



ISSN: 2230-9926

Available online at <http://www.journalijdr.com>

# IJDR

*International Journal of Development Research*  
Vol. 15, Issue, 02, pp. 67621-67623, February, 2025  
<https://doi.org/10.37118/ijdr.29169.02.2025>



RESEARCH ARTICLE

OPEN ACCESS

## DIGITAL MARKETING SCENARIO & CUSTOMER RELATIONSHIP MANAGEMENT IN INDIA

Anupama Verma<sup>\*1</sup> and P. Shrivastava<sup>2</sup>

<sup>1</sup>Assistant Professor (English), Institute of Agri Business Management, JNKVV, Jabalpur

<sup>2</sup>Assistant Professor (Ag. Extn.) & Assistant Registrar-Legal, JNKVV, Jabalpur

### ARTICLE INFO

#### Article History:

Received 14<sup>th</sup> December, 2024

Received in revised form

27<sup>th</sup> December, 2024

Accepted 20<sup>th</sup> January, 2025

Published online 15<sup>th</sup> February, 2025

#### Key Words:

Digital marketing, Communication tools, CRM.

*\*Corresponding author: Anupama Verma*

### ABSTRACT

Digital marketing is a comprehensive term that encompasses a wide range of online strategies and tactics used by businesses and organizations to promote their products, services, or brands to a digitally connected audience. The development and widespread use of internet technologies have transformed the way society communicates both in their daily and professional life. One of the most important indicators of this transformation is the emergence of new communication tools. New communication tools emerging with the development of technologies are called "digital marketing". It has become an essential component of modern marketing strategies due to the increasing prevalence of the internet and digital devices in people's lives. Customer Relationship Management, commonly known as CRM, is both a business strategy and a set of technologies designed to manage and nurture relationships with customers. Companies often create contents and campaigns for a wide audience as part of a one-to-many strategy in digital marketing. And nowadays this strategy enables businesses to communicate with multiple potential customers simultaneously. To get a clear picture of customer preferences and interests, CRM collects and examines key data from frequently visited customer web pages. As a result, even after a potential customer leaves a webpage, we can continue marketing to them on that platform by using personalized ads that appear on other websites and remind them of content they recently viewed on that particular platform. Through this chapter, an attempt is made to highlight various trends and patterns of today's changing digital marketing & customer relationship management. Overall the study will be helpful in providing information about the growing trend towards digital marketing as well as the impact of digital marketing on customer buying decision (K.R. Mahalaxmi, 2016).

Copyright©2025, Anupama Verma and P. Shrivastava. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Anupama Verma and P. Shrivastava. 2025. "Digital Marketing Scenario & Customer Relationship Management in India". *International Journal of Development Research*, 15, (02), 67621-67623

## INTRODUCTION

Businesses use email, social media, web-based advertising, and text and multimedia messages as various forms of digital marketing. India is considered to be a faster-growing market than even China in terms of internet consumption. India's large population is becoming more dependent on the internet for various purposes including online learning, paying bills, watching movies, etc., increasing the amount of time spent online. Therefore, businesses are employing digital marketing strategies to target customers online in an efficient manner, which is fueling the expansion of the digital marketing market in India. This research article discusses the top motivating factors of online shopping and useful principles for businessmen, advertisers and entrepreneurs who will be a significant contributor to the future internet economy of India (D.K. Gangeshwar, 2013). Digital marketing allows businesses to track, measure, and analyze the

performance of their campaigns in a way that traditional marketing methods cannot easily match. This data allows marketers to optimize their campaigns for better return on investment (ROI). Digital marketing offers a wider range of cost-effective marketing channels than traditional methods such as print or television advertising. Businesses can target specific audiences more precisely, reducing wasted advertising spend. Digital marketing campaigns often require less initial investment than traditional campaigns such as TV or radio commercials). At the same time, they deliver higher ROI due to better targeting and tracking capabilities. This cost-effectiveness makes online digital marketing an attractive option for businesses of all sizes, especially startups looking to maximize returns without overspending. Social media marketers craft strategies to grow brand presence on platforms like Facebook, Instagram, Twitter, LinkedIn. This role includes managing marketing communications, brand image, content creation and community engagement.

This role involves managing brand communications, content creation, and community engagement.

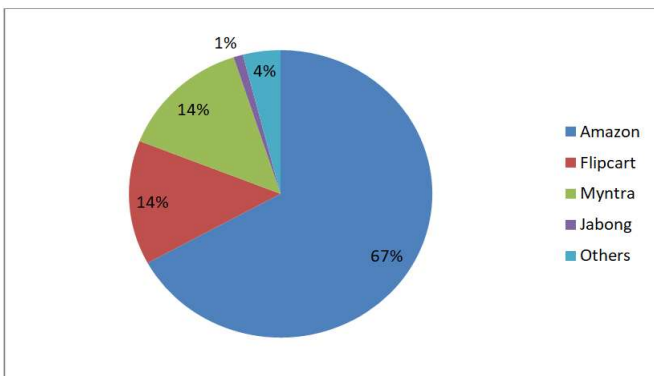
**Digital Marketing Market Size In India US\$ Billion**



Source: Statista

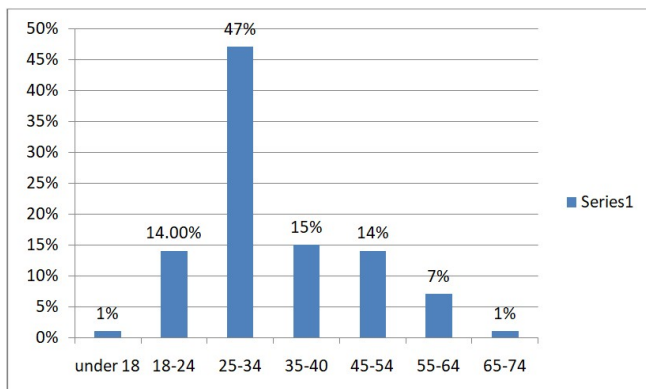
India's digital advertising industry has shown resilience and flexibility despite a slowdown in growth rates. According to a report by Pitch Madison, digital ad spends are projected to grow by 15% in 2023, totalling Rs 39,714 crore (US\$4.76 billion). Looking ahead to 2024, this growth rate is expected to stabilize at 17%. The change in momentum is influenced by growing scrutiny around data privacy and Google's plans for a cookie-less future. Despite these challenges, the share of digital advertising in total advertising is projected to grow from 40% in 2023 to 42% in 2024. Already, this uptrend exemplifies the potential for social media platforms to reach and engage consumers.

**Preferred Websites for Shopping**



As per the study, most of the consumers are expected to shop from Amazon; nearly 67% of the individuals make their purchase from Amazon. This was followed by Flipkart, which accounted for approximately 14% of the total online shopping segment.

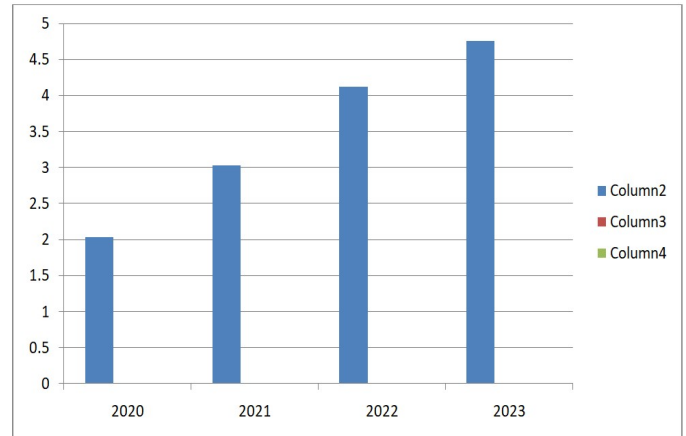
**Age Group of Consumers of Digital Shopping in India**



The age group of the individuals who shop online. It is evident from the study that nearly 47% of the individuals in the age group 25-34 years, i.e. the millennials, shop the most through online portals. It is also found that When it comes to the behavior of the millennial generation aged 18-36 and looking at how their behavior is forcing businesses to check the Digital Marketing approaches, the use of

language has turned out to be the most impactful marketing technique. In a small survey conducted on 1800 Millennials found that almost 32% of the millennial generation in the English speaking market actually prefer a language other than English.(OzaPreeti, (2019). The social aspects of the Internet are evident in sites such as Face book, Twitter, Link inn, and YouTube have become critical components of companies' e-commerce efforts. The technique of social media marketing recognises that shoppers, especially young people, expect to play a proactive role in their shopping experience by writing and reading product reviews, asking questions, reading and writing blogs, watching and creating videos, posting comments and engaging in other interactive behaviours.(S. Mahalingam& B. Ashok kumar, 2020)

**Digital Advertising Spend in India Over the Years US\$ Billion**



Source: Pitch Madison advertising report 2024

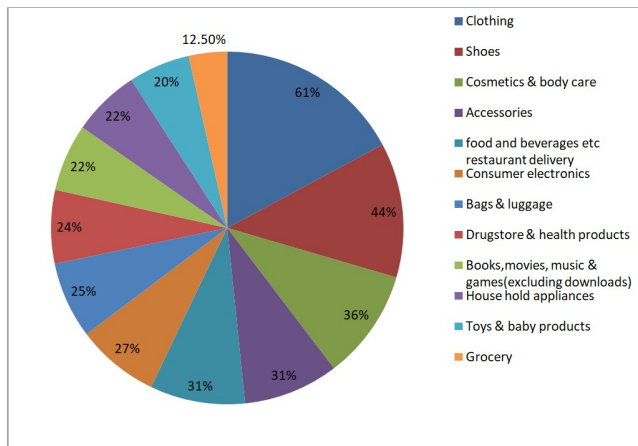
The India digital marketing market size was around USD 5.15 billion in 2023. The market is estimated to grow at a CAGR of 30.2% during 2024-2032 to reach a value of USD 55.37 billion by 2032.India's digital marketing market was estimated to be around USD 5.15 billion in 2023 and is projected to grow at a CAGR of 30.2% during 2024-2032 to reach USD 55.37 billion by 2032. India is the second largest online market on a global scale, with a presence of about 900 million internet users.About 55% of the mobile use by Indians is for the purpose of video viewing. In 2021, digital ad spending in India was recorded to be INR 88,334 crores.

S No	Online grocery company	Market share of sales (2024)
1.	Walmart	25.7%
2.	Amazon	22.0%
3.	Instacart	21.6%
4.	The Kroger Co.	9.9%
5.	Target	4.8%
6.	Albertsons Companies	3.4%

According to a recent analysis, Walmart has the largest online grocery market share out of all businesses selling groceries online. Its share is set to hit 25.7% in 2024, holding steady from the previous year. According to a recent analysis, Walmart has the largest share of the online grocery market among all the companies selling groceries online. Its share is predicted to reach from 25.7% to 27 to 30% in 2025-26, which is expected to rise between 2 to 3% more than last year. This means that more than \$1 out of every \$4 consumers spend on buying groceries online will be on Walmartduring2025-26. The digital marketing market is projected to grow at a CAGR of 31.2% between 2030 and 2034.

**Most Demanded Products in India Online**

Among Indian consumers the two most popular categories for online purchases are clothing and shoes. 61 percent consumers chose online purchase of clothing and 44 percent of consumers chose shoes purchasing in online survey. The survey was conducted online among 4,032 respondents in India, in 2024.



**Customer Relationship Management in Digital Marketing:** The key considerations here from a digital perspective are around whether your product can/will sell online. What channels are open to you for your product or proposition? Are there opportunities to make it flexible to be more appropriate for the online or mobile audiences? Does it provide real value for the consumer and is it differentiated from your competitor offerings? Is it being updated, serviced, maintained effectively to keep it strong? Are there features of it that can be added or should be excluded for the digital customer and is it fair to do this? (Simon Kingsnorth, 2022) Understanding the different motivations and usage habits for selling products is important to get your marketing right in the digital age. To get your marketing right in the digital age, it is also important to understand other motivations and usage habits for selling products which are as follows:

**Influencer marketing:** In the age of social media, influencer marketing has emerged as a game-changer. Businesses are leveraging individuals with a significant social media following to advertise their products and services. Businesses are taking advantage of individuals with significant presence on social media to advertise their products and services. According to a report by EY, the influencer marketing industry is set to grow to approximately US\$ 400 million in 2026. In India, this trend is on a meteoric rise with influencers playing a key role in shaping consumer behavior.

#### Loyalty Programs

**Rewards for Engagement:** Offer rewards for customers who engage frequently, such as discounts, special promotions, or points that can be redeemed for products/services. Examples include points-based programs or exclusive offers for repeat buyers.

**Omnichannel Marketing:** Omnichannel marketing is ensuring a seamless and consistent interaction between customers and businesses across channels. A Harvard Business Review survey revealed that 73% of shoppers use multiple channels during their shopping journey. This strategy is crucial in the Indian market where consumers are spread across various digital platforms.

**Artificial Intelligence (AI):** The advent of AI in digital marketing is revolutionizing the way businesses understand and cater to their customers' needs. AI and Machine Learning (ML) are helping businesses automate processes and gain a competitive edge. According to a PWC report, 77% of Indian businesses recorded tangible improvements in customer satisfaction after implementing AI. 24/7 Customer Support: Implement AI-powered chatbots on your website and social media platforms to offer 24/7 customer service. These bots can answer common queries and guide customers through their purchase journey, improving customer experience and satisfaction.

**Digital Marketing & Market Challenge:** A key challenge impacting market growth is the issue of maintaining freshness in edible products. Online grocery delivery platforms provide timely, efficient delivery of a variety of goods, including bread, dairy, fruits,

vegetables, personal care products, dry goods, baking ingredients, household essentials, beverages, meat, and ready-to-eat (RTE) meals. However, ensuring the freshness of perishable items, such as fruits and vegetables, continues to be a concern. Some platforms do not offer same-day delivery for these products, which can result in diminished freshness by the time they arrive. There are also challenges from the sellers side, the major ones being billing and cycle and verification of customer invoices, managing multiple ad manager accounts, managing online subscriptions, customer service reimbursement, following up on outstanding and partial payments and tracking online payments, that requires a strong network management. Modern platforms have revolutionized the digital marketing sector with technological revolutions. Newer platforms offer more features, ways, and data to make effective strategic decisions. With multi-channel marketing and tons of options to choose from, leveraging the best platforms for your Business to build is often the first challenge. Understanding the audience is undoubtedly one of the leading Digital Marketing Challenges. Digital Marketers often struggle to make early inroads in their campaigns due to a lack of planning for the target audience. Nowadays, almost every business domain is dominated by top brands. Competing with these big companies remains the highest Digital Marketing Challenge. With online businesses taking over traditional markets, customer behavior remains unpredictable. Be ready to adapt and evolve to learn newer methods for overcoming Digital Marketing challenges.

The world of digital marketing in India is quickly evolving, presenting a mix of statistics and new trends that mirror the country's increasing digital footprint. An effective customer relationship strategy in digital marketing is centered on personalized interactions, valuable content, seamless omnichannel experiences, and strong customer engagement. By utilizing modern tools such as CRM systems, automation, and AI, businesses can create long-lasting relationships that enhance customer loyalty, improve brand advocacy, and increase overall profitability. It's all about continuously evolving based on customer feedback and consistently delivering exceptional experiences. India is undergoing a transformation with digital marketing emerging as a key player in the economy. The current trend not only mirrors the changing behaviours of consumers but also highlights how digital marketing is reshaping economic growth and fostering better connections, across different sectors of Indian society. Digital marketing in India goes beyond a short-term trend; it signals a significant change that is reshaping the way businesses and communities interact.

## REFERENCES

- Gangeshwar, D.K. 2013. "E-commerce or Internet marketing: A Business review from Indian Context", International Journal of u- and e- Service, Science and Technology Vol.6, No.6 (2013), pp.187-194 [https://article.nadiapub.com/IJUNESST/vol6\\_no6/17.pdf](https://article.nadiapub.com/IJUNESST/vol6_no6/17.pdf)
- <https://www.scribd.com/document/336877331/DIGITAL-MARKETING-IN-INDIA-AND-ITS-CHALLENGES-OPPORTUNITIES-AHEAD>
- Mahalaxmi, K.R. P. Ranjith, 2016. "A Study on Impact of Digital Marketing in Customer Purchase Decision in Trichy" International Journal for Innovative Research in Science & Technology| Volume 2 Issue 10 : ISSN (online): 2349-6010.
- Oza Preeti, 2019. 'Use and Usage- Dealing with Language in Digital Marketing' in 'Digital Marketing' ISBN 978-9389110630 by Authors Press.
- Mahalingam, S. B. Ashok kumar, 2020. An Overview of Digital Marketing Practices in India, International Journal of Research in Engineering, Science and Management, Volume-3, Issue-9; ISSN (Online): 2581-5792.
- Simon Kingsnorth, 2022. Digital Marketing Strategy: An Integrated Approach to Online Marketing edi3, illustrated PubKogan Page, ISBN 1398605972, 9781398605978