



## A STUDY ON ADOPTION, IMPACT, AND CHALLENGES DIGITAL MARKETING IN INDIA: SPECIAL REFERENCE TO BELAGAVI DISTRICT.

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**ABSTRACT** The aim of this study is to examine the growth, adoption, and impact of digital marketing in India, with a particular focus on Belagavi district in Karnataka. Using a combination of secondary sources and primary survey data, the paper analyzes the prevalence of various digital marketing platforms, customer satisfaction levels, and challenges faced by businesses in implementing digital marketing strategies. The findings highlight the opportunities and obstacles for digital marketing at a district level and offer recommendations for improving digital marketing outreach and effectiveness.

**KEYWORDS :** Digital Marketing, Digital Information

### INTRODUCTION

Today, most of the developed nations have digitally developed in all areas. Digital information has spread from Science & Technology to Arts and Commerce. Therefore, today, it is essential to know about the digital marketing. It has provided wide range of business opportunities to the entire businessman to get into the digital marketing to sell his goods and service for a price. So and so, it is saving producers and sellers time by way of digital marketing.

When it comes to buyers' point of view, a buyer can see the product through online, can know about the product specification, quality, quantity and prices. He can buy his required product in a click of mouse button. It will save buyers time and energy who used to go to the market to buy his required product.

Now a day, digital marketing has improved worldwide. India is also improved since a decade or so and is one of the major digital markets in the world. Now, India is considered as one of the global hubs for digital marketing as it is providing lot of business opportunity to digital marketing. Many online digital marketing companies are playing key role in this field. Digital/Online marketing has provided to buy any kind of product for example, from clothes to cosmetics, groceries to electronic products and so on. Likewise, digital marketing is saving customers time as well as producers and seller's time. It has wide range opportunities to the young people to find a job in this field.

Digital marketing has revolutionized traditional marketing by enabling businesses to reach diverse customer bases at a low cost and with targeted focus. In India, rapid digital transformation caused by increasing internet penetration and smartphone usage has catalyzed the growth of the digital marketing industry. The Belagavi district, with its mix of urban and rural economies, offers a unique environment to study localized digital marketing adoption and impact. This paper explores how businesses and customers in Belagavi engage with digital marketing and identifies key factors influencing its success and constraints.

### Literature Review

Several studies outline the growth trajectory of digital marketing in India, driven by technological advancements and behavioral changes among consumers. Research indicates that SMEs use social media, SEO, and mobile marketing to boost sales and visibility but often face skills and infrastructure challenges. Region-specific studies in Belagavi demonstrate an increasing trend toward online marketing but emphasize the need for tailored strategies that accommodate local language and demographic factors.

- As per Dr. Mrs. Vaibhava Desai, Asst Prof. Bharatiya Vidyapeeth (Deemed to be University) Pune Institute of Management, Kolhapur, Maharashtra state in her article Digital Marketing: Review has mentioned the following few of the areas where we have to concentrate to conduct take research has mentioned that "Digital Marketing can be Business to Business Digital Marketing (B2B Digital Marketing), Business to Customers Digital Marketing (B2C Digital Marketing) etc. The channels of digital marketing involve 1) Search Engine Optimisation, 2) Social Media Marketing, 3) Content Marketing, 4) Affiliate Marketing, 5) Native Marketing, 6) Marketing Automation, 7) Pay-per-click (PPC), 8) E-mail marketing, 9) Inbound Marketing and 10) Online PR.

- As per Mrs. Lavanya, Dept of Commerce (Asst Prof) and Mrs. M. Radhikamani Dept of Commerce (Asst Prof) Kathir College of Arts and Science, Coimbatore-62 state in their article has A study on Digital Marketing and its impact mentioned the following few of the areas where we have to study research. They discussed about the different between the Digital Marketing vs Traditional Marketing. Advantages of Digital Marketing and so on.
- As per Mohammed T. Nusseir and others in their article Digital Marketing Strategies and the Impact on Customer Experience : A Systematic Review has mentioned following few of the areas where we have to study for research. it has mentioned Viral Marketing or buzz marketing E-mail marketing and so on. How these are facilitating the Digital Marketing trends to the people or customers across the world.

### Research Objectives

- To assess the extent of digital marketing adoption among businesses in Belagavi.
- To evaluate customer satisfaction with digital marketing campaigns locally.
- To identify challenges hindering effective digital marketing implementation.

### Research Methodology

Digital Marketing in India special reference to Belagavi District Rural area, Research data have to be collected in many ways such as primary data base by creating Google forms to be filled by the rural area people and visiting rural places of Belagavi district. A structured questionnaire survey administered to 150 respondents, including business owners and consumers from Belagavi. Secondary data via internet publications published by many publishers, articles presented by number of authors or researcher and surveys conducted by various internet users and researches available in internet.

### DATA ANALYSIS AND RESULTS

The Digital Marketing in India special reference to Belagavi district rural areas is challenging one. Belagavi urban people know what is digital marketing and how it helps them in day-to-day life. But rural parts of Belagavi district have very limited access to internet facility and awareness about the digital marketing. Though, young adult people in rural areas are aware of digital marketing websites like amazon, flipkart etc. But middle and old aged people are not aware of the technology as most of them are not literate and are not aware of modern business technology. Therefore, it's a challenging task ahead of digital marketing business firms to reach out to the rural area in Belagavi district.

The digital marketing can be improved by way of advertising in local language newspapers, television. The Digital Marketing business firms needs to concentrate on rural people to make them aware of digital marketing and uses by providing internet facility so also giving information about the different digital marketing platforms available in the present day.

Digital Marketing Platforms	Usage Percentage (%)	Customer Satisfaction (%)	Challenges Faced (%)
Social Media	65	60	45
Email Marketing	20	40	35

SEO	25	50	40
Mobile Marketing	30	55	25
Others	10	35	20

This chart visually represents the usage percentages of different digital marketing platforms in Belagavi district as bars. The overlaid line plots show customer satisfaction and challenges faced percentages corresponding to each platform, highlighting the relationship between adoption, satisfaction, and challenges.



Recommendations

- Conduct digital literacy and marketing workshops for SBCs and SMEs in Belagavi.
- Foster collaboration between local businesses and marketing agencies.
- Promote mobile-first marketing strategies and vernacular content.
- Invest in improving digital infrastructure to reduce access disparities.

CONCLUSION

Digital marketing is a powerful tool driving business growth in Belagavi district. This study highlights its growing adoption, positive impact on customer engagement, as well as the challenges that must be addressed to ensure inclusive and sustainable digital marketing development in the region.

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