

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Languages



Bachelor Thesis

**Digital Marketing and Ways Of Increasing Brand
Awareness Online: Insights from Indian Companies and
Market**

Jay Pankajbhai Goti

© 2024 CZU Prague

BACHELOR THESIS ASSIGNMENT

Jay Pankajbhai Goti

Informatics

Thesis title

Digital marketing and ways of increasing brand awareness online: Insights from Indian companies and market

Objectives of thesis

The main aim of the bachelor thesis is to identify the current digital marketing situation in India and assess the challenges and opportunities associated with building brand awareness.

Methodology

The work consists of two parts – theoretical and practical. The theoretical part will be based on the study of secondary sources. The empirical part will be compiled on the basis of outputs from quantitative/qualitative research.

The proposed extent of the thesis

30 – 40 pages

Keywords

Content Marketing, Influencer Marketing, Viral Marketing, Startups, Search Engine Optimization, Data Analytics, Web Analytics, Social Media Analytics, Artificial Intelligence, Online Engagement

Recommended information sources

BAER, Jay, 2013. Youtility: Why Smart Marketing Is about Help, Not Hype. New York, NY: Portfolio. ISBN 978-1591846666

BAER, Jay, 2016. Hug your haters: How to embrace complaints and keep your customers. Portfolio/PENGUIN. ISBN 978-1101980675

Khatri, M., 2021. How digital marketing along with artificial intelligence is transforming consumer behaviour? [online]. International Journal for Research in Applied Science and Engineering Technology, 9(VII), pp.523-527. Available from: https://www.researchgate.net/publication/353156555_How_Digital_Marketing_along_with_Artificial_Intellig

MILLER, Donald, 2017. Building a storybrand. HarperCollins Leadership. ISBN 978-0718033323

Schaefer, M. W. , 2015. The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business. Boston, MA: Harvard Business Review Press. ISBN 978-0692372333.

Expected date of thesis defence

2023/24 SS – PEF

The Bachelor Thesis Supervisor

Ing. Kristýna Kučírková, MSc

Supervising department

Department of Languages

Electronic approval: 19. 6. 2023

PhDr. Mgr. Lenka Kučírková, Ph.D.

Head of department

Electronic approval: 3. 11. 2023

doc. Ing. Tomáš Šubrt, Ph.D.

Dean

Prague on 13. 03. 2024

Declaration

I declare that I have worked on my bachelor thesis titled "Digital Marketing and Ways of Increasing Brand Awareness Online: Insights from Indian Companies and Market" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15-03-2024

Acknowledgement

I would like to thank Ing. Kristýna Kučírková, MSc for valuable and wise advice, professional attitude, motivation and support, time, and willingness to help.

Digital marketing and ways of increasing brand awareness online: Insights from Indian companies and market

Abstract

The bachelor thesis is focused on assessing the condition of the Indian organisation in the means of digital marketing. This is to develop the brand awareness of an organisation in the online medium. The introduction chapter of the bachelor thesis is focused on understanding the background of Indian organisations. The second chapter depicts the three objectives and methods that are considered for this thesis. It is to be done by considering the theoretical and practical parts. Both of these are considered to be crucial for understanding the measures of digital marketing in Indian organisations. The third chapter highlights the relevant literature regarding the topic which covers various viewpoints of the author. This is performed by considering the three objectives of the thesis which allowed the author to cover all the aspects of the thesis. The practical part emphasizes findings that are developed in two sections the task and practical part. The results and discussion section emphasizes various themes that are considered for the thesis that best highlight the objectives of the thesis. The conclusion chapter emphasizes linking the findings with the objectives.

Keywords: Content Marketing, Influencer Marketing, Viral Marketing, Startups, Search Engine Optimization, Data Analytics, Web Analytics, Social Media Analytics, Artificial Intelligence, Online Engagement

Digitální marketing a způsoby, jak zvýšit povědomí o značce online: Postřehy od indických společností a trhu

Abstrakt

Bakalářská práce je zaměřena na zhodnocení stavu indické organizace v oblasti zdrojů digitálního marketingu. Cílem je rozvíjet povědomí o značce organizace v online médiu. Úvodní kapitola bakalářské práce je zaměřena na pochopení pozadí indických organizací. Druhá kapitola popisuje tři cíle a metody, které jsou v této práci zvažovány. To by mělo být provedeno zvážením teoretické a praktické části. Oba jsou považovány za klíčové pro pochopení digitálních marketingových opatření v indických organizacích. Třetí kapitola vyzdvihuje relevantní literaturu k tématu, která pokrývá různé autorovy pohledy. To se provádí s ohledem na tři cíle práce, které umožnily autorovi pokrýt všechny aspekty práce. Praktická část klade důraz na poznatky, které jsou rozpracovány do dvou částí, úkolové a praktické. Část výsledků a diskuse klade důraz na různá témata, která jsou v práci zvažována a která nejlépe popisují cíle práce. Závěrečná kapitola klade důraz na souvislost zjištění s cíli.

Klíčová slova: Obsahový marketing, influencer marketing, virální marketing, startupy, optimalizace pro vyhledávače, analýza dat, webová analýza, analýza sociálních médií, umělá inteligence, online zapojení

Table of Content

1	Introduction.....	10
2	Objectives and Methodology	12
2.1	Objectives.....	12
2.2	Methodology	12
3	Literature Review.....	13
3.1	Marketing	13
3.1.1	Importance of marketing	13
3.1.2	Traditional and digital marketing.....	14
3.1.3	Effectiveness of various kinds of digital marketing.....	14
3.2	Brand awareness	16
3.2.1	Understanding Online Brand Awareness	16
3.2.2	Methods to Improve Online Brand Awareness.....	17
3.3	Role of digital marketing in improving brand awareness	17
3.3.1	Digital marketing in brand awareness.....	17
3.3.2	Methods in which digital marketing can improve brand awareness	18
3.4	Importance of Digital Marketing over Traditional Marketing.....	19
3.4.1	Setbacks of Traditional Marketing.....	19
3.4.2	Advantages of digital marketing over traditional marketing	19
3.5	Role by which contemporary technology can help to improve digital marketing	20
3.5.1	Importance of AI and SEO to improve the condition of digital marketing	20
3.5.2	Role of web and data analytics to improve digital marketing.....	21
4	Practical Part	22
4.1	Tasks	22
4.1.1	Task 1 : Social Media Platforms as Cost-Effective Tools for Indian Organizations	22
4.1.2	Task 2 : Influencer Marketing: A Cost-Effective Paradigm Shift in Modern Business Promotion.....	23
4.1.3	Task 3 : Customer Engagement and Website Ranking: The Power of SEO in Digital Marketing.....	24
4.2	Execution of Tasks.....	25
4.2.1	Digital marketing and its consequences on Tata Motors	25
4.2.2	Digital marketing and its consequences on Future Retail India.....	30
4.2.3	Digital marketing and its consequences on Apollo Hospitals	33

5	Results and Discussion	37
5.1	Digital marketing helps develop the marketing capabilities of any organisation.....	37
5.2	Start-up organisations particularly benefited from the means of digital marketing .	37
5.3	The approaches of traditional marketing are associated with certain challenges	38
5.4	Digital marketing largely manages the limitations of traditional marketing	39
5.5	AI improves the efficiency of extracting customer data from social media platforms and data automation processes in SEO marketing	40
6	Conclusion	42
7	References.....	44
8	List of pictures, graphs, and abbreviations	49
8.1	List of pictures	49
8.2	List of graphs	49
8.3	List of abbreviations	49
9.	Appendix.....	50
9.1	Questionnaire	50

1 Introduction

Digital marketing is considered to be a marketing approach that is responsible for improving the capabilities of many businesses all over the world. The primary purpose of such is to ensure that brand awareness can be developed which is considered to be crucial for the expansion of any organisation. However, in the Indian market, the usage of technology is mostly limited as such organisation uses traditional measures to expand their organisation. This is also augmented by the incorporation of technology as only in recent years have Indian organisations been subjected to the use of Digital Marketing for which their marketing capability has also been enhanced by a significant margin. One of the purposes is associated with developing brand awareness in online mediums the usage of which has increased significantly in modern times. For this, organisations in India can increase their online presence which helps in their overall growth.

The primary aspect of the thesis is associated with the incorporation of the principles of digital marketing due to the association with heavy costs. Due to this, most Indian organisations such as small and medium organisations which already possess a tight budget could not implement the approaches of digital marketing. This is considered to be an issue because digital marketing can help to improve the capability of an organisation and hindering the implementation of such a process can limit the overall capability of the organisation. In the modern market, the issue is considered to be significant as the increase in the competitiveness of the market requires organisations to adapt to the implications of digital marketing. For this, the research is to be provided with the implementation of digital marketing which is considered to be crucial for increasing the online brand awareness of any organisation regardless of their position.

There are several reasons why thesis on digital marketing and ways to raise brand awareness online among Indian businesses and markets is extremely important. One of the reasons behind this is the Indian market is huge, and organizations, everything being equal, can profit from advanced promoting ways to deal with extending their compass and client base. Nonetheless, because of the significant expenses related to computerized promoting, numerous small and medium-sized organizations in India have not had the option to use the advantages of this methodology. Accordingly, the examination can give significant bits of

knowledge into savvy approaches to carrying out advanced showcasing approaches that can improve the general capacities of these associations. Second, for businesses to survive and expand in today's highly competitive market, they must adapt to the most recent trends and technologies. Subsequently, this examination can furnish Indian organizations with the essential information and apparatuses to work on their web-based presence and increment brand mindfulness, which is significant for outcomes in the advanced age.

Finally, the study has the potential to add to the existing body of knowledge regarding digital marketing and brand recognition, particularly in the Indian context. It can help bridge the gap between theory and practice by offering fresh perspectives on the difficulties and opportunities of implementing digital marketing strategies in India.

2 Objectives and Methodology

2.1 Objectives

The main aim of this respective bachelor thesis is to identify the current digital marketing situation in India and at the same time assess all the overall challenges and opportunities that are associated with the enhancement of brand awareness. Apart from this, it also aims to analyse the ways AI, SEO, data web analytics and other IT technologies help to conduct digital marketing more effectively and can bring growth in businesses.

To fulfill the main objective, it was necessary to set sub-goals consisting in:

- To obtain data regarding how digital marketing can help small and start-up companies in India to grow their business
- To identify how digital marketing is more budget-friendly than traditional marketing
- To identify how AI, SEO, web and data analytics help to improve digital marketing and business.

2.2 Methodology

The bachelor thesis has two parts and those are theoretical and practical. The theoretical part is completely based on the data collected from secondary sources . The empirical part is based on the data regarding the growth or decline in the finances of the companies after implementing online marketing. The practical part is also based on the quantitative data achieved by using SEO and SMA for website traffic. Through the help of this, the detailed aspects of the financial data were helpful in this context to have a clear understanding regarding whether implementing digital marketing has been helpful for Indian small companies and start-ups or not. Based on this, it was also beneficial to understand which forms of digital marketing have been instrumental for the respective companies to grow and sustain in the Indian market.

3 Literature Review

This respective chapter mainly focuses on providing an effective theoretical framework that is directly associated with the topic of this bachelor thesis which is digital marketing and the ways various forms of digital marketing help companies to increase brand awareness in online platforms in the Indian market.

3.1 Marketing

As per the view of Li et al. (2021), marketing is an integral and essential part of the business of all organisations irrespective of size. The term marketing refers to the process of promoting the sales of the products or services of any company. This includes things like advertising, selling and delivering products. This is highly important as this helps to raise awareness among the people about the products or services of any company. This means through the help of marketing, companies can significantly penetrate the minds of people and motivate them to buy the respective products or services. Apart from this, it is also seen that if the companies can effectively conduct their marketing, then their revenue can be increased as the sales of the companies can be increased.

3.1.1 Importance of marketing

As stated by Hanaysha & Al-Shaikh (2022), marketing is a tool for business organisations through the help of which, they make the consumers located in their target market aware of the fact that they are producing some products and services that can be helpful to fulfil their requirements if they buy those. This means, through the help of this, they can increase the overall knowledge of the customers and if they can effectively perform the marketing, then the customers can be motivated. Thus, if the companies can perform their marketing effectively, then they can be able to increase the level of engagement of the consumers.

More consumer engagement causes more potential for business growth. The reason is that if the level of consumer engagement is increased, then it can be easier for the company officials to significantly help them to make the consumers aware of what they need in the current era and what purpose the products or services with the respective companies can serve to them. At the same time, if the consumers can be motivated through the efficient marketing of the companies and if the consumers purchase those and can experience the

actual benefits, then their motivation and trust level can be increased. This helps to develop a good reputation in the market. At the same time Hanaysha et al. (2021), have also stated that developing a good reputation helps to build a strong brand image of the companies and this contributes to boosting the overall sales of the companies. Based on all these, it is understood that marketing is highly effective for the success of the business of all organisations.

3.1.2 Traditional and digital marketing

As stated by Melović et al. (2020) and Schaefer (2015), marketing is essential for business success and since various kinds of marketing are there, it is the responsibility of the companies to adopt and use the most suitable marketing strategies through the help of which, they can be able to conduct their marketing with the utmost level of efficiency. If the types of marketing are explored, then it can be seen that mainly two types of marketing are there and those are traditional marketing and digital marketing. According to Silvia (2019), traditional marketing is a thing that uses only offline media like television, newspapers, billboards, magazines, radio and other platforms to give advertisements for the products and services of any specific company. On the other hand, digital marketing is a form through the help of which, the advertisers use various kinds of online platforms to advertise the products and services. Digital marketing has multiple forms and those are social media marketing, SEO marketing, influencer marketing, content marketing and many more. Digital marketing is helpful as it benefits the companies to stand out from the competitors in the highly competitive and congested market. Due to this reason, digital marketing is highly necessary.

3.1.3 Effectiveness of various kinds of digital marketing

According to Ajina (2019), content marketing is an essential form of digital marketing. This is about the creation of online materials like videos, blogs and various social media posts through the help of which, the manufacturers of any product and service can advertise those for the sake of increasing customer awareness and engagement of them in the market. The main innovative part of this kind of digital marketing is that it does not directly promote any brand, but rather increases the level of interest of the people towards any specific product or service. Examples of content marketing are videos, podcasts, video blogs and many more. Digital marketing is becoming highly popular in the market of Czech Republic. Even, spending in digital marketing has increased in 2023 and reached 1470 million USD.

Even, the experts have assumed that within 2028, almost 44% of total spending on advertising will be generated through mobile phones. Based on this, it is seen that all are effective as with the help of this, it is seen that the overall popularity of digital marketing is increasing in the Czech Republic with each passing year. The same trend is there in India also. The experts have stated that in India, the current growth rate of digital marketing is increasing and currently it is situated in the middle of 25% to 30% (Statista, 2023). As stated by Basuroy (2023), in India, the entire market for digital media is expanding and the experts also believe that within the next few years, the annual growth rate of this market will be 30%. This massive growth in India is also exploring various kinds of new investment options for the companies. In this way, it is seen the arena for digital marketing is expanding in India and the market is becoming promising with each passing year.

Even Mason et al. (2021) have said that since, in India the market for digital marketing is increasing, all forms of digital marketing can be improved. The thing is that social media marketing is not an exception in this scenario. The author of this article has also stated after the pandemic, the popularity of social media marketing has increased. The reason behind this is that during the time of the pandemic, the movement of people was restricted and for this, social media marketing has become more popular among people as social media platforms became an important area where people used to spend time, during that hard time of captivity. Based on this, it is seen that the overall popularity of social media marketing has increased as people become more engaged in social media. Some current surveys have explored the data that India is a country which is registering a leading growth in social media marketing and social media advertising in this current era. The experts have stated that in 2023, the total market of social media advertising has reached 1.3 billion USD. They are also experiencing that in the period of CAGR 2023-2028, the growth rate has been 3.63%. Even the experts have also stated that by 2028, the market volume will reach to 1.5 billion USD. Not only this, but the experts are also expecting that within 2028, the total number of users will reach 1240 million (Statista, 2023). Based on all this, it is seen that the popularity of social media marketing is increasing in India with each passing year. Thus, it has indicated that the overall popularity of social media marketing has increased with the utmost level of efficiency.

In the broad digital landscape, viral marketing is a potent tool for Indian companies looking to increase brand awareness (Yusoff & Azmel, 2022). The secret to this tactic is to provide material (pictures, films, or even snappy phrases) that viewers find so compelling

that they are forced to share it on social media. When done right, a single piece of content has the power to become viral and quickly expand a brand's reach over a variety of demographics. Indian businesses can get insights from viral marketing that have successfully engaged audiences by utilizing humor, cultural quirks, and social issues (VERMA, 2022). In the Indian market, where social media usage is unusually strong and content sharing is deeply ingrained in digital culture, this strategy can be incredibly beneficial. Understanding the fundamentals of viral marketing and creating content that appeals to Indian audiences are essential for businesses looking to gain prominence online in order to maximize brand recognition.

3.2 Brand awareness

3.2.1 Understanding Online Brand Awareness

According to the research of Dabbous & Barakat, (2020), the concept of brand interactivity plays a crucial role which can help in the expansion of the organisation. This is where the role of online brand awareness plays a crucial role which can increase the brand interactivity of any organisation. In the case of Indian organisations, it can be observed that is use offline mediums to increase their brand awareness with a limited use of online mediums. The purpose of such is to increase the customer base of an organisation by strengthening its presence in social media. It is to ensure that the purchase intention of the customers can be influenced and thus increase the presence of the organisation in the contemporary market.

This notion is supported by the research of Du et al. (2022), which augmented the fact of purchase intention by repurchase intention. It can be observed with the help of online knowledge service that is considered which can be attained by online brand awareness. The purpose of such is to ensure customer satisfaction by maintaining an online presence that plays a crucial role in the expansion of the organisation. This is where three crucial factors play a crucial role including the platform, product and service provider. The integration of three of these components is responsible for maintaining the brand interactivity of an organisation in the online medium. However, increasing online brand awareness can bring about certain challenges one of which includes increased competition from its rivals which can increase the complexity of the organisation.

3.2.2 Methods to Improve Online Brand Awareness

From the perspective of Bashir et al. (2020), green initiatives can help improve the idea of online brand awareness. This is otherwise called green brand mindfulness which assumes a critical part in drawing in clients. A step like this can help build trust, which in turn can help the organization reach its long-term goals. This likewise helps during the time spent creating unwaveringness which assumes a critical part in holding clients for a significant stretch. By and large, it can assist an association with laying out its image picture in web-based mediums which can altogether work on its range to the worldwide market. As a result, businesses should think about using online platforms to increase brand awareness, which can help establish the company's overall growth.

The study by Dedeolu et al. (2020), investigated an additional aspect of social media sharing. This is done to make sure that a company's products are visible to as many customers as possible. For instance, the product's service quality must be displayed on the social media platform, which has the potential to play a crucial role in reaching as many customers as possible. This is because an organization's products and services can benefit greatly from social media sharing. Overall, the company's sales margin can be significantly increased by increasing brand awareness. They may be able to compete with other organizations that can support their operations and help them achieve their long-term objectives.

3.3 Role of digital marketing in improving brand awareness

3.3.1 Digital marketing in brand awareness

According to the opinion of Beig & Nika, (2019), the brand experience is considered to be effective which can help improve the capability of digital marketing. It is due to the role of digital marketing that can help to improve the scope of an organisation from the perspective of operating capability. Moreover, digital marketing can help in the process of showcasing brand equity which can play a vital role in the expansion of an organisation. However, the achievement of brand equity is considered to be a complex task as for this the organisation need to increase its brand experience. This is where the role of digital marketing plays a crucial role as it can help to increase the brand experience of an organisation that can help to achieve brand equity.

Contrary to this, the research of Li et al. (2021), featured the significance of showcasing correspondence. This is an important part of digital marketing that affects how

people know about an organization's brand. It is to ensure that social media engagement is essential to an organization's ability to quickly reach as many customers as possible. The use of social media, which has grown significantly over time, is the primary reason behind this which is crucial for ensuring the overall growth of the organisation and thus helps to achieve its long-term goals. Additionally, it enables an organization to increase its product margin through a variety of promotional strategies which can be implemented with the help of a 4ps or 7ps marketing strategy, allowing it to compete with its rivals and ensure its long-term viability in today's highly competitive market regardless of any sector regarding selling the product in the means of both online and offline mediums. As a result, it can help in the process of developing the digital marketing capabilities of the organisation that can help to develop the overall growth of any organisation.

3.3.2 Methods in which digital marketing can improve brand awareness

According to Makridis et al. (2020) study, it can be argued that smaller businesses face the challenge of increasing brand recognition in other countries, which is profitable for Indian businesses. This is associated with the local organisations which can assist with expanding brand awareness of the organisation. In contrast, another strategy that Indian businesses can employ is integrating online media like Facebook, Instagram, and Twitter, which are potent social media tools for raising brand awareness in global business sectors. It can be useful for collaborating with the customer which can help to create content that is relevant to them and establish a positive brand image for audiences in the local area. On a final note, collaborating with multinational corporations within or outside the country can help with extensive market knowledge and can assist in increasing brand recognition and credibility in international business sectors.

In contrast, a study by Alwan and Alshuridehand (2022), highlighted that customers' and; buyer expectations can affect the brand value of any organization. This is because of the idea that digital marketing can help in such a way that the customers are interested in buying and help to attract them. In addition, digital marketing can also promote electronic word-of-mouth activities that can be used to market a company's products. The ultimate goal is to increase brand equity, which is considered essential to master aspects of brand promotion. Promotion of the company and the product, which is crucial to its long-term goals, will benefit from this to maintain competition in the market.

3.4 Importance of Digital Marketing over Traditional Marketing

3.4.1 Setbacks of Traditional Marketing

According to the research of Ralston et al. (2022), traditional marketing is associated with certain setbacks for which the adoption of digital marketing came into view. One such disadvantage can be identified as inactivity which is responsible for limiting the overall capabilities of any organisation. It is due to the traditional measures that provide limited capacity to digital marketing which significantly limited the capacity of Indian organisations. However, the implications of digital marketing are also associated with certain challenges as it requires significant expertise for which education plays a crucial role. Despite this, the benefits provided by digital marketing are considered crucial and are responsible for improving the organisation's capabilities. To summarise, the primary challenge of traditional marketing is associated with limited gains for which the concept of digital marketing is usually preferred in the modern market.

Another setback of traditional marketing is highlighted by the research of Perchard & MacKenzie, (2021), who implied that the role of awareness is considered to be key in the marketing sector. This is where the role of digital marketing excels and where the gaps in traditional marketing can be found. To be more precise, the approaches of traditional marketing are considered to be limited and thus they provide limited knowledge about the current market. Due to this lack of awareness, the organisations within India are not being able to compete with their international rivals. As a result, such organisations are losing a significant chunk of market share for which they are not able to maintain their competitiveness in the current market.

3.4.2 Advantages of digital marketing over traditional marketing

From the perspective of Rosario & Cruz, (2019), one of the crucial advantages of digital marketing over traditional marketing is associated with innovation. It is due to the technological intervention that is responsible for allowing any organisation the means of flexibility. To be more precise, the scope of digital marketing is considered to be wide and for this reason, it is responsible for allowing organisations to develop new approaches that result in the growth of the organisation. On the other hand, the implications of innovation are considered to be crucial to gain a competitive advantage over its rivals. It is because innovation can allow an organisation to develop new methods that are not developed in the

current market which is the primary advantage of digital marketing over traditional marketing that can support the growth of the organisation.

Another advantage of digital marketing over traditional marketing is highlighted by the research of Goldman et al. (2021), which implies the importance of digital marketing and its scope. To be more precise, the scope of traditional marketing does not incorporate the approaches of technology. Thus, it limits the scope of an organisation for which its expansion capacity also reduces by a significant margin. It is largely due to the usage of technology which is widespread in the global market and thus can help an organisation to expand its operations with the help of digital marketing. To summarize, the expansion capabilities that are provided by digital marketing help expand the operations of an organisation in the global market.

3.5 Role by which contemporary technology can help to improve digital marketing

3.5.1 Importance of AI and SEO to improve the condition of digital marketing

According to López Garca et al. (2019), the significance of computerized promoting is viewed as a clever methodology that can be additionally improved with the consolidation of innovation. For example, the points of view of computer-based intelligence and Search engine optimization can be considered to guarantee that with the assistance of such advances associations in India can grow their general abilities. The goal is to make sure that businesses can figure out what their customers want and when they'll need it in the future. This is where the job of artificial intelligence assumes a significant part which has grown a lot over the course of the years yet at the same time is in consistent turn of events. Then again, Web optimization is viewed as a strong instrument that is liable for further developing client commitment. It is finished by expanding the positioning of a site page, consequently expanding its permeability on the pursuit page.

In contrast, the research of Hassan et al. (2021), demonstrated the significance of artificial intelligence, which, when combined with digital marketing, can assist an organization in formulating a strategy. The reason for such a technique is liable to increment the commitment of the clients in such a way that it can prompt an expansion in income. This is where a company's marketing strategies can be improved with the help of a strong marketing strategy. Adding to this, the joining of computer-based intelligence can assist an

association with further developing its advanced promoting capacities which can be a fruitful variable for Indian associations.

3.5.2 Role of web and data analytics to improve digital marketing

As understood by the examination of Sivarajah et al. (2020), the job of information investigation can assist an association with following its online entertainment capacities. Such measures are taken to guarantee an organization's capacity to manage its capabilities and ensure its long-term viability in the current market. Big data, which is in charge of monitoring customer behaviour, can also be utilized in this manner. It can assist with guaranteeing that the association can follow the way of behaving of the client. Subsequently, it assists them with giving designated ads and items and accordingly helps to build the commitment of the clients. In addition, web analytics can aid in the process of establishing a B2B context, which can improve communication between businesses.

The notion of social media analytics is supported by the research of Van der Vlist & Helmond, (2021), which is responsible for affecting the overall productivity of an organisation. One such advantage can be observed in establishing communication with other businesses. The purpose of such is to ensure collaboration among organisations that are responsible for developing new approaches to gain a market share. This is where the role of social media platform plays a beneficial role that is responsible for increasing the engagement of the organisation. Adding to this, such measures can also help attract organisations which can help form partnerships for achieving a common goal. This enables the process of sourcing data which can help Indian organisations establish their presence in the market and thus help in their overall growth.

4 Practical Part

4.1 Tasks

4.1.1 Task 1 : Social Media Platforms as Cost-Effective Tools for Indian Organizations

Knowledge-based understanding is considered to be a critical aspect that is responsible for helping startup organisations. The purpose of such a measure is responsible for improving the knowledge of marketing experts regarding the notions that are associated with digital marketing. It can help to increase the knowledge base of the learners which in this case is the organisations to take measures that help expand their capabilities. In the case of Indian organisations, it can be observed that these are developing rapidly in the modern market. This is due to the incorporation of technology that is being adopted by Indian organisations one of which is regarding the approaches of digital marketing for which they are subjected to increase their capability in the modern market. Due to these approaches of digital marketing organisations can redesign their marketing approaches for which they can achieve growth in the competitive market of today.

The importance of digital marketing by stating that it is a widely recognized approach in the modern era. It is due to the usage of various digital marketing tools that are used by organisations for which they can achieve success. One such purpose is to exploit the fact of innovation that is responsible for increasing its overall competitiveness. This is performed by establishing an environment that emphasizes the usage of technology. Despite this, such organisations are subjected to certain barriers regarding the choice of tools for digital marketing. This is mostly due to the operation capabilities of the organisations which are different, thus some of the digital marketing tools may be suitable to certain organisations while others are suitable for different organisations. Despite this, the approaches of digital marketing are preferred by the organisation as they increase the awareness of the organisation regarding the market condition for which it can sustain its competitiveness in today's competitive market.

The usage of social media platforms that are used by Indian organisations. The purpose of using such a platform can be identified as to reduce expenditure. It is because due to this, the organisations do not have to set up stores in physical locations for which their expenditure is reduced by a significant margin. On the other hand, the reach of the online

mediums is considerably high when compared to the offline mediums which are exploited by the organisation. It is due to the increased convenience that is provided by the online mediums for which Indian organisations are using this to decrease their expenditure and increase their overall revenue. Contrary to this, the organisations are also able to use the concept of word of mouth for which they can increase their customer base which is adding to their overall growth. In the case of B2B marketing, it also plays a beneficial role in which organisations can maintain communication with each other to ensure that they achieve a common goal.

4.1.2 Task 2 : Influencer Marketing: A Cost-Effective Paradigm Shift in Modern Business Promotion

It can one of the benefits of digital marketing that can be identified is associated with the incorporation of digital technology. This is not feasible in the case of traditional marketing which mostly follows the approaches of offline measures. Another benefit of digital marketing is associated with the allowance of marketing research which is not possible in the case of traditional marketing approaches. As a result, it allows the organisation to deal with the complications that are currently present in the market. On the other hand, market research is considered to be a crucial aspect that is responsible for identifying the flaws within the operational capabilities of the organisation. It provides them with a scope so that they can rectify their mistakes to attain a greater portion of their share in the contemporary market.

Digital marketing over traditional marketing are mostly associated with the incorporation of technology. For instance, the usage of digital marketing promotes the concept of AI which is responsible for improving the marketing approaches of the organisation. One such advantage in this regard is associated with the notion of reduced error in the marketing approaches. It is to ensure that the organisation can reduce the overall cost, manage its products and services, and thus be able to compete with its rivals. The purpose is to ensure that the organisation can reduce its overall expenditure so that a significant chunk of profit can be retained. Contrary to this, social media marketing can also be useful for expanding the competitiveness of the organisation. This is useful in the case of competitive and non-competitive industries which implies the practice of digital marketing can be beneficial for any organisation regardless of their position in the industry.

The significance of force to be reckoned with showcasing which is one more advantage of advanced advertising. This is a basic proportion of virtual entertainment. This is impressively another idea that is liable for expanding the general efficiency of an association. To be more specific, an organization can use social media influencers to promote its goods or services through influencer marketing. It is because of their generally had client base which is taken advantage of by the Indian associations. The approach's popularity can be attributed to its lower cost, which is essential for lowering the organization's overall expenditures. This takes into account holding benefits that can be utilized for different purposes to guarantee the general development of the association. This is on the grounds that advancing a brand's labour and products requires working together with virtual entertainment powerhouses that have a huge and drawn-in following. In addition, it has been demonstrated that influencer marketing is more cost-effective than traditional marketing strategies and can help businesses retain a larger portion of their profits. For this, organizations hoping to expand their client base and further develop their primary concern might find that powerhouse promoting is a helpful instrument.

4.1.3 Task 3 : Customer Engagement and Website Ranking: The Power of SEO in Digital Marketing

The role of AI and SEO is crucial for transforming the practices that are associated with digital marketing. Due to this reason, many of the organisations all over the world use the online mediums to ensure that their businesses can reach out to as many customers as possible. This is where the purpose of the online medium plays a crucial role that is crucial for attracting a significant portion of customers. One such example can be observed in increasing the view of the customers to promote the products of the organisation. Another aspect associated with a campaign is that is responsible for promoting the products to the masses of customers. It is due to the increased online medium usage which is a common factor in the modern era. This is where the role of digital marketing plays a crucial role which allows an organisation to broaden its scope of any organisation when compared with the traditional marketing approaches.

SEO significantly improves the capabilities of digital marketing. This is where the role of big data plays a crucial role and is responsible for identifying the behaviour of the customers in the present or future scenario. It is due to the importance of big data which is one of the technology that is responsible for affecting the behaviour of the customers where

the role of SEO plays a crucial role. The purpose of SEO is to ensure that the website of the organisation can be ranked in the search engine. This is where the role of digital marketing plays a crucial role as such measures of SEO are responsible for affecting the marketing capabilities of the organisation. The purpose of such is to ensure customer engagement in the websites of the organisation can be increased. On the other hand, ranking a website can be considered to be crucial as it can help in the process of engaging customers.

The improvement of digital marketing can be considered through the SEO which is associated with search engines. This is mostly due to the importance of search engines that are responsible for increasing the online presence of an organisation. The purpose of such is to reach out to the global market so that the organisations can increase their customer base. This is where the role of digital marketing materializes and is responsible for helping the organisations in such a manner so that they can be effectively ranked in the search engine. Moreover, the integration of digital marketing in the context of SEO can also help expand the capabilities of an organisation in the Semantic Web. This is considered to be an expansion of the contemporary World Wide Web. This is responsible for affecting the overall productivity of the organisation as the reach of such a medium is considered to be high. For this, it can help such organisations to effectively manage their customers to sustain their competitiveness in the contemporary market.

4.2 Execution of Tasks

This practical part is all about growth or decline in the finances of the various Indian companies after implementing online marketing. Due to this reason, the financial data of the companies from the annual reports and other sources are going to be used in this part.

4.2.1 Digital marketing and its consequences on Tata Motors

Tata Motors being a popular Indian automobile company has implemented digital marketing. Mainly this company uses social media marketing. The marketing officials of this company mainly use social media platforms like Facebook, Instagram, Twitter and others for the sake of promoting all its products and engaging with the customers . The thing is that in most cases, all the social media platforms help this company to remain competitive in the market. Not only social media marketing, but this company also uses email marketing,

SEO marketing, online campaigns and many more. These are helpful for this company to increase its brand awareness among customers.

In this context, its “*#Fantastico Name Hunt*” is one the effective instances. The thing is that in the year 2015, this company unveiled its stylish and dynamic hatchback model ‘Tata Zica’ in the market. At the Auto Expo of 2016, it made its first appearance in front of the people. However, suddenly situation became challenging for this company as Zika virus infection broke out at that time. After appearing in 2016 for the first time, it has been found its success continued till 2019 also. Even from 2020 it saw a massive boost. Even, the World Health Organisation (WHO) declared this as a global health emergency. Mainly this virus spread in Brazil and other parts of South and North America. This caused a dilemma among the marketing officials of this company because of the similarity in the name of this model with the deadly Zika virus. Driven by this dilemma the marketing officials of this company created the above-mentioned campaign, which was a crowd-sourcing competition for all the netizens across the world. Through this campaign, the officials asked all netizens to suggest a suitable name for the new model. Platforms like Twitter, Instagram, Facebook and other platforms were used to spread this campaign.

Figure 1 “#Fantastico Name Hunt” on Twitter

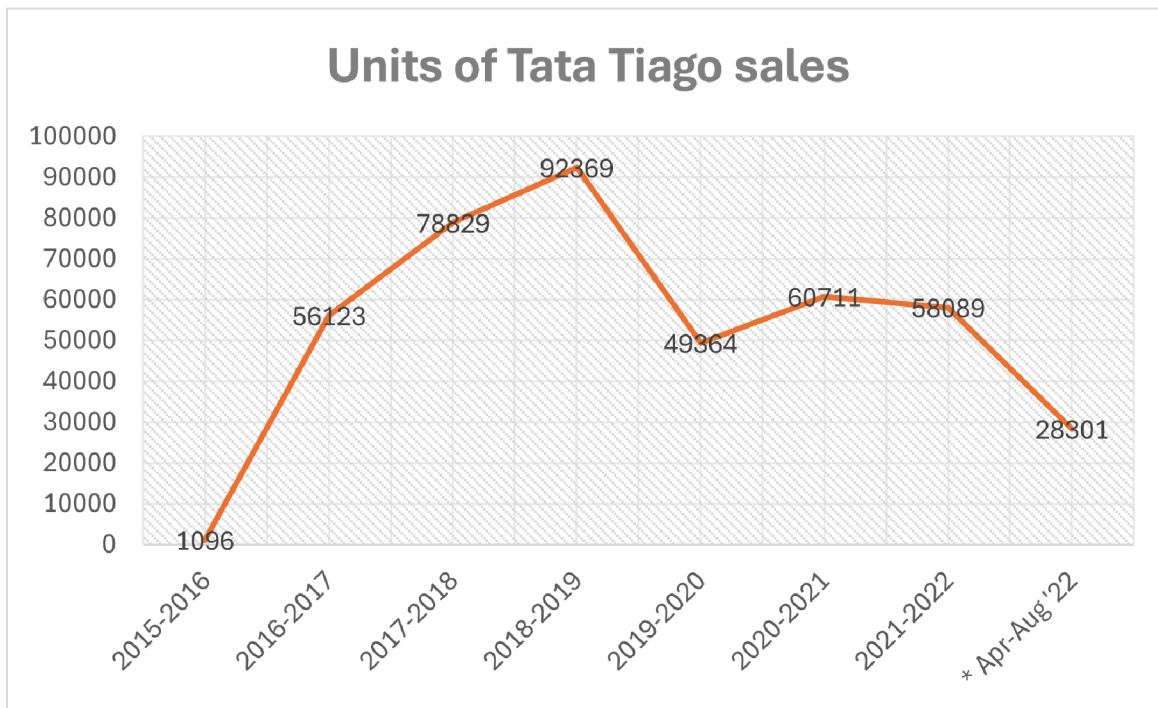


Source: Twitter, 2016

This campaign managed to draw massive responses from people across the world and all the responders suggested a potential preferable name and wished well for the company along with the newly launched model. Out of all the suggested names, the marketing officials finally picked up the name ‘Tata Tiago’ for this new hatchback model. The officials also stated that within three days since the invention of this campaign, almost 48 million people engaged with this and suggested their preferred names. This played as a marketing strategy as with the help of this, a huge number of netizens got to know about that and in this way, their engagement with this brand and the company as well increased .

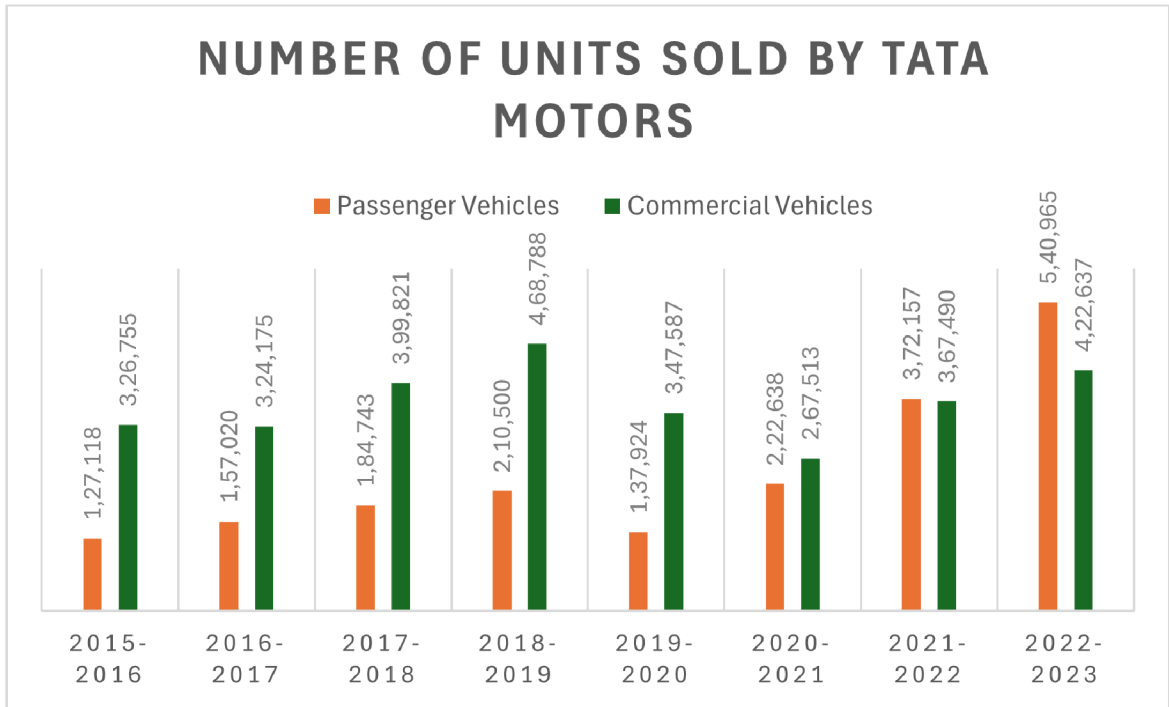
This contributed to massive sales of this model. From March 2020 to March 2023, the volume of its sales gradually increased. In March 2020, the total unit of sale was 1127 and in March 2023, it has been increased to 7366 units. In March 2021, despite the outbreak of the pandemic, the sales unit was increased to 6893 and in 2022; it faced a little decline as it fell to 4002. But, in 2023, it managed to overcome the adversities as a result; it touched the spot of 7366 units.

Graph 1 Tata Tiago Sales between Financial Year 2016 – 2023



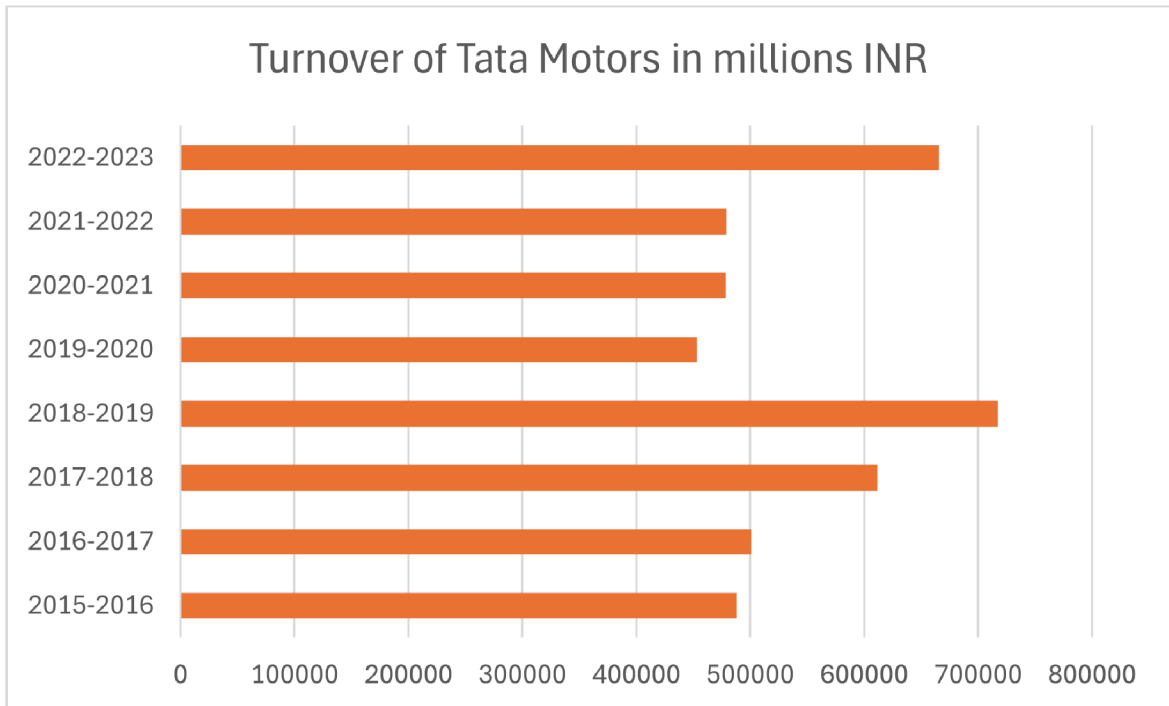
Source: own processing, 2024

Graph 2 Number Of units sold by tata motors between 2015 – 2023



Source: own processing, 2024

Graph 3 Turnover of tata motors between 2015 – 2023



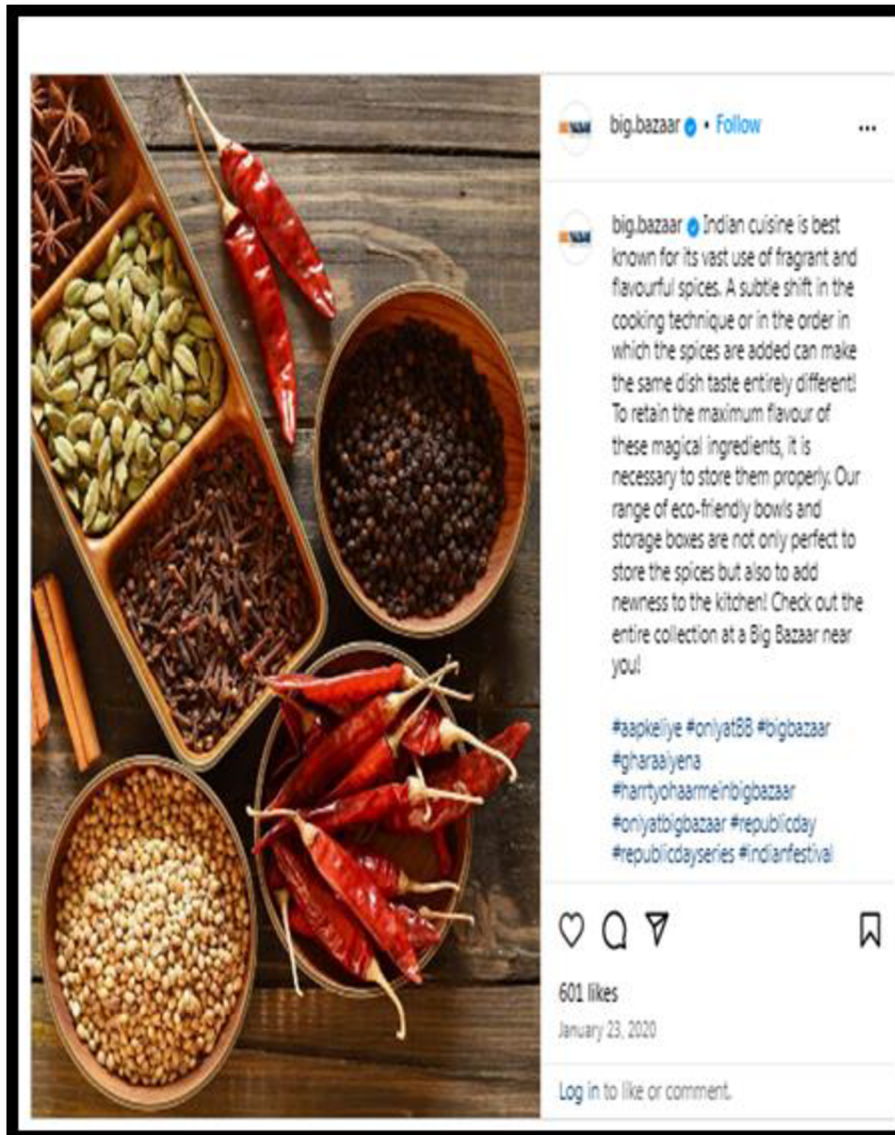
Source: own processing, 2024

4.2.2 Digital marketing and its consequences on Future Retail India

The thing is that the popularity of social media campaigns has been massively popularised among companies with the advancement of several internet users all across the world. Due to this reason, social media marketing, being an important form of digital marketing has started getting rapid traction among social media users. In 2020, the global base of social media users was 2.96 billion and in 2021, this has increased by 3.09 billion. The experts in this context have stated that since 2020 due to the pandemic outbreak, people across the world have become captive at home, and the use of social media increased massively as these were the ways of entertainment for people during that tough time . Due to this reason, all the companies across the globe started using social media marketing to reach the people and in this context, the Indian retail company Future Retail is not an exception.

Future Retail uses the platforms of Instagram, Facebook and Twitter to market its products. Since it is the pioneer in the Indian retail market, it has a vast range of products that include food products, spices, clothing, daily accessories and many more. Due to this reason, it gives advertisements of all its products with catchy pictures and proper descriptions of those products. As an example, it can be said that to promote the unique characteristics of Indian spices, it describes how Indian spices can be beneficial for the users if they use those in their cooking. Apart from this, in January 2020, it launched a saffron-coloured scarf to respect the nationalism among the Indian people at that time; the Republic Day of India was knocking on the door. In this way, it managed to consider the emotions of the people and based on that made the advertisement.

Figure 2 Instagram advertisements of Future Retail 1



Source: Instagram, 2023

Figure 3 Instagram advertisements of Future Retail 2

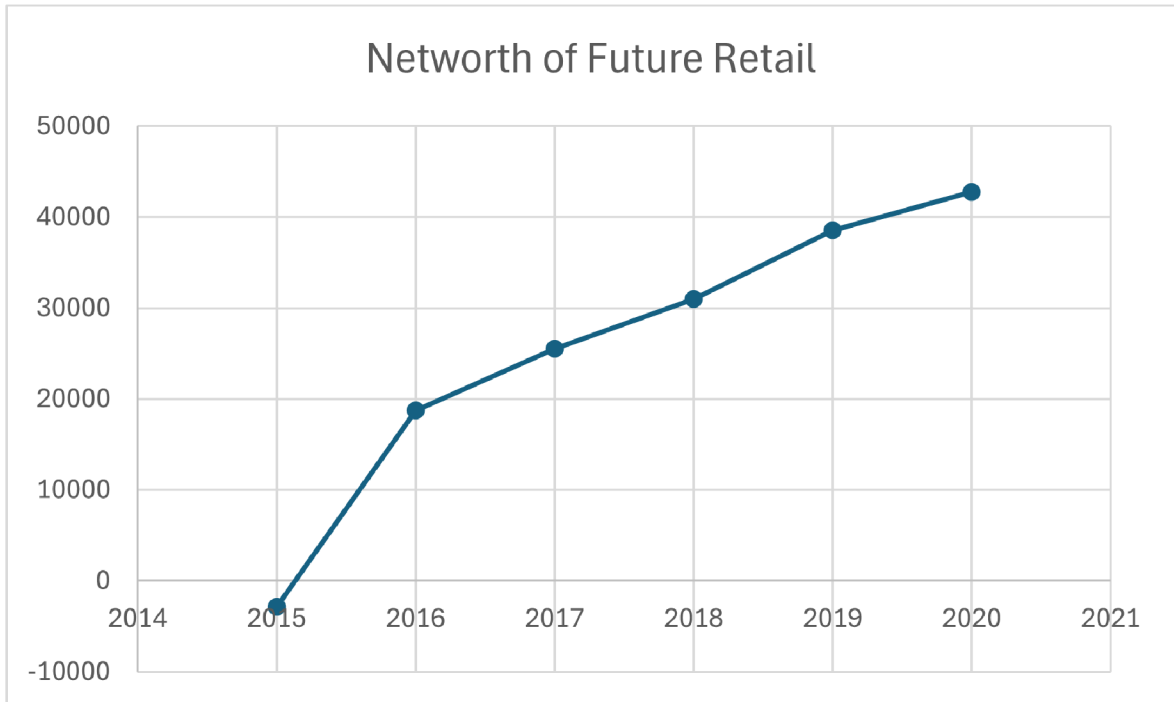


Source: Instagram, 2023

Out of all these, it has been seen that this organisation tries to develop brand awareness among the people through various social media platforms. Not only social media, but Future Retail has tied up with brands like JioMart, PhonePe, Amazon Pay and other platforms to offer discounts and cashback to customers. This helps to attract the attention of the people and helps to increase brand awareness. This helps to develop the brand awareness of this company.

Brand awareness is an effective tool through the help of which, companies can increase their overall capacity to produce leads and revenue as well. Revenue is related to purchasing of the customers and if the customers are unaware about the facilities offered by any specific company, then they will not be able to purchase from the respective companies. Thus, in this context, it is seen that since Future retail has a strong presence on social media platforms, it utilises those.

Graph 4 Increasing net worth of Future retail



Source: own processing, 2024

Thus, it is clearly understood that through the help of digital marketing and brand awareness, it has been able to increase its net worth.

4.2.3: Digital marketing and its consequences on Apollo Hospitals

Apollo is a leading healthcare organisation in the Indian market and the marketing officials of this company also use digital marketing to promote its services. It uses campaigns like “*Reel to Heal*” for the sake of sharing various kinds of informative videos regarding healthcare with people across the nation. During the time of the pandemic, Apollo used this campaign to spread information about the benefits of COVID-19 vaccinations, debunking all the myths that developed over it and tips for maintaining a better and healthier life for the people. Due to this reason, it is seen that in most cases, all are effective. One of the crucial things is that not only vaccinations but this campaign has also been used by this organisation to expose various myths over leprosy, the symptoms like a scratchy throat that indicate the potential of an omicron variant and lastly, how people can understand the development of Covid-infection through normal cough and cold. In this way, Apollo tries to increase awareness of this brand among the people along with their health awareness.

Figure 4 “Reel to Heal” campaign of Apollo Hospital



Source: canit, 2022

Along with this, Apollo uses the platform Twitter also by giving posting regularly regarding all the health related opportunities provided by this organisation to the people of India. Sometimes, it uses Indian celebrities to promote its services. In a post on Twitter, Apollo posted a video of famous Indian cinema artist Rajinikanth where it was seen that he was speaking about how he has been treated well by Apollo.

Figure 5 Celebrity advertisement of Apollo



Source: Twitter, 2021

Out of this, it is understood that digital marketing has helped Apollo to increase its brand awareness as some recent surveys have stated that in the fiscal year of 2023, it has been able to earn 51 thousand INR per day from each occupied bed, while in 2014, it was 24-thousand INR. Even, it is also seen that in 2021, Apollo Hospital topped the list of leading sales-

generating hospitals in India with more or less, 91 billion INR. This indicates that due to effective digital media campaigns, Apollo has been able to have this success .

5 Results and Discussion

5.1 Digital marketing helps develop the marketing capabilities of any organisation

The marketing capabilities of an organisation can be considered as one of the crucial measures that are responsible for expanding the capabilities of an organisation. In the case of Indian organisations, it can be observed that throughout the decades they mostly used the measures of traditional marketing which requires little knowledge. This is regarding the comparison with digital marketing the scope of which is considered to be wide, thus requiring significant knowledge. The end goal is to develop the aspect of knowledge-based learning that is responsible for assessing market conditions prematurely. It is to ensure that, an organisation can capture the behaviour of the customers, thus identify their preferences.

This is judging by the condition of the Indian market which is growing ever more competitive in the current market. For this, such measures are desired for the organisations to ensure that they can sustain their approaches in the contemporary market that is growing ever more competitive. One such reason behind this is that in the current market, such organisations are growing ever more competitive as they are developing new approaches in the means of unique products and services. However, the assessment of the market is considered to be a complex task for which organisations must consider the factors of knowledge-based learning.

5.2 Start-up organisations particularly benefited from the means of digital marketing

The role of digital marketing is considered to be beneficial in attracting the customer base of the organisation. For this reason, startup organisations within India can use these measures to ensure that they can attract a significant portion of customers. However, the organisations within India are subjected to a limited budget which is viable for startup organisations. Despite this, they are poised to use the measures of digital marketing to increase their customer base and support the growth of the organisation (Patil et al. 2022). This is where the role of digital marketing tools becomes beneficial which can help an

organisation to effectively manage its digital marketing capabilities and which Indian organisations lack.

On the other hand, the aspect of social media platforms has been utilized that is responsible for affecting the overall productivity of an organisation. It is mostly due to the convenience of social media platforms that are considered to be free and thus is a relevant approach when considering the budgets of smaller organisations (Hawaldar et al. 2022). Another reason behind this can be identified as setting up physical stores can be considered to be costly as requires the purchasing of land. For this, the implications of social media are considered to be one of the crucial aspects that is expanding the capabilities of Indian startup organisations. Another aspect is associated with the incorporation of setting up B2B approaches that are responsible for affecting the overall productivity of an organisation. It enables the organisation to effectively manage its communication with other organisations that are responsible for improving the overall capabilities of the organisation.

This similar notion can be observed in the relevant literature that is responsible for depicting the importance of social media analytics. This is mostly due to the importance of analytics that can help track the engagement of the customers. The purpose of such is to increase the attraction of customers to ensure that they can increase their productivity in the means of sales and thus revenue margin.

5.3 The approaches of traditional marketing are associated with certain challenges

The approaches of traditional marketing are associated with certain challenges for which the role of digital marketing materializes. One such setback involves the incorporation of technology that is somewhat relevant when considering the aspect of modern marketing. This can be further augmented by the fact that the traditional approaches of marketing mostly involve the approaches of offline mediums. Such measures are responsible for affecting the overall productivity of Indian organisations from a negative perspective. On the other hand, digital marketing is responsible for using the measure of online mediums that are largely being used by online mediums. As a result, it allows organisations in India to increase their presence in the market, thus attracting new customers. Market research is considered to be another aspect that must be performed by organisations to identify the condition of the current market. This is one of the setbacks of traditional marketing that limits the knowledge

of the market, thus disables the ability of the organisation to expand its capabilities in the market. On a final note, it provides them with a scope by which an organisation can increase its capability to ensure that it can attract a significant market share with the measures of digital marketing.

This similar notion can also be observed in the literature that is responsible for affecting the depiction of the importance of brand awareness. This is mostly due to the incorporation of social media marketing which is responsible for increasing the engagement of customers. It is mostly due to the importance of customer engagement that can increase the sales margin of an organisation. Adding to this, the usage of social media can also be considered to be crucial as it is being widely used by the global populace. This is not viable in the case of traditional marketing as such an approach does not emphasize using the benefit of digital marketing. As a result, it is leading to the degrading capability of the organisation which is not able to gain a significant market share. Additionally, it also helps an organisation to develop its marketing strategies, thus enhancing its marketing capabilities to ensure the overall growth of the organisation.

5.4 Digital marketing largely manages the limitations of traditional marketing

The traditional approaches of marketing are associated with certain challenges that are responsible for reducing the capabilities of the organisation. This is where the role of digital marketing materializes which is responsible for managing the setbacks of traditional marketing to ensure that an organisation can improve its marketing capabilities. One such setback is associated with the usage of AI which is one of the technologies that has gained significant fame over the years. It is because AI is one of the technologies that reduces the burden on humans by streamlining many of the functions within an organisation. Due to this, organisations in India can reduce its overall cost, thus able to increase its revenue by a significant margin. Another aspect is associated with the usage of social media marketing which plays a vital role in promoting the products of the organisation. In this perspective, AI also plays a crucial role and along with digital marketing identifies the behaviour of the customers.

Another advantage of digital marketing is associated with the incorporation of advertisements that play a major role in customer engagement. However, the concept of

advertising is also viable in traditional marketing; the only difference is the effectiveness of the advertisement in digital marketing consists of many advanced features such as targeted advertisement so the advertisement can only be visible to its intended customers. Thus, promotes the aspects of customer engagement that are considered to be crucial in improving the sales margin of an organisation. Furthermore, influencer marketing is also considered to be crucial which is one of the benefits of digital marketing which is not possible in the case of traditional marketing.

This similar notion can also be identified in relevant literature which highlights the importance of influencer marketing in contemporary organisations. It is considered to be a new concept that is responsible for reaching out to customers in a convenient manner (Silvia, 2019). However, the implications of digital marketing are not only limited to the approaches of influencer marketing but also incorporate SEO marketing, content marketing along many others. Despite this, the usefulness of digital marketing only materializes for an organisation by establishing its presence in online mediums. As a result, it allows the organisation to effectively implement its services to increase its overall revenue, thus helping in its growth.

5.5 AI improves the efficiency of extracting customer data from social media platforms and data automation processes in SEO marketing

As stated by Dwivedi et al. (2021), Artificial Intelligence (AI) is highly effective in social media marketing and with the help of this, segmentation of data has been improved. In this context, AI helps the marketing officials of any company, deal with large amounts of data set and based on this, the marketing officials can make marketing strategies for them. Since AI can easily analyse the behaviours of the users of social media platforms, it can easily segment the trends that are preferred by the customers. In this way, AI helps to focus on improving the overall process of analysis of real-time data. One of the crucial things is that apart from social media marketing, AI also helps to improve SEO marketing also. In this kind of marketing also, AI helps the markers in the companies to automate data effectively. Based on this, it helps in the path of pinpointing the trends of customer behaviours. In this way, it becomes easier for the marketers to analyse the market trends. Journal by Dabbous & Barakat have also stated that if the marketing officials of all companies can significantly analyse the market trends, then brand awareness increased. Thus, out of this, it is understood that with the help of all these, the overall marketing of the

organisations can be improved. In the context of Tata Motors, Future Retail and Apollo hospitals, it is understood that the marketing officials of all these companies have significantly used AI and through the help of this technology, they have been able to improve their performances.

AI-based data analytics can significantly use machine learning techniques through which it can explore insights regarding market trends, and new patterns in the market and discover new solutions to the current issues. Even, AI-based big data analytics also help to detect all the faults in the current strategies. It helps to predict future trends also. Based on this, it helps the officials of the business organisations to have proper information regarding the market situation which is highly necessary for them to make the digital marketing strategy. Thus, it helps to focus on things like effective management of the digital marketing process.

6 Conclusion

The primary focus of the thesis materializes on two factors one of which is focused on the theoretical part and another one is about the practical part. Both of these factors are considered to be crucial in establishing the three objectives of the thesis. The theoretical part is focused on qualitative secondary data collection which is performed employing peer-reviewed articles. On the other hand, the practical part incorporates the approaches to the annual revenue of the organisations that are operating in India.

The first task of the thesis highlights the importance of digital marketing which can help startup organisations to improve their business capabilities. From the thesis, it can be observed that Indian organisations are achieving growth in the market in the current market. It is mostly due to the usage of technology one of which is associated with the usage of digital marketing. However, organisations in India due to economic constraints are largely unable to use the measures of digital marketing that are responsible for affecting the overall capabilities.

The second task of the thesis incorporates the benefit of digital marketing over traditional marketing. From the thesis, it can be observed that one such benefit is associated with the usage of AI which significantly improves the marketing capabilities of the organisation. Contrary to this, market research is considered to be another aspect that is provided by digital marketing. This is not possible in the case of traditional marketing, thus organisations can understand the requirements of customers. Another aspect is regarding social media marketing which is responsible for highlighting the importance of the organisation. It is due to the importance of social media that has gained enough importance in the modern era and is a critical component of digital marketing.

The third task of the thesis is associated with the incorporation of AI, SEO and web and data analytics all of which are responsible for improving the quality of business. One such explanation can be observed in the usage of online mediums that are useful for improving the overall capabilities of the organisation. Another factor is associated with the incorporation of search engines that are responsible for affecting the online presence of an organisation. Such a measure is useful for increasing the website ranking of any organisation so that it can be visible to the customers as much as possible.

From all the findings, it can be observed that it emphasizes the Indian organisation that is limiting the capabilities of the organisation. For instance, it is responsible for considering

only the Indian organisations which are currently attempting to use the measures of digital marketing. However, the usage of digital marketing cannot only be observed in the case of Indian organisations as businesses from other countries also use digital marketing. As a result, it can broaden the scope of the thesis which can also be useful for increasing the knowledge of the learner, thus maintaining its integrity. This can not only satisfy the objectives of the thesis but can enable the learner to develop research from own self in the future.

7 References

- AJINA, A. S. (2019). *The role of content marketing in enhancing customer loyalty: an empirical study on private hospitals in Saudi Arabia*. *Innovative Marketing*, 15(3), 71-84. [http://dx.doi.org/10.21511/im.15\(3\).2019.06](http://dx.doi.org/10.21511/im.15(3).2019.06)
- ALWAN, M., & ALSHURIDEH, M. (2022). *The effect of digital marketing on purchase intention: Moderating effect of brand equity*. *International Journal of Data and Network Science*, 6(3), 837-848. doi: 10.5267/j.ijdns.2022.2.012
- BASHIR, S., KHWAJA, M. G., RASHID, Y., TURI, J. A., & WAHEED, T. (2020). *Green brand benefits and brand outcomes: The mediating role of green brand image*. *Sage Open*, 10(3), 2158244020953156. <https://doi.org/10.1177/2158244020953156>
- BASHIR, S., KHWAJA, M. G., RASHID, Y., TURI, J. A., & WAHEED, T. (2020). *Green brand benefits and brand outcomes: The mediating role of green brand image*. *Sage Open*, 10(3), 2158244020953156. <https://doi.org/10.1177/2158244020953156>
- BASUROY, T. (2023). *Topic: Digital Marketing in India*. Statista. <https://www.statista.com/topics/9327/digital-marketing-in-india/#topicOverview>
- BEIG, F. A., & NIKA, F. A. (2019). Brand experience and brand equity. *Vision*, 23(4), 410-417. DOI: 10.1177/0972262919860963
- BUSINESSTODAY.IN. (2016, February 23). *Tata Motors renames Zica hatchback as Tiago*. Business Today. <https://www.businesstoday.in/auto/story/tata-motors-renames-zica-hatchback-as-tiago-59043-2016-02-23>
- DABBOUS, A., & BARAKAT, K. A. (2020). *Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention*. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- DEDEOĞLU, B.B., VAN NIEKERK, M., KÜÇÜKERGIN, K.G., DE MARTINO, M. AND OKUMUŞ, F., 2020. *Effect of social media sharing on destination brand awareness and destination quality*. *Journal of Vacation Marketing*, 26(1), pp.33-56. <https://doi.org/10.1177/1356766719858644>
- DU, H. S., XU, J., TANG, H., & JIANG, R. (2022). *Repurchase intention in online knowledge service: The brand awareness perspective*. *Journal of Computer Information Systems*, 62(1), 174-185. <https://doi.org/10.1080/08874417.2020.1759159>

- DWIVEDI, Y. K., ISMAGILOVA, E., HUGHES, D. L., CARLSON, J., FILIERI, R., JACOBSON, J., ... & WANG, Y. (2021). *Setting the future of digital and social media marketing research: Perspectives and research propositions. International Journal of Information Management, 59*, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- GOLDMAN, S. P., VAN HERK, H., VERHAGEN, T., & WELTEVREDEN, J. W. (2021). *Strategic orientations and digital marketing tactics in cross-border e-commerce: Comparing developed and emerging markets. International small business journal, 39(4)*, 350-371. <https://doi.org/10.1177/0266242620962658>
- HANAYSHA, J. R., & AL-SHAIKH, M. E. (2022). *A conceptual review on entrepreneurial marketing and business sustainability in small and medium enterprises. World Development Sustainability, 100039*. <https://doi.org/10.1016/j.wds.2022.100039>
- HANAYSHA, J. R., AL SHAIKH, M. E., & ALZOUBI, H. M. (2021). *Importance of marketing mix elements in determining consumer purchase decision in the retail market. International Journal of Service Science, Management, Engineering, and Technology (IJSSMET), 12(6)*, 56-72. <https://doi.org/10.4018/IJSSMET.2021110104>
- HANAYSHA, J. R., AL-SHAIKH, M. E., JOGHEE, S., & ALZOUBI, H. M. (2022). *Impact of innovation capabilities on business sustainability in small and medium enterprises. FIIB Business Review, 11(1)*, 67-78. DOI: 10.1177/2319714521104223
- HASSAN, A. (2021). *The usage of artificial intelligence in digital marketing: A review. Applications of Artificial Intelligence in Business, Education and Healthcare, 357-383*. <https://doi.org/10.1007/978-3-030-72080-3>
- HAWALDAR, I. T., ULLAL, M. S., SAREA, A., MATHUKUTTI, R. T., & JOSEPH, N. (2022). *The study on digital marketing influences on sales for B2B start-ups in South Asia. Journal of Open Innovation: Technology, Market, and Complexity, 8(1)*, 23. <https://doi.org/10.3390/joitmc8010023>
- LI, F., LARIMO, J., & LEONIDOU, L. C. (2021). *Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. Journal of the Academy of Marketing Science, 49*, 51-70. <https://doi.org/10.1007/s11747-020-00733-3>

- LI, J., KIM, W. G., & CHOI, H. M. (2021). *Effectiveness of social media marketing on enhancing performance: Evidence from a casual-dining restaurant setting*. *Tourism Economics*, 27(1), 3-22. <https://doi.org/10.1177/1354816619867807>
- LÓPEZ GARCÍA, J. J., LIZCANO, D., RAMOS, C. M., & MATOS, N. (2019). *Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study*. *Future Internet*, 11(6), 130. doi:10.3390/fi11060130
- MASON, A. N., NARCUM, J., & MASON, K. (2021). *Social media marketing gains importance after Covid-19*. *Cogent Business & Management*, 8(1), 1870797. <https://doi.org/10.1080/23311975.2020.1870797>
- MELOVIĆ, B., JOCOVIĆ, M., DABIĆ, M., VULIĆ, T. B., & DUDIC, B. (2020). *The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro*. *Technology in Society*, 63, 101425. <https://doi.org/10.1016/j.techsoc.2020.101425>
- PATIL, A. S., NAVALGUND, N. R., & MAHANTSHETTI, S. (2022). *Digital marketing adoption by start-ups and SMEs*. *SDMIMD Journal of Management*, 13, 47-61. DOI:10.18311/sdmimd/2022/29677
- PERCHARD, A., & MACKENZIE, N. G. (2021). *Aligning to disadvantage: How corporate political activity and strategic homophily create path dependence in the firm*. *Human Relations*, 74(7), 978-1006. doi: 10.1177/0018726720908923
- RALSTON, K., EVERINGTON, D., FENG, Z., & DIBBEN, C. (2022). *Economic inactivity, not in employment, education or training (NEET) and scarring: The importance of NEET as a marker of long-term disadvantage*. *Work, Employment and Society*, 36(1), 59-79. <https://doi.org/10.1177/0950017020973882>
- ROSARIO, A. M. F. T., & CRUZ, R. N. (2019). *Determinants of innovation in digital marketing*. *Journal of Reviews on Global Economics*, 8(1), 1722-1731. <https://doi.org/10.6000/1929-7092.2019.08.154>
- SCHAEFER, M. W. (2015). *The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, And Your Business*. Boston, MA: Harvard Business Review Press. ISBN 978-0692372333.
- SILVIA, S. (2019). *The importance of social media and digital marketing to attract millennials' behavior as a consumer*. *Marketing*, 4(2), 7-10. <http://dx.doi.org/10.18775/jibrm.1849-8558.2015.42.3001>

- SIVARAJAH, U., IRANI, Z., GUPTA, S., & MAHROOF, K. (2020). *Role of big data and social media analytics for business to business sustainability: A participatory web context*. *Industrial Marketing Management*, 86, 163-179. <https://doi.org/10.1016/j.indmarman.2019.04.005>
- STATISTA.COM. (2023). *Digital Advertising - Czechia: Statista market forecast*. Statista. <https://www.statista.com/outlook/dmo/digital-advertising/czechia>
- STATISTA.COM. (2023). *Social Media Advertising - India: Statista market forecast*. Statista. <https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/india>
- VAN DER VLIST, F. N., & HELMOND, A. (2021). *How partners mediate platform power: Mapping business and data partnerships in the social media ecosystem*. *Big Data & Society*, 8(1), 20539517211025061. <http://dx.doi.org/10.1177/20539517211025061>
- VERMA, P. K. (2022). *A STUDY ON MARKETING THROUGH MEMES* (Doctoral dissertation). <https://doi.org/10.1108/00251740010371748>
- YUSOFF, S. M., & AZMEL, A. A. M. A. (2022). *Brand Awareness: The Influence of Social Media During the Covid-19 Pandemic*. *BASKARA: Journal of Business and Entrepreneurship*, 5(1), 68-82. 10.54628

8 List of pictures, graphs, and abbreviations

8.1 List of pictures

Figure 1 “#Fantastico Name Hunt” on Twitter	27
Figure 2 Instagram advertisements of Future Retail 1	31
Figure 3 Instagram advertisements of Future Retail 2	32
Figure 4 “Reel to Heal” campaign of Apollo Hospital	34
Figure 5 Celebrity advertisement of Apollo	35

8.2 List of graphs

Graph 1 Tata Tiago Sales between Financial Year 2016 – 2023	28
Graph 2 Number Of units sold by tata motors between 2015 – 2023	29
Graph 3 Turnover of tata motors between 2015 – 2023	29
Graph 4 Increasing net worth of Future retail	33

8.3 List of abbreviations

AI	Artificial Intelligence
B2B	Business to Business
CAGR	Compound Annual Growth Rate
INR	Indian Rupee
IT	Information Technology
SEO	Search Engine Optimization
SMA	Social Media Advertising
USD	United States Dollar
4Ps	Product, Price, Place, Promotion
7Ps	Product, Price, Place, Promotion, People, Process, and Physical evidence

9. Appendix

9.1 Questionnaire

- I. How important do you think digital marketing is for businesses in India?**
 - *It's very important if you want to grow your business faster and gain brand awareness.*

- II. Which digital marketing channels do you believe are most effective in the Indian market?**
 - *Social Media, Content Marketing, and Influencer Marketing are most effective, according to users review.*

- III. How often do you come across online advertisements while using social media or browsing websites?**
 - *According to user answers, there are 80% chances they come across online advertisement while using social media or browsing websites.*

- IV. Do you find online ads relevant to your interests or needs?**
 - *According to user answers, 60% of online ads are relevant to their interests or needs.*

- V. How would you rate the adoption of technology, including AI, in digital marketing practices in Indian organizations?**
 - *100% Indian organization should adopt AI technologies in their marketing strategies, because that would help them to get more reach and write good content for marketing.*

- VI. Do you believe that digital marketing has a significant impact on customer engagement and brand awareness in the Indian market?**
 - *According to user answers, 90-99% digital marketing has a significant impact on customers engagement and brand awareness in Indian market.*

- VII. Which social media platform(s) do you believe holds the most potential for businesses in India to connect with their target audience?**
 - *Instagram and YouTube hold the most potential in Indian market.*

- VIII. Have you noticed a shift towards video content in digital marketing strategies within Indian organizations?**
 - *Yes, users noticed a significant shift towards video content in digital marketing strategies.*

- IX. In your opinion, how influential are online customer reviews and ratings in shaping the reputation of a business in the Indian digital landscape?**
 - *It's very influential if a brand or product has good ratings, which will help in gaining brand awareness and recognition.*

Source : Own processing, 2024

All these questions are based on the survey, which was taken from users via Google Forms to get reviews regarding digital marketing and brand awareness, and that helped in the preparation of this thesis.