

# Chapter 1

## A Study on Digital Intelligence and Influencer Marketing for Sustainable Diversification of India's Retail Economy: A Qualitative Study

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### ABSTRACT

*The purpose of the study is to investigate the role of Digital intelligence via influencer marketing to see its significance impact on India's retail economy. Throughout the decade digital technologies have been adopted into the social eco-system. Through mixed methodologies, the study has collected data from the Hyderabad region from multiple retail outlets to understand the influence of digital intelligence on consumers in interacting with retail outlets. The results of the study indicate that a significant presence of retail outlets online improved the performance of retail outlets. The customer's point of interaction and contact has been improved significantly. The findings of this study will provide valuable insights for the policymakers, retailers, and marketers to navigate in digital landscape and to be a part of sustainable economic growth in India's retail boom.*

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## 1. INTRODUCTION

In the current digital landscape, the emerging digital economy has profoundly transformed the way marketers engage with their target audiences. The widespread adoption of digital technologies and on-line social media networks has revolutionised the markets. The digital transformation of marketing has been driven by the availability of data and the advancement of technology. The individual perception towards understanding and utilising these digital technologies enables them to face challenges in their digital journey. Tech utilisation has led to generating vast amounts of data which are analysed using technologies such as Big data and machine learning (Miklošík & Evans, 2020). These innovations have enabled marketers to obtain timely and accurate information about the marketplace, products, and customers, allowing them to obtain timely and accurate information and data-driven decisions. The incorporation of digital platforms and information and communication technologies has provided the organisation with a wider and more efficient reach enabling them to better understand and cater to the needs of their increasingly informed, empowered, and connected customer base. The growth of digital marketing has had a significant impact on various aspects of the marketing process, in all aspects from product development and pricing to public relations and employee recruitment. The rise of digital technologies such as smartphones, smart products, the internet of things, AI and deep learning, has shown a significant difference in consumer day-to-day transactions, incorporating digital technologies into modern marketing strategies.

Indian Retail marketing sector can be considered as the world's largest not only based on population but also on the basis of the wide preferences of the consumers. The Indian consumer's tastes, preferences, and choices are considered unique for each individual. Retail 4.0 is referred to as the platform to transform the retail industry. Furthermore, a lot of product categories has been incorporated in the following segments mainly hypermarkets, grocery stores, which can be considered as high growth not only in India but worldwide. This Industry is making a significant contribution to the nation's development. Due to the implementation of policies to support and assist these retail manufacturing outlets Indian Govt has given birth to cutthroat competition. The retail sector is contributing about 10 per cent every year from the last decade and can be considered for the next decade. In this tough competition, it is hard to survey. In this situation, these Industries are trying to depend upon these social media influencers.

Social media influencers have become more popular on social media platforms, even before and after the pandemic. These social media influencers are social celebrities who influence their followers through unique content to interact with their audience and reach a considerable population, to become more popular (Sharma et al., 2021). To date, millions of people are using social media platforms to access content and entertain themselves, while interacting with people and communicating, sharing knowledge, information and staying in touch with others, these social media Influencers satisfy the needs of social media users through their digital content and products, and these influencers are varied as there are tech, food, fun, and prank Influences who are creating content to interacting with audiences and engaging with them to maintain public relation. Customers often use the source of the information provided by the Influencers in social media to visit product stores or brand websites to get to know or purchase (Kaur & Kumar, 2021). The content generated by the influencers is also attracting advertisers to promote their brand to reach a niche audience. Researchers have identified the strategies involving the social media influencers' partnership with the brands & vice-versa, to create an effective advertisement strategy than traditional advertising. Even in India, more than 90% of millennials are using social media platforms, Indian Influencer marketing is expected to reach 21 billion dollars by 2025.

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