

## Research Paper

### **A PROJECT REPORT ON NEW TRENDS IN DIGITAL MARKETING AND ITS ROLE IN CHANGING CONSUMER BEHAVIOR AND MARKET EXPANSION” AT BHARTI AIRTEL LIMITED**

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## **ABSTRACT**

Digital marketing continues to evolve, driven by technological innovations and changing consumer preferences, significantly influencing buying behavior and market expansion. This study examines emerging trends in digital marketing, including artificial intelligence (AI), influencer marketing, video content, social commerce, voice search optimization, personalized marketing, and augmented reality (AR) experiences. These trends allow businesses to engage consumers in more interactive, personalized, and immersive ways, fostering stronger brand relationships and influencing purchasing decisions.

## **I. INTRODUCTION**

Digital marketing advertises on the internet and via gadgets. It combines techniques and technology to connect firms with their target audience in real time, measure consumer responses, and tailor marketing messages to client preferences. Digital marketing allows companies communicate with consumers, understand their needs, and respond swiftly. Digital marketing influences consumer behavior and decision-making better with interaction. Recent advances in AI, machine learning, big data analytics, automation, and cloud computing have changed digital marketing. These technologies let companies track internet use, client behavior, and offer tailored adverts. Businesses may now target specific customer groups, improving conversions and satisfaction. Data-driven marketing improves campaigns and cuts costs.

Digital marketing has transformed business interactions, product promotion, and market growth. In today's competitive, tech-driven world, corporations need more than print, TV, radio, and outdoor hoardings. Social media, search engines, mobile applications, email, influencer, content, and AI-based advertising systems are used instead. Digital payment methods, smartphone usage, and internet use have propelled digital marketing across industries.

Digital marketing changes consumer behavior significantly. Consumer behavior examines how individuals, communities, and organizations acquire, utilize, and discard goods and services. Consumer behavior has altered due to online reviews, social media, influencer recommendations,

digital advertisements, and peer interactions. Consumers are smarter, more connected, and stronger. Their considerable product and service expertise helps them make smarter purchase decisions.

## **II. NEED OF THE STUDY**

Modern firms use digital marketing to engage customers, promote brands, and expand. Social media, search engines, smartphone applications, and influencer marketing are replacing traditional marketing. Modern digital marketing helps Bharti Airtel Limited access a large user base and compete in telecommunications. Online advertisements, targeted marketing, and digital communication are rapidly changing customer behavior. Customers are more informed, selective, and influenced by digital content. Thus, digital marketing trends must be examined to understand brand impression and consumer choice.

## **III. OBJECTIVES OF THE STUDY**

1. Examine how digital marketing affects client purchases.
2. Determine Airtel's best digital marketing tools (social media, email, online ads).
3. Study how digital marketing affects brand preference and purchase  
Digital marketing's influence on Airtel customers' satisfaction is assessed.
5. Assess Airtel's digital marketing's consumer acquisition and retention.

## **IV. SCOPE OF THE STUDY**

- This study investigates how new digital marketing trends impact Airtel consumer behavior and market growth.
- The paper covers digital marketing strategies like: Marketing on social media Search engine optimization
- Influencer advertising Marketing via email Mobile advertising Ads online The strategies effect consumer awareness, preferences, purchasing behavior, and brand loyalty

## **V. RESEARCH METHODOLOGY**

Creating Research Designs

Digital marketing and consumer behavior are studied via descriptive research. Data

## Collection

### Primary Information

Customers of Airtel get structured surveys to gather primary data.

### Secondary Information

Secondary data originates from: Books

### Journals

- Articles from research
- Business reports
- Websites
- Online publications

### Method of Sampling

Responders are selected using a convenience sample. The size of the sample

For the study, a survey of 100 Airtel consumers was conducted.

Instruments for Analysis • Analysis of percentages • Tables and charts • Visual depiction Area of Study

Customers of Bharti Airtel Limited in a certain location are included in the study. Time

Spent Studying

Depending on data collection, the study takes 45 days to complete.

## VI. REVIEW OF LITERATURE

### 1. Philip Kotler (2017)

Digital marketing has made marketing customer-focused, said Philip Kotler. He said online platforms let companies directly contact people and influence their purchases via targeted communication. The survey says social media, SEO, and content marketing help companies reach more clients. Kotler noted that online reviews and digital interactions increasingly influence consumer behavior. He said companies must use integrated digital marketing strategies to compete in a fast-changing global market driven by technology and consumer engagement.

## 2. Dave Chaffey (2019)

Dave Chaffey studied how digital marketing channels influence customers. The study indicated that social media and SEO affect consumer awareness and preferences. He found personalized advertising increases sales and engagement. Chaffey said data analytics illuminates consumer behavior and optimizes marketing. He said digital marketing trends enable companies reach global audiences and provide personalized customer experiences that promote brand loyalty and trust.

## 3. Avinash Kaushik (2020)

Avinash Kaushik studied digital marketing analytics. Studies show that digital technology let companies track client behavior in real time, improving marketing decisions. He found that personalized content and online interaction substantially influence client behavior. The study reveals that analytics-based marketing boosts customer satisfaction and retention. Kaushik said data-driven marketing is needed to understand client needs and grow in competitive telecommunications and digital industries.

## 4. Seth Godin (2018)

Digital permission-based marketing was emphasized by Seth Godin. Customers like relevant, non-intrusive communication, he says. Research reveals that trust and authenticity affect consumer behavior

## VII. DATA ANALYSIS & INTERPRETATIO

### 1. Gender

| Option       | Frequency  | Percentage  |
|--------------|------------|-------------|
| Male         | 55         | 55%         |
| Female       | 43         | 43%         |
| Other        | 2          | 2%          |
| <b>Total</b> | <b>100</b> | <b>100%</b> |

**INTERPRETATION:** There are more male replies (55%) than female responses (43%), with 2% identifying as other. This indicates a balanced gender distribution, despite the fact that males are somewhat more common. Every category shows survey participation. Conclusions based on gender perceptions may be impacted by this distribution. Nonetheless, the almost equal representation

eliminates gender bias in responses, improving the accuracy and generalizability of the data set.

## 2.Age Group

| Option       | Frequency  | Percentage  |
|--------------|------------|-------------|
| Below 18     | 10         | 10%         |
| 18–25        | 40         | 40%         |
| 26–35        | 25         | 25%         |
| 36–50        | 15         | 15%         |
| Above 50     | 10         | 10%         |
| <b>Total</b> | <b>100</b> | <b>100%</b> |

**INTERPRETATION:** 18–25 years old account for 40% of responses, with 26–35 years old coming in second at 25%. 36–50 (15%), under 18 (10%), and over 50 (10%) have smaller proportions. Young people, either students or aspiring professionals, are likely to have an impact on the survey. All age groups provide diversity in responses, even if younger people make up the majority of the sample. As a consequence, study findings may significantly reflect the viewpoints, passions, and behaviors of younger generations more than those of older age groups.

## 3.Awareness of Airtel Digital Marketing Campaigns

| Option       | Frequency  | Percentage  |
|--------------|------------|-------------|
| Yes          | 78         | 78%         |
| No           | 22         | 22%         |
| <b>Total</b> | <b>100</b> | <b>100%</b> |

**INTERPRETATION:** While 22% of respondents are unaware of Airtel's digital marketing activities, the majority (78%) are. Airtel has a strong online presence and successful digital marketing campaigns. High awareness suggests that Airtel has used online platforms to reach its target demographic. But a small portion are ignorant, necessitating more targeting or outreach. Effective communication strategies and a strong online presence increase user brand identification.

## VIII. FINDINGS

- Male participation (55%) is slightly higher than female participation (43%), indicating near gender parity in responses.

The majority of respondents (40%) are between the ages of 18 and 25, suggesting that the sample is youth-driven

According to 55% of respondents, advertising has a moderate to significant impact on consumer purchasing decisions.

## IX. SUGGESTIONS

To address the 22% of the public who are ignorant of Airtel's digital marketing efforts, the company needs improve its targeting strategies.

2. The company should give less popular channels like WhatsApp, Google Ads, and email marketing priority in order to expand outside of YouTube and Instagram.

3. For respondents who only sometimes encounter advertisements, Airtel should provide consistent and customized ad exposure.

4. To encourage sales, improve digital advertisements with interaction and customization.

5. To attract customers, Airtel could enhance influencer marketing and the quality of its video content.

## X. CONCLUSION

Customers have a strong and effective online presence, according to Airtel's digital marketing study. The majority of respondents saw advertisements on YouTube and Instagram and are aware of Airtel's digital marketing. The study found that digital marketing affects customer trust, brand perception, and purchase decisions. Discounts and video advertisements particularly appeal to users. Airtel's digital marketing strategy increases customer acquisition, brand awareness, and loyalty. Customization and reach on less popular platforms, however, could be enhanced

## XI. REFERENCES

### Books

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