



## Evolution of marketing India: past, present, future

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### Abstract

As a developing country, India has got its own developments in the field of economy, marketing and many other fields. While India as a country state is a moderately new substance, the more extensive topographical district alluded to as 'India' in verifiable work involves an enormous region that incorporates present-day Pakistan, Bangladesh, Afghanistan, Sri Lanka and even a portion of the south-east Asian nations for example, Myanmar. Also, the locale has a past filled with exchange and trade going back over 2,000 years. In giving a record of showcasing history of such a tremendous region over such a significant stretch, one faces the test of unravelling showcasing history from the historical backdrop of exchange and business when all is said in done. Promoting history i.e. a part of the evolution of marketing incorporates publicizing, retailing, promoting channels, item structure and marking furthermore, purchaser conduct, yet isn't restricted to these. This research paper deeply explains how marketing evolved itself that can be the marketing strategies and tactics that helped to change the marketing trends in India. We can clearly say that the marketing has become one of the major investments in the business established these days. So, let us have a deep understanding how marketing changed in India.

**Keywords:** digital marketing, influencer marketing, live streaming, information transparency, smart phone help, artificial intelligence

### Introduction

Evolution has always been a natural course for human beings. Right from the early years to even now, we are evolving at every step. We go together with the developments going on around us. The same is also true for marketing. It has changed a lot and we are going the right way now - forward. When we talk about rural market, there isn't much to look in the back. It is a new term as not many brands have been indulging in this. But a huge potential lies in that sector and business owners have started to realize this, therefore, Indian Rural Market is getting a move on. 'Marketing' had existed previously as a word within the sense of visiting a market to shop for goods; but in its meaning as a function of an organisation dealing with relations with actual customers and potential customers. Marketing is that the management function which organises and directs all those business activities involved in assessing and converting customer purchasing power into effective demand for a particular product or service and in moving the merchandise or service to the ultimate customer or user so on achieve the profit target or other objectives set by the company.

Marketing seems to create the full company and its management outward looking. It clearly explains that a marketer should understand the wants and needs of consumers and satisfy them. In nutshell, the marketing, concept centred on customers' needs and needs. Marketing orientation is to be backed by an integrated marketing (internal and external marketing) activities. It should be aimed at generating consumers' satisfaction effectively, efficiently, consistently, -and also in a very better way than competitors. To be brief, marketing must facilitate accomplishment of goals and objectives of an organisation similarly as satisfaction of needs and needs of its target prospects.

Periodization is one of the vexing issues that historians face. It is entirely expected to partition. Indian history into antiquated, medieval and current periods. These classificatory terms are self-assertive, even more so given the accentuation on advertising action. Be that as it may, for motivations behind straightforwardness and account ease, one needs to follow a periodization of occasions. I follow a sequential request in portraying India's advertising history, by separating the timeframe viable into three stages. In the initial segment, which we call the antiquated and medieval period, we depict promoting rehearses from 2,000 a long time back to the seventeenth century, when the British East India Company began working in India. The provincial experience changed the promoting framework and utilization in significant ways, and in the second piece of the section I detail these changes. In the third part on the post-frontier period we quickly address a portion of the improvements in advertising after India's autonomy in 1947. I accept that this order considers the focuses of enunciation in India's general public and economy concerning market exercises. This paper just doesn't include only the changes but also many other things like the strategies change in the field of marketing and the increase amount of spending on marketing because of the peoples demand and many other things.

### Literature review

- (Varman, 2016) <sup>[12]</sup> This study shows that Indian markets had several institutions, mechanisms and consumption goods that point to a high degree of sophistication even in medieval times. Indian marketing evolved over a long period of time impelled by its specific historical experiences and institutional make-up. This article thus fills a significant gap in extant understanding of markets and marketing. As the

neoliberal economic agenda leads to the expansion of marketization in India, this historical perspective will serve an important sense-making role in our understandings of markets and consumers.

- (Ram chandra, 2006) <sup>[9]</sup> this chapter tells us that, there is no denial to the very fact that. Indian industry must develop an appropriate marketing orientation if India wants to emerge as major economic power in the globe to develop and offer better standard of living to consumers. We need to reduce dominance of the sellers' market conditions and strengthen enforcement of economic laws. we'd like effective enforcement of laws regarding consumer protection, laws regarding concentration of economic power and wealth, as well as import. we'd like to impart qualitative management education to originate desired change in attitudes of future managers of the country. One can state that an Indian economy is passing through transition-stage with a little number of consumers having large real income. Consumer finance has, therefore, began to play crucial role, which is essentially liable for an ongoing boom in an Indian economy. An opening of an Indian economy with automatic approval to foreign technology agreements, improvement within the technology transfer, and increased number of technological collaborations have increased and improved installation and use of manufacturing capacities. it's also provided a replacement outlook to product innovations, and Research and Development. Consumers are now supplied with a large range of goods and services. An open and liberalised foreign investment policy has increased place within the field and has stimulated competition within the marketplace. Economic regulations although relatively haven't changed an excessive amount of, and it's being hoped that change may happen eventually in near future. It is equally important to notice and recognise that though companies' advocates for consumers' satisfaction philosophy, the whole negligence of shoppers in business practices is principally liable for poor competitiveness of Indian industries. Global developments like entry of Japanese firms into American markets with the utilization of TQM philosophy shifted the focus of promoting practices. it's being felt that marketer should not only understand customers' needs and desires and satisfy them, but they should also play a vital role in bringing about socio-economic wellbeing. We have now begun to experience the expansion of sophisticated marketing techniques in India. The entry of international advertising agencies and multinational companies has enforced the utilization of sophisticated research within the recent past. At present, marketing experts are advocating for 'value-based marketing practices. It shows concentrate on offering better value to customers' price by continuous quality improvement in products, and services. In India, marketing practices are influenced by the developments in 'Business-to-Business marketing', and 'marketing of services'. These developments put emphasis on long-term win-win relationships with customers. it's also increased concentrate on customers' retention rather than customers' attraction. People have started questioning whether the businesses understood and implemented the substance of promoting.

Consumers' satisfaction measures will have become all pervasive. It's been a symbol of delivering a high-quality product or service. It's being presumed that consumers' satisfaction may originate growth in market share, profits, and can increase competitive strength for company's long-term survival, stability aim growth.

- (Ralph westfall, 1960) <sup>[8]</sup> this article says that, in order to achieve success in any endeavour in life today, planning is vital. Likewise, in business, strategy is vital so as for survival especially when entering a market that's new and foreign, like that of India. India is an especially fertile place for the international market thanks to globalization and similar factors that has modernized the country very thoroughly within the category one to 2 decades, though it also contains a strong and vibrant history of economic trade and of commerce. Many other corporations have already entered India's market—such as Sony and Nokia. Food markets have also penetrated their way into the Indian market. Good samples of recently established and new markets that are particularly food focused in India include McDonalds, Taco Bell, and Dunkin' Donuts. These brands of successfully infiltrated the Indian market and consumer base. Therefore: a food and food services corporation which is attending to start its business in India today must look past what has already been done by established food corporations such McDonalds, Taco Bell, and Dunkin' Donuts and appearance at current trends like the country's progressive and forward movement towards modernity and also the concern of the local population of food conscious consumers who are worried about diet based diseases like cardiovascular disease and diabetes which may cause death if left untreated. Therefore: an intensive plan of entry would consider these traits and global trends. Other traits the food and food services must observe include the varied political landscape that produces up India's local and national government, its vastly different culture in addition as religion and faith practices and native customs and values.

In addition to the current and maybe even specially of those specific considerations, the corporate must take into consideration a thoroughly researched and highly well considered entry strategy. An entry strategy would be incomplete without a glance at McDonald's Corporation's entry strategy since that individual company has found much success in its penetration of the Indian marketplace. The Indian market is hungry for brand spanking new global businesses that can enter its consumer base. However, a successful entry will examine a spread of things like the amount political stability, the economic situation, the local needs of such an organization in addition as key success factors that make or break the corporate. like anything, everything must be considered and questioned in addition as thoroughly planned, hypothesized, and thought of before any action like entry.

- (Ravi Parameswaran, 2018) <sup>[10]</sup> In this paper, they have attempted to determine when the practice of well-organized market research began in India and how it evolved in the early years. As there is very little information on this subject, they decided to initiate a recording of the history using available literature, and the recollection of the authors and persons who interacted with the pioneers in the field. We hope we

have laid the foundation as to an approximate time when the Marketing research in India truly began and the resulting direction for its evolution and form. The origins of market research in India can be traced to its supporting role in gauging the efficacy of advertising including its utility in ad launches. As marketing research piggybacked on advertising in the early years, as researchers, we were required to trace the historical development of advertising in India. Although the birth of advertising can be traced to the early seventeenth century, the origins of professional commercial advertising can be anchored in the 1920s and 1930s when consistent consumer demand for foreign goods triggered the incorporation of the main two foreign advertising agencies, DJ Keymer & Company Ltd and J Walter Thompson in 1928 and 1929, respectively. Although the Web Portal of Asia Research Magazine states: "Market Research in India is about three decades old, with just 2-3 key players in the first decade (Asia Research, 2006)", this article shows that marketing research in India arrived two decades earlier. In the mid-1950s, systematic market research was initiated by Burmah-Shell, as part of re-positioning its kerosene selling strategy to supply people in remote villages with efficient kerosene burning appliances for lighting and cooking. S. H. Benson (London) Ltd. was selected to undertake this marketing research project and that led to the development of the marketing research department of the IMRS in its Indian affiliate, headed by KP. The paper focused mainly on IMRS and its evolution because of the authors' knowledge. Marketing research in India presented numerous challenges because the operating environment was very different than in advanced countries; influenced by consideration of national and regional markets, rural and urban populations, many languages, varying habits and customs, purchase on household (joint family) rather than individual basis. This led to difficulties in study planning, sampling, questionnaire design and field control and supervision, which had to be overcome. The paper presented examples of how market research practice evolved in its earliest first phase; and then presented shorter overviews of the subsequent two phases. At the end, we suggested some ways to extend this work, to build deeper and broader historical knowledge about market research in India.

- (Carle la ferle, 2011) <sup>[1]</sup> This study explores attitudes toward cause-related marketing campaigns in two nations at different levels of development: India and the United States. The research assesses novelty as one of the underlying factors distinguishing attitudes toward such campaigns as well as perceptions of a company's motives. The report further argues that
  - 1) The type of company sponsoring the campaign (national versus multinational)
  - 2) The location of the cause supported (national versus international) impacts the effectiveness of cause related marketing efforts. Results support most of the predictions. Indian consumers find cause-related marketing campaigns more novel and attribute higher levels of altruistic motives for companies engaging in this tactic than their American counterparts. Indian consumers are also more positive when campaigns are undertaken by an Indian company versus a multinational corporation. However, the beneficiary of the campaign (a local or worldwide charity) does not impact attitudes toward the campaign for either consumer group. The discussion addresses implications for marketers and researchers.
- (Saxena, n.d.) <sup>[11]</sup> This article which is been collected from the website called learnistan says exactly how the evolution of marketing started in India. This article mentions that the companies that are chosen to start advertising at the beginning and how they have become popular because of the marketing strategies they have used. This article describes the evolution of the marketing in 4 different phases. Phase one is 1947-1960's. phase two is 1960's- 1980's. phase three is 1980's and the fourth phase starts from 1980's and it continues till now. Because of the lot of the external factors the marketing has changed in India is what this article mentions. The marketing in India has started after we got independence i.e. after 1947. There are lot of changes in the marketing tactics starting from newspaper advertising to digital advertising. These transformations have occurred because of the changing trend in the mindset of Indians. Everyone started using smartphone be it child or a villager most of the Indians started using smartphones through which anyone can access any information within no time.
- (History of advertising in India, AUGUST 15, 2013) <sup>[7]</sup> The information that I got from this video which was published on NDTV in the 2013. This video briefs that the legendary people who shared their views about the marketing in India and who shaped the marketing trends of India. This episode discusses India as an ad nation. They have on the show the history of advertising in India, some of the country's most iconic campaigns and the legends who shaped the advertising industry.
- (Monika, 2017) <sup>[6]</sup> This article gives a brief introduction about the advertisements since 1950's. all the companies that chosen different step for marketing are all mentioned in this article. This article lists out all the top companies that started off with marketing and later how the marketing has got an importance in the field of business. This also says that Indian advertising has evolved over the course of the last 70 years, reflecting the change that the country's economy as well as society has undergone. Here's a list of 70 popular ads that stood the test of time. Indian advertising has advanced through the span of the most recent 70 years, mirroring the change that the nation's economy just as society has experienced. From assaulting social generalizations to advancing national reconciliation, some famous battles have accomplished something other than sell items. Here is a rundown of 70 such advertisements across TV, print, outside and advanced media that stood the trial of time and associated with their crowd.
- (Gandhi, 2017) <sup>[3]</sup> This article tells us that India about 75% of the populace are in their going through years and the purchaser properties are changing and in like manner the advertisers need to utilize the changing procedures yet, by following business morals. In India the rise of family unit has changed the ways of managing money of the shoppers. Another change is that the client populace is getting taught, better

educated and quality cognizant. Their buying power has additionally expanded. The Indian market witness the expansion of items in the market. Administration area is likewise developing as a significant area. Item situating is taking its rearward sitting arrangement and brand situating is coming up. A great deal of extra administrations like Credit cards, Home conveyances and so forth for the client has gotten normal in the retail outlets. Shop shows, Cooperative commercials and so forth are framing a significant some portion of vendor advancement. In country zones, hoardings and divider artistic creations are turning into a main media. Advertising is relied upon to turn out to be more buyer based with an additional social concern. It is asserted that showcasing misallocates assets. It includes a lot of serious advancement. The advertisers on occasion overlook their social obligations. Limited time endeavours regularly are hostile, misdirecting and untruthful. The opportunity has already come and gone that the organizations and advertisers must follow a code of morals guided by specific standards of open strategy remembering their objective customers and changing objectives.

- (Manish, 2013) <sup>[5]</sup> This journal article gives a brief idea about the marketing reforms that occurred in India. This paper presents proof from three purchaser merchandise enterprises on the side of the guarantee that quality contrasts in merchandise are avoided unadulterated quantitative investigation of development numbers. For every one of the three merchandise, it has been indicated that the innovation hole between the products delivered in India and those created abroad limited extraordinarily after the coming of market changes. In addition, there was additionally a stamped improvement in different territories: a decrease in the degree of deficient and inconsistent products delivered because of the more prominent opportunity in sourcing and buying parts; a more prominent motivating force to put resources into quality control because of the weights of rivalry; an improvement in the degree of item separation and the decisions accessible to customers; and a disposal of hanging tight records for procuring products. Rodrik and Subramaniam have contended for import substitution in view of the high development rates India recorded during the 1980s. This paper, be that as it may, finds critical contrasts purchaser products delivered under the strategy systems of import substitution and advancement for the last mentioned. This finding undermines Rodrik and Subramaniam just as other people who contend for import substitution dependent on the amount of GDP development created.
- (Fullerton, 1988) <sup>[2]</sup> This article gives an information about how the marketing was existing in the year 1980's. The advancement of modern promoting in the three significant Western nations contemplated has been long and complex-significantly more extended and muddled than is communicated by the present periodization plan of the Production, Sales, and Marketing Eras. The greater part of our modern advertising rehearses started to grow a lot sooner than is regularly accepted positively previously 1950, for the most part before 1930, and, particularly in the British model, in significant regards before 1850. The predecessors of modern rehearse, additionally, return to

the hour of Columbus. To supplant the structure demonstrated to be lacking, an elective periodization plot is recommended. It better consolidates the proof accessible at this point. Because a lot of stays to be found about the historical improvement of modern promoting, in any case, the plan is displayed as speculative. Further research is energized. Orderly examination of the actually a huge number of distributed firm narratives, for instance, might create changes, as might huge scope research in enduring firm chronicles. Whatever the modifications, one end can't be tested: modern promoting has a rich legacy deserving of our consideration.

- (Ishaq Ahmad Dar, 2018) <sup>[4]</sup> This article was published in simple English which describes how the digital marketing have evolved in the Indian subcontinent. The advanced unrest has affected the two buyers just as organizations. Over the previous decade innovation and the structure, it is utilized has changed radically. Prior, the Internet was absolutely a wellspring of data however now has become a spot where individuals meet to share their encounters and stories, a stage for conversation and discussion, a wellspring of amusement and considerably more. Long range informal communication has affected the method for utilizing web further, it has gotten a medium to arrive at general masses. Organizations are in hurry to take favourable circumstances of expanding web utilization, thus given ascend to computerized advertising. Strategists are never again restricted to conventional methods of promoting, web has been demonstrated a prevalent medium, politeness to, speed and mass inclusion to reach focused on populace. India being a rising economy and a biggest market can possibly take points of interest of quickest developing advanced advertising industry. This examination will outline the degree and capability of computerized showcasing in Indian market. The examination will be utilizing hypothetical methodology by looking into all the significant writing on computerized advertising in Indian setting.

## Methodology

### Questionnaire description

Questions are framed in such a way that every person can understand and easily answer. Age is also collected from the people to understand the people which generation they belong to. This is one of the important questions required for this research paper as its all about the evolution of marketing. So, each question gives a great information about the person who is answering, and which is very essential for the paper. The questionnaire focuses on the advertisements that people first exposed to and all the first experience when they saw first advertisements. This questionnaire also focuses on all kinds of people as its topic related. These questions also find the which kinds of advertisements people would be prefer in the coming years and some of the questions were descriptive which made people to think about the changes in the marketing.

### Sources and type of information

The date collected is primary data and the respondents answered all the questions that are mentioned in the questionnaire. The primary data collected only through



questionnaires majorly, but some are taken through telephonic interviews. The respondents are chosen in such a way that all kinds of people in society are involved in filling the questionnaire. Sampling would include various sections of the society. Sampling would consist of rich, poor, educated and uneducated. The sample would be selected randomly which would have all kinds of people. Sampling tools will be interviews, questionnaires, etc. the primary data for this research is also collected from various social media services like Instagram, Face book etc. each day one of the question from the questionnaires will be posted as story and the replies would be noted and used as primary data.

**Methods of sampling**

Sampling would include various sections of the society which according to the questionnaire is people of different ages. Sampling consists of rich, poor, educated, uneducated, employed and unemployed. Sample consists of minimum of 200 people which includes all the categories of the society. The sample is selected randomly which have all kinds of people including people with 40 years and more also. Sampling tools are interviews, questionnaires, etc. the primary data for this research is also collected from various social media services like Instagram, Facebook etc. each day one of the question from the questionnaires will be posted as story and the replies is been noted and used as primary data for this research paper. Sample includes different

Sample size- 200

Sample criteria- random sample but will include all sections of society

Sampling tools- social media, questionnaires, interviews, call conversations.

**Tools for data analysis**

The following are the tools that are used for the data analysis:

- Ms Excel
- SPSS soft ware
- Microsoft office

The data collected is analysed and interpreted using the SPSS software. Mean, mode, correlation and regression are used for the data analysis. Anova is also used in the analysis in which the dependent variable is age and the independent variable the type of marketing that people would choose. The mean, median, mode, standard deviation, skewness, kurtosis and range are used in analysing the age and the same tools are used for the statement digital marketing is better than traditional way of marketing. to find whether there is any correlation between the age and the digital marketing the method of correlation is being used and there is a relation between the age and the modern form of marketing i.e. digital advertisements. The correlation between the age and the what kind of marketing people would get attracted to is also found and the result is that aged people i.e. above 40 prefer only newspaper advertisements. As per the tools that are used the result is that people under the age of 20 prefer digital form marketing rather than newspaper advertisements and banner marketing on the roads.

**Table 1: ANOVA<sup>A</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
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Regression	5.715	1	5.715	9.242	.003 <sup>b</sup>
Residual	103.267	167	.618		
Total	108.982	168			

a. Dependent Variable: age

b. Predictors: (Constant), which of the following do you think that changed the marketing trends in INDIA?

**Table 2: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.243	.144		8.651	.000
Which of the following do you think that changed the marketing trends in India?	.264	.087	.229	3.040	.003

a. Dependent Variable: age

**Correlation analysis**

**Table 3: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.243	.144		8.651	.000
Which of the following do you think that changed the marketing trends in India?	.264	.087	.229	3.040	.003

a. Dependent Variable: age

**Frequencies**

**Table 4: Statistics**

	Age	Digital marketing is better than traditional way of marketing
N	Valid	185
	Missing	1
	Mean	3.81
	Median	4.00
	Mode	4
	Std. Deviation	.906
	Variance	.821
	Skewness	-.802
	Std. Error of Skewness	.179
	Kurtosis	.978
	Std. Error of Kurtosis	.355
	Range	4
	Sum	704

The above are the figures that are collected from the output of the data using SPSS software. The frequencies like mean, mode, median and some other things are calculated using SPSS.

**Findings and suggestions**

All the aged people i.e. 40 and above people experienced newspaper as their first exposure to the marketing. Which says that marketing has lot of changes for 40 years. There have been lot of changes in the marketing. Companies have changed lot due to changes in the mindset of the people. The

change from newspaper marketing to digital marketing which includes lot of many other changes in between.

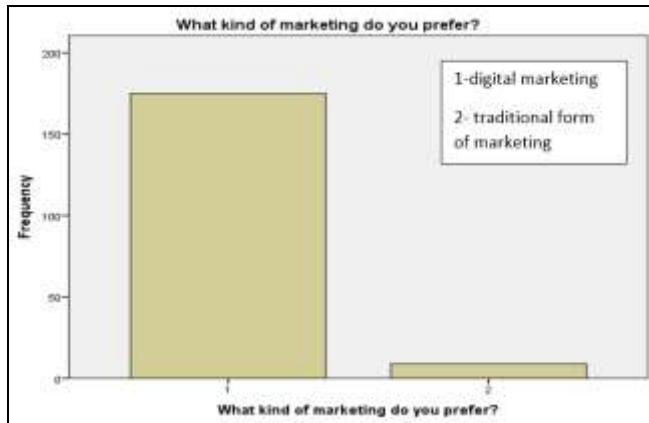


Fig 1

As per the responses collected, the marketing is going to be digitalised completely. However, the advertisements that comes in newspaper would not completely fall but the paper advertising will decrease, and the increase of the digital advertisements will increase. The older generation people are still preferring paper advertisements as they are grown up in that environment but the people who are aged in between below 20 they all are preferring digital advertisements.

The people under the age of 20 years have directly experienced the digital advertisements in the initial stage of their life which thus motivates them to prefer digital marketing rather than other modes of marketing. Because of the usage of mobile phones has increased which directly influenced the evolution of marketing in a positive way.

Another major finding which is making people to usage of the digital medium for advertising is that digitalisation initiative by the government. As government is also supporting the digitalisation works that directly making people to focus on the digital advertising for both public as well as the business organisations.

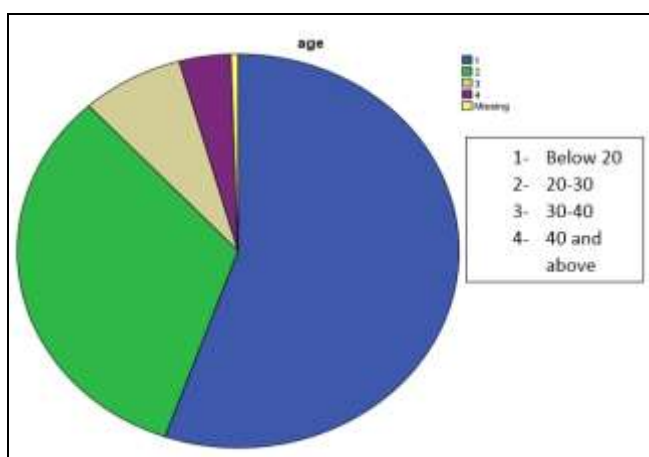


Fig 2

The people who are under the age of 10 years are completely explored to the digital marketing. These younger generation exposed to the digital world at the age of 10 which makes them more active and knowledge about the digital platforms of marketing. in future, the marketing would be more digitalised and the cost on spending would

also decrease as the usage of paper ads will decrease. so, this generation would completely be depended on digital marketing.

The usage of mobile phones is one of the major reasons that changed traditional way of marketing into digital marketing. As per the data collected this says that evolution of marketing occurred because of the changing minds of newer generation which attracted them towards digitalised marketing and so companies started using the digital mode of marketing.

Government is however supporting digital marketing even political parties are marketing their party digitally i.e. Facebook and etc. government can take certain measures to increase the rural Indian also get in touch with digital marketing as there are less availability of resources in rural areas so resources could be increased to make whole India digitalised.

**Conclusion**

This paper proves that there are lot of changes in the marketing history of India. The evolution of marketing has started right after the independence. And there are lot of changes in the marketing of the companies in India. The changes are like newspaper advertisements to digital marketing. As per the data collected from the people the data says that people are preferring digital advertisements and online marketing rather than flex and banner marketing. In India the rise of family unit has changed the ways of managing money of the shoppers. Another change is that the client populace is getting taught, better educated and quality cognizant. Their buying power has additionally expanded. The Indian market witness the expansion of items in the market. Administration area is likewise developing as a significant area. Item situating is taking its rearward sitting arrangement and brand situating is coming up. A great deal of extra administrations like Credit cards, Home conveyances and so forth for the client has gotten normal in the retail outlets. Shop shows, Cooperative commercials and so forth are framing a significant some portion of vendor advancement. In country zones, hoardings and divider artistic creations are turning into a main media. Advertising is relied upon to turn out to be more buyer based with an additional social concern. It is asserted that showcasing misallocates assets. It includes a lot of serious advancement. The advertisers on occasion overlook their social obligations. Limited time endeavours regularly are hostile, misdirecting and untruthful. The opportunity has already come and gone that the organizations and advertisers must follow a code of morals guided by specific standards of open strategy remembering their objective customers and changing objectives.

The people who are born before 10 years, these all people have directly interacted with digital marketing. The only form of advertisements in 1950's was paper marketing slowly and gradually it has shifted to TV and then because of the usage of mobiles and social media has increased digital advertising has come into picture. Adding to the effect, government also started digitalisation concept in India which made thus more effective of digital marketing. people also started shifting from old marketing to latest forms of marketing and that is digitalisation. Public has become more dependent on social media, which has become one important and basic platform for the marketing of product or services. However, in future marketing will be

completely digital because of the changes happening in the new era. Marketing has become one major element in any kind of business and its also one expensive element that businesspeople would look forward to. Finally, evolution of marketing has happened because of the mobile usage of the people and the changing mindset of the people and it will be still more developed in the coming years.

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