



ORIGINAL RESEARCH PAPER

Marketing

FUTURE DIGITAL MARKETING TRENDS AND EMERGING BEHAVIOR WITH SPECIAL REFERENCE TO AHMEDABAD, INDIA

KEY WORDS: Dynamic, Online marketing, marketers, medium, utility

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ABSTRACT

The dynamic nature of marketing has made the marketing multi dimensional according to changing business scenario. The customer has become more professional and therefore company focuses on customer experience and satisfaction. Online marketing has become a essential trend for the working men and women and therefore digital marketing has become a part and parcel of customer to buy goods and services. From local to global concern everyone is using digital approach to reach customer. Marketers heavily invested in social media, email marketing, mobile apps, websites, landing pages, blogs, webinars, and a variety of other digital channels to build closer and stronger relationships with more digitally savvy customers. A digital marketing campaign refers to products and services on tablets, computer screens, phones, and other devices. Many different forms of advertising exist, including display ads, paid social ads, search engine marketing, online videos, and social media posts. As a result, the world of digital marketing looks quite different after pandemic. It has become a medium of influencing the consumer to buy products or services through visual or audio persuasion. It also helps to primarily advertised and to create awareness of utility of product and services in the minds of potential buyers. The objective of this research article is to know the future digital marketing trends and emerging behavior with special reference to Ahmedabad. The data were collected with the help of questionnaire and it was analyzed to get the finding.

INTRODUCTION

The dynamic nature of marketing has made the marketing multi dimensional according to changing business scenario. The global pandemic accelerated the growth of digital marketing. With the sudden collapse of face-to-face interactions, both organizations and consumers quickly shifted their attention and activities online and many digital marketing strategies and tactics are here to stay. A digital marketing strategy involves using electronic channels to reach customers with products and services. This sums up the digital marketing definition. By utilizing electronic devices to convey promotional messaging, marketing specialists can measure the impact of marketing on the customer journey. A digital marketing campaign refers to products and services on tablets, computer screens, phones, and other devices. Many different forms of advertising exist, including display ads, paid social ads, search engine marketing, online videos, and social media posts.

Future Digital Marketing Trends And Emerging Behavior

While always challenging to predict the future, there are a few trends and emerging behaviours that may signal what is yet to come. Here are five areas that will likely have a significant impact on marketers in the near future:

Marketing Automation / Personalization

Due to the computational power that is now available, artificial intelligence (AI), machine learning (ML), and deep learning (DL) are playing a pivotal role in how marketers perform their jobs. To clarify the differences, artificial intelligence enables computers to mimic human intelligence. Machine learning uses algorithms to parse data, learn from that data, and make informed decisions based on what it has learned. And deep learning structures algorithms in layers to create an "artificial neural network" that can learn and make intelligent decisions on its own. From a marketer's perspective, many tools and systems are now using ML to identify meaningful patterns and derive insights based on user data and/or behaviours. As a result, many marketing tasks and activities that used to be done manually are being automated. This potentially frees up marketers to spend more time thinking strategically and creatively ways to engage and convert target audiences. While some early marketing automation is already happening, there is still a great deal of growth that will happen in the coming years. Below are a few examples where machine learning is already helping marketers optimize their marketing activities. That said, many of these technologies are still in their infancy and are only being used by early

adopters.

Programmatic Advertising

Programmatic advertising is the use of automated technology to buy advertising space. Instead of a marketer manually bidding, placing content / copy, and choosing the timing for a specific ad, programmatic advertising uses data insights and algorithms to serve ads to the right user at the right time and at the right price. With these systems, marketers simply provide content, campaign goals, e.g., most impressions (brand awareness), conversions, etc., budget limits, and other campaign constraints, e.g., location, demographic, etc. and the system will optimize the campaigns to deliver the highest possible returns based on the stated goals / constraints. Since computers can monitor, analyze, and adapt to market changes quicker than most humans, programmatic advertising can deliver higher returns, greater efficiency, wider reach, and more ad placements. However, these systems tend to be more expensive, may not always properly match the ad to the audience, and there have been some online click fraud issues associated with programmatic advertising. As with any automated system, it still is important to review the results and to make sure these automated systems are best supporting your specific organizational needs and goals.

Personalization / Recommendation Engines

A personalization/recommendation engine uses insights from a user's behavior combined with data from other similar users to deliver a personalized experience. The content that is delivered to the user should be contextually relevant and match the user's needs and preferences. Since personalization engines use advanced AI and machine learning based algorithms to make predictions of what users will need, the more data these engines access and analyze, the more accurate their predictions are. PEs are frequently used for e-commerce to make product recommendations but they are also widely used by media organizations, e.g., news, music or streaming companies. While there are many advantages, PEs can be quite expensive and require time to setup and collect enough data before benefitting the target audience.

Conversational Marketing

Conversational Marketing is a way of engaging with target audience via real-time, dialogue-driven activities such as live chat, messaging apps, or conversational AI (chat bots). The goal of conversational marketing is to create meaningful

customer relationships through conversations and to make the customer experience as smooth and easy as possible. To scale conversational marketing, many marketers are turning to chat bots. Chat bots can help automate some marketing communications and ensure instant and timely responses to customers. By making conversational AI chat bots an integral part of marketing initiatives, organizations can guide customers through the customer journey more quickly and potentially drive more conversions. Some of the key benefits of a chatbot marketing strategy are time and cost savings, increased customer engagement, faster response times, and increased customer data because the interactions are captured and can be analyzed and reviewed. On the other hand, chat bots do take time to setup and cannot completely replace humans. They work well for repetitive questions, information sharing, etc. However, they do not work well in dealing with emotions or nuance. So, a chatbot may only be a suitable solution for a portion of your customer interactions.

Predictive Analytics

Predictive analytics use historical data to predict future trends, events, and potential scenarios. Many analytics systems are now moving away from simply reporting what happened to offering forecasts that can help users plan and prepare for the future. The most obvious example is Google Analytics. This version of Google Analytics launched in October 2020 and is using machine learning to give users more insights and predictive analytics, often related to improving conversions. Using machine learning to assist marketers in identifying key triggers for improved conversion is an area more digital marketing technologies will likely be focusing on.

Voice Search & Commerce

65% of 25-to-49-year-olds speak to their voice-enabled devices at least once per day, according to a recent study. Whether speaking into their mobile devices or asking a voice-enabled device like Google Nest or Amazon Alexa, more and more people are searching for information using their voice. As a result, voice / oral searches will play a more significant role in the customer discovery process. Marketers need to think beyond traditional keywords and key phrases and consider sentences and questions that might be verbally asked by prospective customers looking for information, products, or services. Voice search has become a hot topic in mobile SEO optimization since users are embracing voice search when typing is either not safe, e.g., when driving, or simply not convenient. Furthermore, voice search is no longer just about delivering information, but rather also includes voice commerce. Yes, people are buying products and services simply using their voice. Since the ultimate marketing goal is to deliver the right information, at the right time, to the right customer with minimal effort, voice search and commerce will be essential in meeting audiences where they are and in a form that meets their immediate needs.

Consumer Privacy & Data Ethics

As more and more data is collected and tracked, there will continue to be a tension between marketers wanting to know more about their target audiences and consumers wanting to protect their privacy and personal data. Data protection is being monitored by governments across the globe. As a result, marketers will have to rely on building truly meaningful relationships with their target audiences that are based on trust, value and consent which brings us to data ethics. Data ethics is about responsible and sustainable use of data. Marketers will need to have policies in place that serve their audiences well. This will likely involve giving consumers more control over their data, providing a level of transparency, holding organizations accountable, and keeping customer data secure. As we all know, data is a powerful asset for any organization. Yet, with this power comes increased organizational responsibility to use it wisely, appropriately, and ethically.

Literature Review

Gauri Girish Jadhav (2023) conducted a study on "A systematic literature review: digital marketing and its impact on SMEs". This research examines the utilization of online marketing practices and their influence on SMEs.

Dr. Neha Wadhwan's (2023) analyzed the efficacy, influence of digital advertising, buyer behaviour, and corporate success in his paper. Furthermore, the report addresses the development, including the promise of the digital marketing sector in India, which is fueled through an increased computer including cell phone usage, increased acceptance of internet shopping and digital solutions, among efforts from the government.

Uma Anurag (2021) addressed the benefits and drawbacks of online marketing and ideas for overcoming the hurdles of implementing the practice. The potential of online marketing in India is also fast expanding since many citizens currently utilize web pages and otherwise devote hours to them.

Ramya (2021) provided perspectives regarding the present and potential digital marketing trends. Lacking Digital Marketing, organizations could stop developing modern advertising plans and become pointless.

Rashmeet Kapoor's (2021) investigated to assess known popularity alongside favour of E-Marketing resources within five-star lodging in India. This investigation intends to assist administrative choices in utilizing many reasons E-marketing resources alongside tactics, indicating the correct incorporation of the two conventional alongside digital marketing devices.

Rekha Chouhan's (2021) discussed in his paper about "A Study on Emerging Trends in Digital Marketing" digital marketing. This research paper throws some insights into the trends of Digital Marketing. The writer has stated that computerized exhibiting represented one of the most important shifts in India's transition to digitization.

Tejinderpal Singh (2021) discussed in his paper about the e-marketing practices implemented by tiny, including medium-sized firms (MSMEs) in India. It investigated its owner-managers impressions of their annual expenses, allocations of budgets, leadership, regulations, data sources, returns on investment, and potential demand for professional instruction upon electronic marketing efforts.

Pradhi Agrawal's (2021) conducted study on "Towards Smart Indian Digital Marketing Ecosystems (SIDME)". In this article, she discussed a proposal along with a structure to create 'Smart Indian Digital Marketing'.

Neeraj Pandey (2020) studied "Digital Marketing for B2B Organizations: structured literature review and future research directions". The research reveals that although certain sectors, including marketing communication and sales administration, enjoyed consistent growth, some, such as systems that facilitate decisions, important achievement elements, internet marketing oriented (EMO), and so on, have received less focus. It also detects gaps in scholarship and emphasizes potential study issues that await future scholars (Pandey et al., 2020).

Brighton Nyagadza (2020) conducted a study on "Search engine marketing and social media marketing predictive trends". The objective of this study goal aimed to examine Internet marketing along with Internet marketing prediction patterns that have developed both locally in Africa along with globally. The purpose of the research was to give practical advice for enterprise managers in developing digital marketing strategies that used internet search marketing and social media developments in marketing.

Dr Prafulla Kumar Padhi's (2020) study conducted on "Trends and Developments of Digital Marketing and Digital Ecosystem Model for Rural Market Growth in India", The objective of the work aims to develop a feasible digital ecology architecture that would allow country growers, suppliers, including dealers, to marketplace their goods in addition to within the country or local level, nevertheless as a worldwide scale. As a consequence, remote market expansion is going to occur in India's countryside. Digital marketing trends have a good influence on a country's market development.

M.K.Ganeshan (2020) discussed in his paper about emerging trends in Digital Marketing in India. The aim of digital marketing is to frighten customers and enable them to interact with the goods via high-quality electronic media.

Objective Of Study

To study the future digital marketing trends and emerging behaviour with special reference to Ahmedabad

Research Methodology

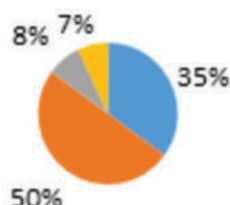
The data for this research article has been collected through primary sources structured questionnaire technique was used to collect the data. Selection of samples was based on the convenience sampling technique. The data was collected from 121 professionals who were working in private sectors company in Ahmedabad city, Gujarat, India. The collected data was analyzed with the help of Pie charts. Secondary sources have been used to collect information about future digital marketing trends. Journals, articles, research reports and government documents were used to get the information about future digital marketing.

Data Analysis & Interpretation

Age Group Of Respondents

Age of surveyed respondents

■ 15-20 ■ 21-40 ■ 41-60 ■ Above 60 years

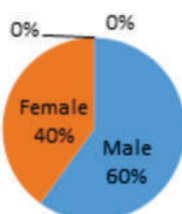


Interpretation

From the above chart we find that 50% of the respondents fall in the age group of 21-40 years, 35% fall in the age group of 15-20 years and 8% fall in the age group of 41-60 years. Therefore most of the respondents are working professionals and come under the age group of 21-40 years.

Percentage Of Surveyed Genders

Surveyed gender



Interpretation-

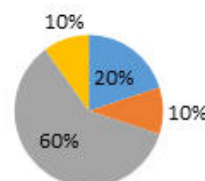
The majority of respondents were male with a response rate of

60%. However absolute majority has not been achieved on either side, therefore the results will remain balanced between both the genders and will not be inclined to any of the side.

Occupying Time On Internet

Occupying time on Internet

■ Google search ■ Gmail ■ Social media ■ Shopping Apps



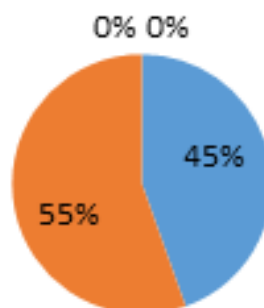
Interpretation

Majority of the respondents spend their time on social media whenever they use their gadgets to access internet. Then the second slot which occupies the time is using search engines for obtaining results to various queries like searching for a meaning of a word or phrase, searching a solution to a problem, searching for information, products etc. Mentioning that very few respondents spend their majority of time in emailing, using other leisure and educational apps and surf on shopping apps

Purchasing Preference

Purchasing preference

■ Offline Purchase ■ Online Purchase

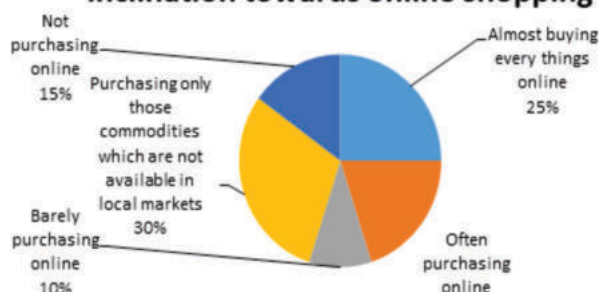


Interpretation-

Majority of the respondents said that they prefer offline purchase more over online purchase. However the results didn't incline absolutely towards a particular preference.

Inclination Towards Online Shopping

Inclination towards online shopping

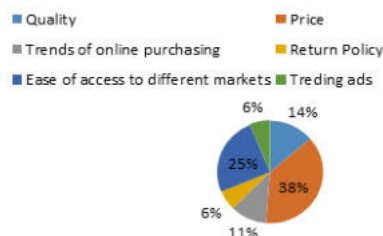


Interpretation

From the above data it is clear that online platform is used by 30% of customers to buy those commodities which are not available in local markets. We must remember that the results obtain from the above chart represent the emerging behavior of customer towards digital marketing at Ahmedabad only.

Motivating Components To Shop Commodities

Motivating components to shop commodities from online

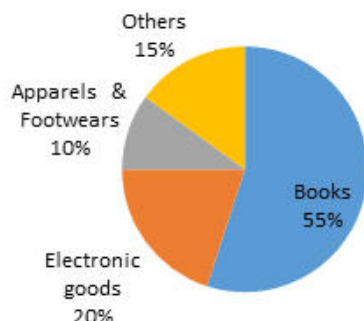


Interpretation-

Maximum respondents said that price is one of the key factors of purchasing online and also stated that other than price, some commodities are only available online and online provide ease to access different market over one platform. Factors like trending Ads and return policy which are considered as key ingredients of marketing mix had been given very low consideration by the respondents. Quality is also one of the most unentertained factor which affects the buying behaviour of respondents over online platforms.

Commodities Usually Order Online

Commodities usually order online



Interpretation

The commodities most preferred by the respondents to order online are books. However it only occupies 55% of total. Footwear, Gadgets and electronics are other items that are purchased online and having less percentage in comparison to books. On a medium selection respondents order apparels, sports and fitness equipments, personal care products and home and kitchen related products.

Placing An Online Order

Placing an online order



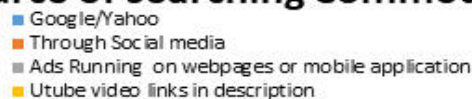
Interpretation

The majority of the respondents said that their online purchases are very irregular however few of the respondents were able to map their buying period interval. 35% said that they placed an online order only twice in every month. 15% of them responded that they placed the order once every 4

months. The frequency of placing orders in a single month decreases as we increase with rising number of orders placed within a month. The interpretation says that more orders are placed in a bigger time span. Frequent purchases are not present in the buying behavior of the respondents. The respondents buying behavior on online mode is irregular.

Source Of Searching The Commodity

Source of searching Commodity



Interpretation

Majority of respondents said that they directly search the commodity that they wish to purchase online and they do it with the help of Search engines. Moreover 35% said that they navigate through social media. 15% of them clicked the Ads running on webpages or mobile application. Very few respondents emphasized and paid attention upon links that are forwarded on messengers, YouTube link in description, Link from Blogs and Articles and Email Ads

Frequency Of Searching Commodity On Online

Frequency of searching commodity on online



Interpretation

The frequency of searching a commodity online was more in once a week. However to add on respondents were saturated between the categories of 3-10 times a week to once a week. It can be interpreted that the searching frequency is not more than 3-10 times a week.

Findings

The followings are the findings-

1. The survey gathered responses from 121 participants and majority of respondents fell within the age range of 21-40 years.
2. In all over survey the contribution of male respondents is almost 60% and remaining is female respondents i.e., 40%.
3. Majority of respondents spends their time on social media platforms.
4. Majority of respondents believes in the offline purchasing over the online purchasing.
5. 4% of respondents never purchase anything from online shopping platforms.
6. The majority of respondents considers price of the commodities as a most important factor while purchasing anything online.
7. Books are the most preferred commodity for online purchases, followed by footwear, gadgets, and electronics.
8. The majority of respondents exhibit irregular online

purchasing habits, with infrequent and sporadic buying patterns, and a significant portion placing orders only once every two to four months.

9. Most respondents prefer using search engines to find products online, while fewer rely on social media, ads, or links from other sources like messengers and blogs.

From the above finding it is clear that the trend of using digital marketing is increasing day by day in Ahmedabad. Therefore we can say that the future trend of digital marketing is increasing and consumer behaviour is also changing in day by day changing scenario of business environment.

CONCLUSION

Digital marketing has grown exponentially in recent years. With the emerging trends and developments mentioned above, the future looks very bright. There will likely be even more technological advances and discoveries that will spark, and drive new creative and compelling marketing experiences. As long as marketers continue to meet the needs, wants and desires of their target audiences, it will undoubtedly be an exciting journey for coming generation

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