



“Impact of Digital India on marketing - An Analytical view”

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ABSTRACT

The "Computerized India" drive, sent off by the Public authority of India in 2015, means to change India into a carefully engaged society and information economy. The country's marketing strategies will be significantly altered as a result of this initiative. The Digital India campaign was launched by the Indian government to improve online infrastructure and improve internet connectivity to make government services available electronically to citizens. Additionally, it aims to empower the nation digitally in technology.

Key words- Computerized India, information economy & online infrastructure.

Introduction-

The "Digital India" initiative, launched by the Government of India in 2015, aims to transform India into a digitally empowered society and knowledge economy. This initiative has significant implications for marketing strategies in the country. The Indian government launched the Digital India campaign to make government services available to citizens electronically through online infrastructure improvement and by enhancing internet connectivity. It also aims to empower the country digitally in the domain of technology.

Purpose of study - This paper aims to investigate whether or not digital Indian programme needed for marketing area.is necessary for the growth of untapped areas. The various marketing perspectives , benefits, and challenges of digital India arena are discussed in this paper.

Objectives of the Study

The study has been contribute the following broad objectives-

1. To study the distinctive analytical features of **Digital India Mission**.
2. To assess the impact of policy regarding Digital India on marketing.
3. To find out the challenges and benefits of Digital India on marketing.

Review of Related Literature-

R. Kaushik 2016), In his paper says that Computerized showcasing has expanded in last a couple of years in India. There are divergent opinions regarding digital marketing. Digital marketing, on the other hand, has a lot of potential to boost sales, provided that businesses understand how to use it correctly. Businesses can gain advantages such as improved brand loyalty and brand recognition through an effective digital media strategy. A digital marketing campaign aids in cost reduction, increased inbound traffic, and improved search engine ranking.

Research conducted by Suginraj (2017) indicates that digitization is progressing rapidly, as evidenced by India's rapidly expanding digital market. The worldwide reports and studies demonstrate that computerized advertising will soon fill more spaces. India's young people are very innovative and positive. Worldwide, approximately 3 billion mobile devices are anticipated to be sold. Accordingly, the versatile market's likely keeps on growing as a rising number of individuals use cell phones, tablets, and other cell phones.

As per Rathore Dr. A. in their article titled "Emerging trends in Digital marketing in India," Singh, Pant, and Sharma C. (2017) say that consumers are increasingly turning to the internet to find the best goods and services from sellers all over India. Digital marketing strategies like search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, e-commerce marketing, campaign marketing, and social marketing, among others, have significantly increased customer shopping speeds.

In his study titled "A Study of the Growth of Digital Marketing in Indian Scenario," Kumar K. (2019) found that practically all respondents had encountered the development of computerized advertising. The ascent in web use is straightforwardly connected to the extension of advanced promoting. As a result, the impact of the web is knowledgeable about the marketing sector.

Digital India perspective- Here's a comprehensive look at the digital India perspective in terms of marketing:

1. Increased Internet Penetration

- **Wider Reach:** With over 700 million internet users, India's vast digital landscape offers marketers an unprecedented reach to diverse demographics.

- **Rural and Urban Markets:** Enhanced connectivity in rural areas provides new opportunities for marketers to tap into previously inaccessible markets.

2. Growth of E-commerce

- **Online Shopping Surge:** The convenience of online shopping has led to exponential growth in e-commerce platforms, encouraging brands to establish a strong online presence.
- **Diverse Platforms:** Marketplaces like Amazon, Flipkart, and niche e-commerce sites offer brands multiple avenues to reach consumers.

3. Social Media Influence

- **Engagement Platforms:** Platforms such as Facebook, Instagram, Twitter, and TikTok are pivotal for brand engagement, customer interaction, and content marketing.
- **Influencer Marketing:** Collaboration with influencers and content creators helps brands connect with targeted audiences more authentically.

4. Mobile-first Approach

- **Smartphone Usage:** With a majority of internet users accessing the web via smartphones, a mobile-first strategy is crucial. Apps, mobile-friendly websites, and SMS marketing are essential tools.
- **Payment Solutions:** Digital payment solutions like UPI, Paytm, and Google Pay facilitate seamless transactions, enhancing the customer experience.

5. Data-driven Marketing

- **Analytics and Insights:** Leveraging big data and analytics enables marketers to understand consumer behavior, preferences, and trends, allowing for personalized and targeted marketing strategies.
- **AI and Machine Learning:** AI-driven tools help in automating and optimizing marketing campaigns, improving efficiency and effectiveness.

6. Content Marketing

- **Localized Content:** Creating content in regional languages and culturally relevant themes helps in connecting with a diverse audience.
- **Video Content:** The popularity of video content, driven by platforms like YouTube and Instagram Reels, makes it a key component of content marketing strategies.

7. Digital Advertising

- **Targeted Ads:** Digital platforms allow for highly targeted advertising based on demographics, interests, and behaviors, ensuring higher ROI.
- **Programmatic Advertising:** Automated ad buying using programmatic advertising can optimize the reach and impact of marketing campaigns.

8. Customer Experience and Engagement

- **Omnichannel Strategies:** Integrating online and offline experiences provides a seamless customer journey, enhancing satisfaction and loyalty.
- **Chatbots and Virtual Assistants:** These tools improve customer service by offering instant support and engagement.

9. Government Initiatives and Policies

- **Supportive Ecosystem:** Policies promoting digital literacy, startup incubation, and innovation create a supportive environment for digital marketing.
- **Digital Payment Incentives:** Government incentives for digital transactions encourage consumers to adopt online shopping and payments, benefiting marketers.

10. Challenges and Opportunities

- **Digital Divide:** Bridging the gap between urban and rural digital access remains a challenge.
- **Cybersecurity:** Ensuring data privacy and security is crucial for building consumer trust in digital platforms.
- **Innovation:** Continuous innovation in digital marketing techniques is essential to stay competitive and relevant.

Big Challenges in Digital India initiative

1. Elevated degree of computerized ignorance. The majority of Indian towns and villages have digital illiteracy. Urban communities have taken on digitalization however are restricted somewhat. The daily use of internet services to obtain government certificates is full-fledged digitalization.
2. Access to remote regions. The issue of network is a complicated issue in light of the fact that each state has various regulations about its execution. Connecting with every village, town, and city is a huge undertaking. Likewise, it is provoking for the focal specialists to create a data set that can store such gigantic measures of data.
3. Integration with Databases of Central States Enhancement isn't just in that frame of mind of religion yet additionally in language. Each state has different web conventions on the grounds that each state is assorted. As a result, software compatibility with the center is important. The information will be carefully saved.
4. Digital Wrongdoing There is a digital danger all around the globe, and Computerized India won't be any special case. Consequently, we want major areas of strength for a cybercrime group that keeps up with the data set and safeguards it nonstop
5. Digital India's interdepartmental coordination Inside the public authority, capable specialists ought to coordinate different divisions. Coordination has specialized as well as corporate issues. Corporate, or the egos of our government service employees and officers, is one obstacle to the change. Additionally, the public authority will kill the go between strategy as a result of Computerized India. As a result, the employees will immediately resist.
6. Finance: However there are assets inside India, there is an impressive capital expense that should be contributed, and India will get the products of the venture following a couple of years.
7. Internet fairness: The issue is still on the table, and we are aimlessly following Advanced India. We ought to be aware that Digital India without net neutrality would be extremely detrimental to India's citizens and entrepreneurs.
8. Altering the Mentality: This point will come into the image when you have apportioned the expected assets and material, yet the vast majority of them will be reluctant to change with regards to executing them. People probably aren't ready to change because they've been doing the same thing for years.

9. Trade of Data: Other government agencies ought to make use of the stored data as well. Digital India, for instance, can effectively resolve police, surveillance, and other security issues, but its coordination is a monumental undertaking. In addition to being a technological issue, it also concerns security and privacy.

Disadvantages of digital mission

The disadvantages of digital mission are as follows: 1. The everyday web speed, as well as the Wi-Fi areas of interest, are slow contrasted with other created countries. 2. The majority of small and medium-sized businesses face significant challenges in adapting to modern technology. 3. Poor internet access is limited by entry-level smartphones. 4. Insufficient skilled personnel in digital technology. 5. To search for around 1,000,000 network safety specialists to check and screen the developing hazard of computerized wrongdoing. 6. Insufficient user education.

Conclusion

The Digital India initiative has significantly transformed the marketing landscape in India. It has opened up new avenues for marketers to reach and engage with consumers in more effective and innovative ways. By leveraging the power of digital technologies, data-driven insights, and consumer engagement strategies, marketers can tap into the vast potential of the Indian market.

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