

[DOI: 10.20472/IAC.2018.042.023](https://doi.org/10.20472/IAC.2018.042.023)

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**IS INDIA READY FOR DIGITAL CONTENT MARKETING
ADVERTISEMENT: A STUDY OF CONSUMERS IN NATIONAL
CAPITAL REGION OF INDIA**

Abstract:

In a country where the trailer of a movie's sequel can receive more than 65 million views in 24 hours, a digital content marketing advertisement is not able to receive even 1/6th of the views in 3 months of its launch. This raises a big question, as a country, Are our consumers viewing digital content marketing advertisements? Are the efforts and investments of companies in such advertisement generating desired results? Have these companies been able to increase their sales through these advertisements? Or the investments made in this effort are not very productive? This study attempts to find answers to all these questions raised with respect to the growing investments by organizations in digital content marketing yet seemingly poor awareness and conversion of customers. An empirical study is conducted on a sample of 178 respondents wherein they were shown ten digital content marketing advertisements and were asked questions on familiarity, perception, keenness, sensibility, recognition and realization of digital content marketing. The present study summarizes the results found and discussions thereof in the context of Indian customer.

Keywords:

Digital Content Marketing, Advertisement, Customer Perception, Customer Conversion

JEL Classification: M00