social media. Social media is computer-based technology which facilitates the sharing of ideas, thoughts and information's through the building of virtual networks and communities examples of social media are blogs, face book, instagram, twitter, whatsapp, Wikipedia, you tube, news portal etc. which successfully have created a unique place in the internet world.

Consumer Purchase Behavior is one of the most sought-after realms of study in marketing analytics field in order to understand the buying patterns of the consumers, which will ultimately help in increasing the revenues of the firms and would provide an enhanced growth rate. In today's world, Marketing is not just limited to simple tools and techniques for just promotional purposes, but it touches the realms of understanding the depth of their customers and accurately predicting their next move forward. The company which are able to predict with higher accuracies, they are the one's, who are leading the global market trends and in fact with a better understanding they are creating their own trends. E-marketing is one of the best places where we can easily identify the impact of these techniques. The study will dig deep into various tools & techniques used in e-marketing and will the assess the effects of consumer purchase behavior on them.

Keywords:-Consume behavior, E-marketing, Consumer decision-making process

Introduction:

After internet came into limelight in the 21st century, it gave birth to numerous other platforms, for distinguished purposes. As the globalization phenomenon started to take place, the economies of the world decided to transition themselves into the economies that are not just limited locally with their products to their own nation, but also who are focused about the selling and marketing of their products, at a global platform. If we take into account the marketing portfolio, it gave birth to the E-marketing platform, which could create and visualize integrally new experiences for both the sellers and the consumers regarding variation in dataset and the clusters of information, available over the internet.. Moving ahead with the definition of E-marketing, it could be defined as the movement of various elements of marketing strategies and activities to a computerized, networked environment such as the Internet. We can clearly say now that the sellers and retailers can see e-marketing as the process of building and maintaining customer relationships through the usage of the Internet and how it could facilitate the exchange of ideas, products and services that could help them in satisfying their goals. By reviewing various literatures pertaining to this topic, we came out with one of the main impediments that till today marketers and researchers have an unclear definition about e-marketing (Electronic marketing), e-commerce (Electronic commerce), E-business (Electronic- business) and the internet marketing. In our research we found out that many researchers misinterpreted the Oct. meaning of these four and treated them as equals with different wordings, which is not correct. The standardized definition should be kept in mind and it should be noted that E-marketing has a wider scope whereas if we talk about internet marketing then it just refers to the internet applications, like the world wide web

(www) and the electronic mail, while E. marketing includes all above plus tools like mobile phones, intranet, extranet, etc. On the other side, E-business and E-commerce have even broader scope as compared to E-marketing. As per one of the reviews of literature, E-commerce can be referred to the process of buying & selling online whereas E-business is the way how an entire business portfolio is being handled over the digital platforms.

Objective: -

- 1) To study the growth of consumer purchase behavior in India.
- 2) To develop the ability of independent thinking and decision making

Research Methodology: The present study is based on the secondary data collected by published record use of digital marketing. This study methodology is descriptive in digital market by nature. Secondary data collection technique was implemented. The informative data is used in this study has been collected from various sources, different websites and published research papers. As per the study there are several e-marketing tools which are actively serving nowadays, especially after the pandemic, as part of their marketing strategies.

Current scenario in Digital Marketing: The pandemic situation has been taken into account and the uniqueness of the study lies in its suggestions contributed to improve business plans, especially addressed for micro, small & medium enterprises. So, in this context this paper serves the purpose of understanding the consumer behavior in the E-marketing field. Moreover, many firms have evolved themselves by adopting these techniques during this pandemic. Some of them are described as follows:

Video Marketing: The image is said to be worth a thousand words, and the video costs thousands of images. Through video marketing one can capture the attention and emotions of potential target market. Video deo marketing is most effective when it conveys the "right message to the right audience".

Affiliate Marketing: Affiliate marketing is the process of marketing specific products and earning commission on every sale.

Article Marketing: This technique relies on making quality content by providing relevant information to the targeted market by accessing the needs of what do people want, over the internet, to solve a particular problem. It is a consistent and continuous process of delivering quality content to the potential consumers.

Email marketing: Email marketing is considered to be the most efficient and effective because one already has their target customer's index. Now, sending emails to targeted market is not only cheap but also very effective.

Social Media marketing: Social media is a great source of direct contact with customers to grow product awareness level and to maintain brand loyalty. It can be done on any or all social media channels such as LinkedIn, Facebook, Instagram, Twitter, Google, and YouTube.

Paid advertising in search engines. Some search engines offer marketers the opportunity to buy guaranteed search engine listings through the purchase of keywords.

Google, for example, has a paid solution called Adwords-think of it as pay-per click advertising in its simplest form. Google allows advertisers to bid for "sponsored links" - paid listings across the top and down the right side of Google's search results. Another, often overlooked, but cost-saving method of marketing your business online is by publishing editorials in third-party e-zines, e-newsletters and on information based websites. The use of online marketing activities unleashes the power of online marketing strategies. One very powerful activity allows the website owner to strategize by making skillful use of the resources on the internet. Use of the reverse search engine can be an important marketing activity. By using the reverse search engine, the website owner can estimate the demand for the product or service offered on his or her website. The reverse search engine also provides

the keywords that the customer would be apt to use when searching for a particular product or services. The wise website owner then places those words in the content available on the website. Information that can help with the location of a reverse search engine might be obtained from an online marketing service. Such a service could also assist with the identification of target markets. Efforts directed at that identification would expand the utilization of the most useful marketing activities. See how India's current "state of digital" compares with connectivity in other countries by reading our flagship Digital 2022 Global Overview Report, which includes hundreds of slides of global digital data, and our in-depth analysis of what these numbers might mean for you. We add a unique combination of skills, perspectives, and experience to data collected by the world's best research companies to address your actual business problems, as well as our research needs.

There were 658.0 million internet users in India in January 2022. India's internet penetration rate stood at 47.0 percent of the total population at the start of 2022, Kepios analysis indicates that internet users in India increased by 34 million (+5.4 percent) between 2021 and 2022. However, issues relating to COVID-19 continue to impact research into internet adoption, so actual internet user figures may be higher than these published numbers suggest. For the insights into internet adoption and use around the world, as follow reports.

There were 467.0 million social media users in India in January 2022. The number of social media users in India at the start of 2022 was equivalent to 33.4 percent of the total population, but it's important to note that social media users may not represent unique individuals. Kepios analysis reveals that social media users in India increased by 19 million (+4.2 percent) between 2021 and 2022. Data published in Meta's advertising resources indicates that Facebook had 329.7 million users in India in early 2022. However, Meta made important changes to the way its advertising resources report audience reach data at the end of 2021-including making significant revisions to its base audience data for Facebook so the figures shown here are not directly comparable with figures published in our previous reports. The company's revised audience figures mean that Facebook's ad reach in India was equivalent to 23.5 percent of the total population at the start of 2022. Updates to Google's advertising resources indicate that YouTube had 467.0 million users in India in early 2022. This figure means that YouTube's 2022 ad reach was equivalent to 33.4 percent of India's total population at the start of the year. Numbers published in Meta's advertising tools indicate that Instagram had 230.3 million users in India in early 2022. This figure equivalent to 16.4 percent of the total suggests that Instagram's ad reach in India was population at the start of the year. However, Instagram restricts the use of its platform to people aged 13 and above, so it's helpful to know that 21.0 percent of the "eligible" audience in India uses Instagram in 2022.

Data published in Meta's advertising resources indicate that ads on Facebook Messenger reached 122.5 million users in India in early 2022. However, Meta made important changes to the way its advertising resources report audience reach data at the end of 2021-including making significant revisions to its base audience data for Facebook Messenger-so the figures shown here are not directly comparable with figures published in our previous reports. The company's revised audience numbers suggest that Facebook Messenger's ad reach in India was equivalent to 8.7 percent of the total population at the start of the year. Figures published in LinkedIn's advertising resources indicate that LinkedIn had 83.00 million "members" in India in early 2022. The company's advertising reach figures suggest that LinkedIn's audience in India was equivalent to 5.9 percent of the total population at the start of 2022. Data published in Snap's advertising resources indicate that Snapchat had 126.0 million users in India in early 2022. This figure means that Snapchat's ad reach in India was equivalent to 9.0 percent of the total population at the start of the year. Numbers published in Twitter's advertising resources indicate that Twitter had 23.60 million users in India in early 2022. This

figure means that Twitter's ad reach in India was equivalent to 1.7 percent of the total population at the time. Data from GSMA Intelligence shows that there were 1.14 billion cellular mobile connections in India at the start of 2022. GSMA Intelligence's numbers indicate that mobile connections in India were equivalent to 81.3 percent of the total population in India January 2022.

Conclusions, Suggestions and recommendation

It has accelerated the digitalization of the nation by generating as many as 100 million consumers considered as the new concept of progress and it is the pillar of the economy, triggering promotion, reach, sales and payments everything under one niche. Digital marketing in India is going to be happening at a faster rate and the new trends are just about to show their 2 magical performance in the online marketing M sector. Study says, video, voice, and vernacular, the 3 v's can be proved as a game-changer for digital marketing in the coming years. Even the government of India has started the campaign R "Digital India" with a mission to transform the entire country into a digitalized one. Digital marketing is also a very cost-effective and affordable means if we compare it with other marketing platforms. For example, quality content on social media can entertain & engage a good number of people but in a pocket-friendly way. From small startups to business tycoons, everybody is nowadays preferring digital platforms to get visible in front of their target zone. So, following the popular note of today, it can be safely said, "Being Digital is Being Global".

If we discuss the future of digital marketing in India, it is seen that the growth of digital marketing in India is very much prospective in the future too. Data says India ranks second in the world on the internet using list, just after China. By 2023, it is predicted that in India, there will be more than 650 million & by 2025, 900 million internet users which is a massive number and can build easily a strong digital ecosystem in the country. Over the last few years, small towns and the rural belts of the nation have shown a noteworthy digital drive, according to a report which is 31% of the population, adopting the internet actively in life. In fact, by 2025, rural India will precede urban.

Our handy social media research has found that Digital knowledge helps us stay up to date with social media trends, offering essential headlines for social media adoption, as well as the latest user figures for the world's most widely used social media platforms.

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