

## MARKETING TRENDS AND CONSUMER ENGAGEMENT IN INDIA: DATA-DRIVEN INSIGHTS (2015–2025)

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### ABSTRACT

Marketing has transformed the advertising landscape in India, with digital channels rising from **24% of ad spend in 2020** to an estimated **46% in 2025**, while traditional media declined from **65% to 47%**. This paper investigates marketing growth trends, sector-wise distribution, and device-wise consumer engagement in India over the last decade. Data from industry reports and companies such as **Amazon, Flipkart, Hindustan Unilever, and Tata Motors** were analyzed using **Python, SQL, and business intelligence dashboards for insights**. Findings indicate that the e-commerce and FMCG sectors lead marketing investments, with mobile devices accounting for the majority of engagement. This study demonstrates the importance of **data-driven marketing strategies** and provides practical insights for businesses seeking to optimize marketing campaigns.

**Keywords:** Marketing, Consumer Engagement, Advertising Trends, Python, SQL, Business Intelligence.

### 1. INTRODUCTION

Over the last decade, marketing in India has experienced a dramatic transformation due to digital technologies. Traditional advertising methods, such as television, print, and radio, are no longer the only ways businesses reach consumers. Marketing channels, including platforms like Instagram, YouTube, Facebook, and Google Ads, allow companies to connect directly with their audience in more personalized and interactive ways.

From **2015 to 2025**, the Indian advertising industry has seen a major shift. **Digital ad spend grew from 24% in 2020 to 46% in 2025, while traditional ad spend declined from 65% to 47%**. This trend highlights how businesses increasingly rely on online platforms to capture the attention of tech-savvy audiences.

Several sectors drive this growth. **E-commerce companies like Amazon and Flipkart** invest heavily in marketing campaigns to acquire and retain customers. **FMCG brands such as Hindustan Unilever** use influencer marketing and social media campaigns to strengthen brand engagement. Even traditional industries like **Tata Motors** are adopting marketing strategies on digital platforms to reach younger consumers.

This shift is supported by data-driven strategies. **Python, SQL, and BI dashboards** allow marketers to analyze datasets, track consumer engagement, and optimize campaigns in real time. By understanding content performance, device usage, and sector-specific trends, companies can make informed marketing decisions.

#### Aim:

The aim of this study is to analyze marketing trends in India from 2015 to 2025, focusing on marketing channels (digital vs traditional), sector-wise distribution, and device-wise consumer engagement. The study also aims to demonstrate how data-driven strategies support effective marketing and business growth.

### 2. METHODOLOGY

This research adopts a descriptive and empirical approach. Secondary data were collected from industry reports, company press releases, and publicly available statistics.

**Data Sources:** Amazon, Flipkart, Hindustan Unilever, Tata Motors, Statista, IAMAI, Economic Times, Business Standard

**Data Processing:** Python for analysis, SQL for managing datasets

**Visualization:** Business Intelligence dashboards combining multiple charts to show marketing trends

#### 2.1 Data Categories

- Marketing channels:** Digital vs Traditional Advertising Spend 2020 & 2025
- Sector-wise Distribution:** E-commerce, FMCG, Automobile
- Device-wise marketing Engagement:** Mobile, Desktop, Tablet

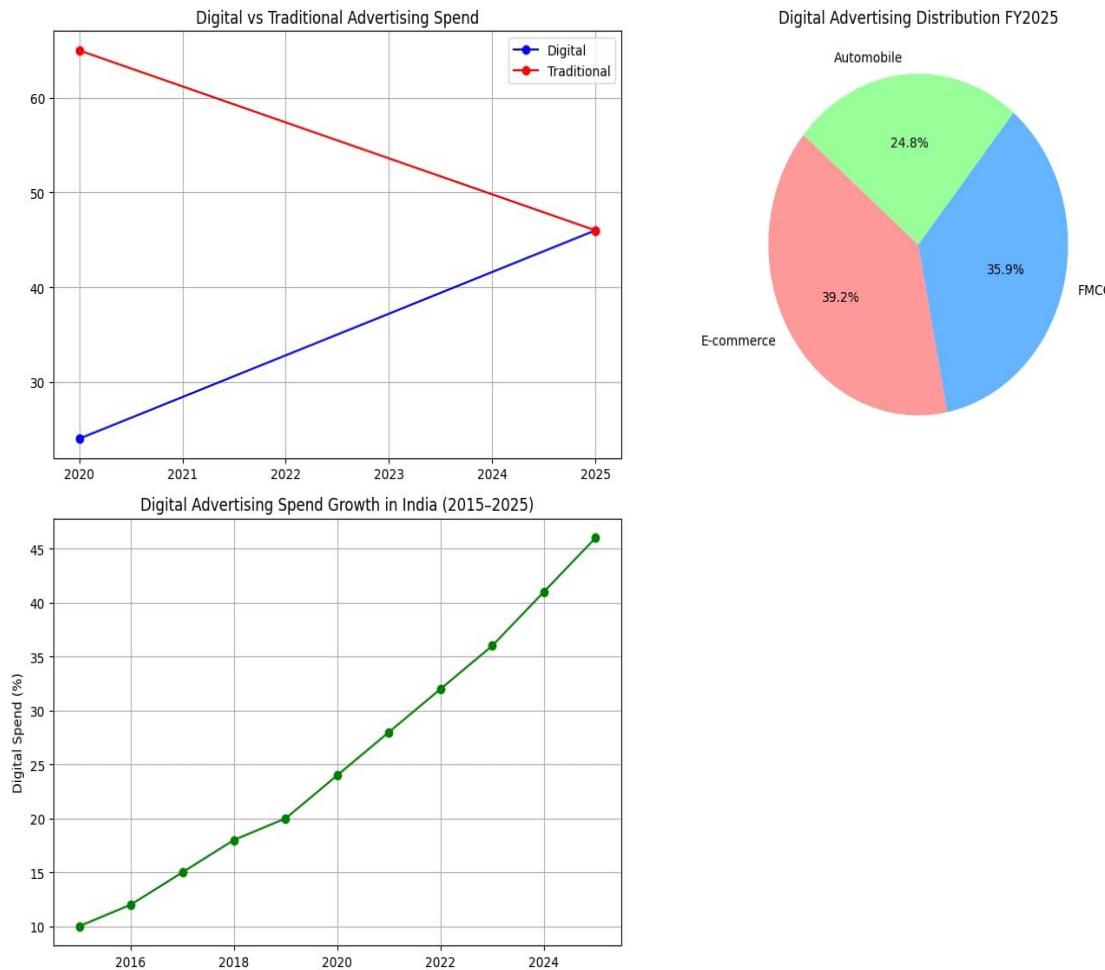
#### 2.2 Analysis

- Python used for calculations and charts
- SQL for querying structured datasets

- B.I dashboards for combining line, pie, and bar charts

### 3. MODELING AND ANALYSIS

The combined dashboard provides a clear visualization of marketing growth trends in India over the last decade. It highlights marketing channels (digital vs traditional), sector-wise distribution, and device-wise engagement



**Figure 1:** Combined Dashboard Showing Marketing Trends in India (2015–2025)

**Marketing Channels: Digital vs Traditional Advertising Spend (2020 & 2025)** – Digital increased from 24% to 46%, Traditional declined from 65% to 47%

**Sector-wise marketing distribution FY2025** – E-commerce (Amazon, Flipkart) and FMCG (Hindustan Unilever) lead, followed by the automobile sector (Tata Motors)

**Device-wise marketing engagement** – Mobile accounts for the majority of engagement, followed by desktop and tablets

### 4. RESULTS AND DISCUSSION

#### Marketing Channels: Digital vs Traditional

Marketing channels are overtaking traditional advertising in India. By 2025, nearly half of the total ad spend is expected to be on digital platforms. This reflects a shift in consumer behavior toward online marketing channels.

#### Sector-wise Distribution:

- E-commerce and FMCG sectors lead marketing investments.
- Amazon and Flipkart focus on acquisition campaigns, while Hindustan Unilever emphasizes brand engagement through content marketing.
- The automobile sector, including Tata Motors, leverages online platforms to target younger demographics.

#### Device-wise Engagement:

- Mobile-first strategies dominate marketing campaigns due to high smartphone penetration.
- Desktop and tablets play secondary roles, mainly in e-commerce research or B2B marketing.

#### Data-Driven Marketing Strategies:

- Python, SQL, and BI dashboards help marketers analyze engagement data and make strategic decisions.
- Real-time insights allow personalized and interactive campaigns for better ROI.

### 5. CONCLUSION

Marketing in India has grown significantly from 2015 to 2025, with digital channels overtaking traditional advertising in many sectors. E-commerce and FMCG companies lead this growth, while mobile devices remain the dominant engagement platform. Data-driven strategies using Python, SQL, and BI dashboards provide marketers with tools to optimize campaigns, measure performance, and maintain a competitive edge.

As marketing trends continue to evolve, companies that adopt interactive, personalized, and consistent content strategies are likely to maintain strong consumer engagement and business growth.

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