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THE NEW MARKETING PARADIGM IN INDIA: AN EXPLORATORY RESEARCH OF EMERGING TRENDS (2019-2025)

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Abstract

This Present Research uses secondary data analysis to examine the shifting marketing paradigm in India between 2019 and 2025. It concentrates on the structural changes that have transformed how businesses reach, engage, convert, and sustain customers. Evidence points out that India's marketing system has shifted from a mainly platform-centric digital model to a more integrated ecosystem shaped by data-driven customisation, digital payments, social commerce, quick trade & business, rural connectivity, mass online use, and creator-led communication. With the goal to determine the most important trends—such as surge in active internet users, the growth of regional and vernacular audience segments, the expansion of retail media, influencer regulation, the increasing accessibility of e-commerce, and AI-enabled targeted advertising—the study utilises publicly accessible industry and institutional reports. The outcomes highlight concerns with compliance, consumer data use, and platform dependency, but they also point out that the new marketing paradigm in India is marked by accessibility, velocity, trust-based engagement, and measurable performance centred. Therefore to comprehend the switch from traditional and fragmented marketing strategies to an integrated, digitally mediated, and customer-oriented model suitable for India's diverse market landscape, the paper presents an exploratory framework.

Keywords; India, marketing paradigm, digital marketing, influencer marketing, quick commerce, retail media, consumer internet, secondary data analysis

INTRODUCTION

Between 2019 and 2025, India's marketing ecosystem changed considerably as developments in digital commerce infrastructure, payment systems, and connectivity changed consumer preferences and brand strategy. While digital interfaces cut the duration among discovery, evaluation, purchase, payment, and post-purchase interaction, internet diffusion increased the potential customer base other than of major cities. As a result, continuous, driven by data, multi-touch interaction with customers substituted message broadcasting in marketing rational thinking. Because it shows a transition from early digital acceleration to a more advanced and diverse marketing environment, the period under analysis is more relevant. By 2025, the Indian market indicated not only a rise in internet users but also the increasing importance of creators, platform advertising, regional language content, and digitally linked retail experiences. These improvements enable an exploratory study initiative that seeks to describe the attributes of India's new marketing paradigm.

RESEARCH OBJECTIVES

The paper is guided by the following objectives:

1. To seek at the significant marketing trends that will transform India between 2019 and 2025.
2. To explore how platform ecosystems, digital payments methods, e-commerce, and internet usages impacted marketing strategy.
3. To figure out how retail media, quick commerce, and influencer communication impact to transforming customer touch points.

4. To determine how such modifications impact businesses, customers, and forthcoming studies.

RESEARCH QUESTIONS

The study addresses four research questions:

1. From 2019 to 2025, what structural shifts formed India's new marketing paradigm?
2. During this period, which emerging trends had a significant impact on customer acquisition and brand communication?
3. What impacts did connected commerce and digital public infrastructure have on marketing performances?
4. What strategic effects do marketers in India's diverse and increasingly digital marketplace encounter?

LITERATURE BACKGROUND

Digital uprising, mobile-driven internet advancement, and the movement of consumers toward quantifiable and customised media are turning in to more and more important topics in current conversations about Indian marketing. In accordance with industry studies, the rise of e-commerce, the use of social media, and the importance of performance-based advertising models are all associated with to India's marketing evolution. The relevance of localisation, short-form video, and AI-assisted optimisation as key elements of the contemporary marketing ecosystem is also emphasised in more recent reviews.

The Infrastructure and institutional support systems are the subject of another body of literature. The operational scope of NPCI-led payment systems, the growth of internet network into rural India, and the establishment of ONDC as an open commerce initiative have all contributed to the lowering of obstacles to digital transactions and market access. This indicates that India's new marketing paradigm is infrastructure-led in addition to media-led, with transaction capability and discoverability integrated in order to influence customer conversion.

METHODOLOGY

An exploratory research design based on secondary data analysis is employed in this study. The facts provided about internet access, digital commerce, advertising, retail media, and influencer governance in India was collected from publicly accessible institutional reports, trade publications, and market analysis documents. Though several sources present estimates or context updates that extend somewhat beyond the terminal year, the period of analysis is 2019–

2025; only those components that are directly connected to the 2019–2025 transition are interpreted.

Descriptive tabulation is utilised in the qualitative-interpretive analysis. Rather than assessing causal effects, ten tables are used to summarise important dimensions of change. The paper's contribution is in trend mapping, identification of patterns, and conceptual integration rather than primary empirical testing because it relies on secondary data. This strategy works well for an exploratory research that aims to establish an organised comprehension of a changing market ecosystem and frame a changing occurrence.

ANALYSIS

Table 1. Growth in India's internet user base, 2019-2025

Year	Internet users in India	Penetration/notes	Interpretation
2019	574 million	Early stage of rapid consumer internet expansion	Marketing reach was increasingly digital but still uneven across segments
2020	622 million	Continued expansion of online access	More brands began shifting customer journeys online
2021	692 million	Strong year-on-year increase	Digital campaigns gained scale and measurable relevance
2022	759 million	Internet habits deepened across categories	Omni channel and app-based engagement intensified
2023	821 million	User base broadened further	Regional and non-metro audiences became strategically important
2024	886 million active internet users	Rural growth outpaced urban growth over time	Marketing strategies required localization and accessibility
2025	900+ million projected	Majority-scale internet society	Digital-first marketing became central, not supplementary

Scale is the first a major shift. The total number of active internet users in India surged from 574 million in 2019 to 886 million in 2024. The analysis indicates that by 2025, there will be more 900 million users. Marketing moved from concentrating on specific urban digital customers to mass-market digital engagement as a consequence of this increased audience. Campaign design has developed into more and more reliant on regional language adaptability, user-friendly interfaces, and better media inclusivity as rural growth exceeds urban growth.

Table 2. Rural-urban implications for the new paradigm

Dimension	Evidence	Marketing implication
Rural growth outpaced urban growth over 2019-2024	IAMAI notes rural users experienced about 2X more growth than urban users in the period tracked	Brands must prioritize non-metro acquisition and vernacular communication
Urban markets remain large but relatively mature	Urban internet base remains substantial within overall 886 million users	Urban strategies shift toward retention, personalization, and premiumization
New users come from heterogeneous backgrounds	Broader national connectivity has widened participation	Marketing content must become more inclusive, explainable, and trust-oriented

A second variation is associated with the customer conversion architecture. As the framework of digital payments developed, marketing became increasingly linked with efficient transaction completion rather than simply creating awareness or intent. The scope of NPCI in FY 2024–2025 indicates how significant digital payments are for India's consumer segment, and associated reporting suggests the system completed around 230 billion transactions across platforms. This validates the concept that transaction trust, merchant on boarding, and payment convenience each have a significant effect on marketing efficiency.

Table 3. Digital payment infrastructure and marketing impact

Infrastructure feature	Evidence	Marketing significance
NPCI scale in FY 2024-25	NPCI processed nearly 230 billion transactions across its platforms	Digital payment readiness reduces drop-offs in online purchase journeys

UPI-led consumer familiarity	Payment systems have become deeply embedded in platform transactions and commerce flows	Marketers can optimize for direct response, conversion, and repeat purchase
Wider merchant participation	Digital rails support adoption across businesses and platforms	Small sellers can participate in digital marketing ecosystems more easily

A third development is raising discoverability and accessibility of commerce. ONDC's official investor information for FY 2023–2024 and subsequent public documents highlight organisational efforts to foster a fairer environment for digital commerce. Marketing might change toward ecosystem-based discoverability, lowered entry barriers, and higher small business involvement as commerce becomes less dependent on a limited number of closed platforms.

Table 4. Open digital commerce and discoverability

Trend element	Evidence	Strategic meaning
ONDC institutionalization	ONDC provides shareholder and annual financial materials for FY 2023-24	Open-network commerce is becoming part of India's market infrastructure
Rising transaction momentum	Public DPIIT-linked material reports significant ONDC transaction growth over time	Discovery may increasingly occur across interoperable nodes rather than isolated marketplaces
Lower barriers to participation	Open digital commerce is positioned as a democratizing opportunity	Marketing access may widen for MSMEs and regional sellers

The development of platform and retail media advertising is a fourth trend. India's retail interface advertising market is expanding because of e-commerce development, internet penetration, and the requirement for customised advertising, based on Statistics India's market study. This is essential because retail media brings brand communication near the point of sale, which renders it perfect for segment conversion and effective marketing.

Table 5. Retail media as an emerging marketing engine

Driver	Evidence	Marketing outcome
E-commerce growth	Retail platform advertising is growing with the	Brands invest closer to

	surge in e-commerce	transactional environments
Better targeting	Statista highlights personalized shopping experiences and targeted ads	Media spend becomes more measurable and conversion-oriented
Social commerce overlap	Younger users engage with brands through social platforms	Content, commerce, and advertising are increasingly integrated
Festival and regional targeting	Local celebrations influence ad customization	Cultural timing becomes a stronger lever in campaign design

The acknowledgement of influencer-led persuasion is a fifth trend. The significance of creator-based marketing in India's communication ecosystem was emphasised by ASCI's influencer advertising regulations, establishing disclosure standards for endorsed or materially associated promotions. Regulation in this field is a mark of maturity in and of itself: standardisation and compliance became mandatory after influencer communication shifted from peripheral experimentation to mainstream marketing activities.

Table 6. Influencer marketing and trust formation

Aspect	Evidence	Implication
Formal disclosure expectations	ASCI guidance requires influencers to disclose promotional relationships	Trust and transparency became central to creator-led marketing
Broad applicability	Updated commentary indicates rules apply regardless of follower count when material connections exist	Even nano and regional creators have entered the formal marketing economy
Consumer protection motive	Guidelines were introduced to distinguish ads from organic recommendations	Authenticity is now a strategic requirement, not only a branding ideal

The growth of quick commerce and faster decision cycles is a sixth trend. India's online user base reached nearly 954 million by 2024, as reported in an industry data report from IBEF, which emphasises quick commerce as a fast-growing sector associated with expanding digital consumer behaviour. The broad trend appears even when considering source variation among datasets: speed has transformed into a defining customer expectation, which affects ways in which marketing delivers value. Immediacy, convenience,

and hyper local availability are incorporated with the promotional offer itself in such a market.

Table 7. Quick commerce and new value communication

Feature	Evidence	Marketing implication
Fast sector growth	IBEF describes sustained high growth in quick commerce through FY25	Speed becomes a persuasive message, not only an operational feature
High digital readiness	Online user base and shopper growth support rapid delivery ecosystems	Brands must align availability messaging with fulfilment capability
Hyper-convenience behaviour	Quick commerce responds to low-latency purchase expectations	Campaigns increasingly emphasize immediacy, utility, and routine replenishment

The increasing significance of automation, customisation, and artificial intelligence is a seventh trend. In accordance to market and industry research for 2025, more accurate targeting, local audience interaction, and AI-supported campaign optimisation have shaped Indian digital marketing. The Indian market increasingly rewards marketers that can combine scale and relevance, irrespective the fact that some of these offerings are forward-looking or commercially focused.

Table 8. AI-driven personalization in the Indian context

Dimension	Evidence	Strategic effect
AI integration in digital marketing	Market analysis points to AI integration as a major driver of sector growth	Campaign management becomes more predictive and efficient
Personalization emphasis	Industry commentary highlights AI-powered personalization and micro-targeting	Customer experiences become more individualized across touch points
Regional and vernacular focus	Reports note increasing focus on regional audiences in India	Personalization in India is increasingly linguistic and cultural, not only behavioural

The incorporation of content, commerce, and community is the subject matter of an eighth shift. Nowadays, social media platforms function as influence networks, shopping

websites, and media platforms, particularly for younger audiences. As a consequence, a marketing framework is created where conversion methods, creator recommendations, and brand storytelling all coexist across the same user journey.

Table 9. Content-commerce convergence

Converging element	Evidence	Implication for marketers
Social commerce	Statista notes younger demographics engage with brands through social media platforms	Brand discovery increasingly occurs in entertainment and community spaces
Personalized shopping experiences	Consumers prefer ads aligned with tastes and preferences	Marketers must integrate content strategy with intent signals
Creator participation	Influencer norms and disclosures show creators' embedded role in brand communication	Trust transfer from creator to brand becomes a key conversion asset

The switch from channel management to ecosystem management is a ninth shift. The integration of internet access, payments, discoverability, platform advertising, logistics, and creator networks describes the new marketing paradigm in India instead of a replacement of one medium for another. In reality, marketers are progressively directing networked infrastructure as compared to distinct initiatives.

Table 10. Elements of the new marketing paradigm in India

Old orientation	New orientation (2019-2025)	Supporting evidence
Urban-skewed digital targeting	Mass digital targeting including rural and non-metro users	Internet growth and stronger rural expansion
Awareness-focused campaigns	Conversion-linked, measurable marketing	Payment and platform integration
Closed marketplace dependence	Emerging open-network discoverability	ONDC-related developments
Celebrity-centric endorsements	Broad creator economy with disclosure norms	Influencer guidance and compliance
Slow fulfilment promises	Immediacy and convenience messaging	Quick commerce growth

Broad segmentation	AI-enabled personalization and regional targeting	AI and personalization trends
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DISCUSSION

The concept that India's new marketing paradigm is multi-layered is backed up by the facts. First, it is inclusive while the reachable audience base has increased because of rural access and internet growth. Second, the process from communication to purchase has been shortened by payment infrastructure and commerce integration, rendering it transactional. Third, because marketers are increasingly personalising messaging based on language, context, festivals, creator trust, and platform behaviours, it is responsive. The nature of competition also shifts by this paradigm. Budgets for data, technology, and media are favourable to big firms, but open digital commerce and less expensive creative ecosystems might boost visibility for small enterprises. Simultaneously, there is a rise in the burden of compliance, especially with consideration of disclosure, transparency, and possibly data governance. As consequence, India's emerging marketing paradigm is both empowering and disciplining; it expands prospects while ensuring better consistency in operations and accountability.

IMPLICATIONS

For businesses

Indian companies ought to establish marketing systems that are channel-integrated, mobile-first, payment-enabled, and sensitive towards vernaculars. In addition, businesses ought to consider retail media, rapid fulfilment communication, and creator associations as strategic assets rather than tactical add-ons.

For policymakers and industry bodies

The outcomes demonstrate that guidelines regarding platform fairness, advertising transparency, and consumer confidence still remain relevant. Governance frameworks continue with to be vital to ensuring market trust as digital commerce and innovative economies expand.

For researchers

Future primary research on customer responses in both urban and rural regions, sector-specific adoption of the new marketing paradigm, and the corresponding effectiveness of open-network commerce, influencer communication, and retail media is feasible. The relationship of AI-led customisation with ethics, privacy, and regional diversity in India may also be examined through longitudinal studies.

LIMITATIONS

The limitations of source heterogeneity, distinct definitions, and uneven reporting standards across industry and institutional publications are implicit to this study because it only utilises secondary data. Interpretation has focused on common trends supported by numerous references when possible because some sources emphasise market possibilities and may contain promotional bias. The research does not test theories or establish cause; rather, it is exploratory and descriptive.

CONCLUSION

India's marketing system transformed between 2019 and 2025, growing more digitally connected, payment-enabled, creator-amplified, and customised. Mass digital access, frictionless conversion, ecosystem-based discoverability, and trust-mediated communication are the four characteristics of the new paradigm. This change demonstrates that synchronising connected experiences across infrastructure, platforms, creators, and commerce channels is growing more essential for successful marketing in India than having a distinct media presence.

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