

Analysing the Role of Format Innovation in Online Marketing: How Emerging Channels and Content Types Drive Customer Growth

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¹Received: 19/01/2025; Accepted: 18/02/2025; Published: 04/03/2025

Abstract

Advertising is a must for any company. To promote items or services to a certain demographic, it is an efficient method to raise product or service awareness. In the modern digital world, businesses engage in what is often known as "digital marketing," a collection of strategies for reaching out to customers online. SEO and social media marketing are only two examples of the many tactics covered by these all-encompassing strategies, the ultimate objective of which is to attract, retain, and delight customers. A hundred women entrepreneurs from a variety of industries, including manufacturing and services, in Jaipur participated in the survey that formed the basis of the research. The study's overarching goals are to learn how these entrepreneurs perceive and utilise digital marketing tools, the obstacles they encounter while trying to use these tools, and the rewards they get as a result. The research found that women entrepreneurs in India may expand their businesses and achieve sustainable company development via technology adaptation and innovative content structuring. These tools are more than just promotional methods. This research sheds light on the motivations behind these entrepreneurs' use of digital marketing tools, the obstacles they encounter when trying to use these tools, and the rewards they get as a result.

Keywords: *Customer; Growth; Online; Marketing; Channel*

1. Introduction

Both the digital environment and the forms used for internet marketing are experiencing fast changes. Live commerce on social apps, short-form video challenges, interactive stories, micro-influencer communities, and chatbot-led messaging sequences are just a few examples of the new formats that brands are experimenting with outside of the traditional search ad and banner display realms. These forms guarantee more interaction, more sharing, and maybe a quicker expansion of the consumer base. Regardless, there is a lack of data showing how these new formats lead to a noticeable increase in client base. This is particularly true in the Indian market, where platform use, consumer behaviour, and digital infrastructure are quite different from the West. In today's dynamic digital landscape, businesses are using a variety of strategies that are often known as "digital marketing" to engage with customers via various online platforms. An assortment of strategies, including SEO and social media marketing, is included under these approaches; their common goal is to attract new customers and strengthen existing customers' loyalty to the business. Central to digital marketing is the idea of customer experience, which encompasses the whole spectrum of

¹ *How to cite the article:* Ramakant T.B., Karmadkar P.H., Chaturvedi V.M.; (March 2025); *Analysing the Role of Format Innovation in Online Marketing: How Emerging Channels and Content Types Drive Customer Growth*; *Multidisciplinary International Journal*; Vol 11; 24-30

a consumer's interactions with a brand, from pre-purchase research to post-purchase support. You can't put a price on a positive customer experience since it determines how satisfied people are, how loyal they are to your brand, and how highly they rank your company overall. Customer satisfaction is the bedrock of enduring relationships, which in turn foster repeat business and positive word-of-mouth.

How business owners interact with customers, establish their brands, and earn their trust has been revolutionised by the lightning-fast development of digital marketing. Fashion, culinary services, handicrafts, and education are just a few of the industries in Jaipur where women entrepreneurs are breaking down old market boundaries with the help of innovative marketing tools. Connecting with tech-savvy clients has grown vital with the rise of social media platforms, digital marketplaces, and analytics powered by artificial intelligence. Innovations in online marketing's structure and channels, more than technological adoption, have emerged as critical success factors in attracting new customers. Formats include short-form video, live-streamed product debuts, influencer partnerships, and micro-community groups are examples of how modern platforms encourage innovation and interaction. Women business owners may expand their audience reach, convey more genuine stories, and cultivate brand loyalty by integrating these new formats with tech-enabled tactics. This research seeks to examine the ways in which the marketing strategies used by women entrepreneurs in Jaipur are being transformed by the convergence of current marketing technology with novel internet forms. There has been a lack of research on the actual impacts of format innovation on quantifiable outcomes like consumer engagement, conversion, and retention, and this study aims to fill that void. This study argues that women business owners in rural India are changing the face of internet marketing by actively inventing new strategies rather than just embracing new technologies.

2. Literature Review

Rowi, et al (2024). With an emphasis on the moderating roles of trust and perceived value, this research looks at how digital marketing tactics might improve e-commerce platform consumer engagement and brand loyalty. Results show that regular, relevant, and tailored marketing campaigns greatly increase consumer engagement, which leads to brand loyalty, according to survey data from 400 online shoppers. Furthermore, the results stress the importance of trust—which is defined as honesty and openness—and perceived value—which is defined as excellence, ease of use, and affordability—as key intermediaries. By validating these correlations, structural equation modelling provides a thorough foundation for comprehending the ways in which digital marketing tactics cultivate enduring consumer devotion. This research adds to the growing body of literature on digital marketing theory while also providing practical advice to online stores that want to make it big in today's cutthroat industry.

Zhechev, Vladimir. (2024) This paper delves into the intricate relationship between tech advancements and content marketing strategies, specifically looking at how chatbots, voice search, AR, and VR are changing the game for brand engagement and driving business results. This study explores how new technologies may improve the reach, relevance, and resonance of content marketing campaigns. It draws on a thorough analysis of academic literature, industry reports, and case studies to make this claim. Immersive augmented and virtual reality experiences, conversational chatbot interactions, voice-enabled search optimization, and AI-driven content customisation are some of the topics covered. In addition, this article delves into the worries and concerns linked to data privacy, algorithm bias, optimising the user experience, and technical infrastructure needs as they pertain to content marketing strategies that include new technology.

Huang, Chixin & Wu, Yanrui. (2024) In today's ever-changing corporate world, this paper explores the many benefits, ever-changing obstacles, and far-reaching strategic consequences of combining physical and internet marketing strategies. Combining digital and conventional marketing tactics helps businesses succeed in today's complicated consumer interactions while simultaneously increasing brand awareness, consumer engagement, and campaign effectiveness. Beyond increased exposure, this integrated approach's main benefits include a unified brand story across all channels of engagement. Digital and conventional channels may be combined to create omni-channel experiences that enhance consumer engagement. In addition, they may maximize advertising results by using data-driven methods and cross-promotion. But there are also major obstacles among these advantages. Budgets and manpower must be carefully distributed due to the resource-intensive nature of integrated marketing activities.

Muharam, et al (2024) New approaches to digital marketing that attempt to increase customer involvement and devotion to the brand are the focus of this research. This study takes a qualitative approach to literature review by collecting information on digital marketing strategies and tactics from a variety of sources, such as scholarly articles, company reports, and case studies. Personalized content marketing, social media involvement, and the use of AI and big data analytics to understand customer behavior and preferences are key tactics that have been discovered. According to the results, consumers are far more engaged with tailored content since it caters to their unique tastes and requirements, which in turn strengthens their bond with the business. An increase in both brand recognition and customer loyalty may be achieved via the use of social media platforms, which provide two-way communication between companies and their target audiences.

Ijomah, et al (2024) Innovative digital marketing tactics are essential for small and medium-sized firms (SMEs) to stay ahead in the competitive digital market and achieve long-term success. Focusing on how customized methods may boost market presence, customer engagement, and company success, this analysis delves into the essentials and advantages of digital marketing for SMEs. Market competitiveness and resource allocation provide particular difficulties for SMEs, calling for marketing strategies that are both efficient and successful. Search engine optimization (SEO), social media marketing, content marketing, email campaigns, and data-driven analytics are new digital marketing tactics that SMEs may use to compete with bigger companies. Small and medium-sized enterprises (SMEs) may increase their exposure, reach more people, and turn casual browsers into dedicated buyers by using these tactics. Search engine optimisation (SEO) and content marketing are crucial for increasing organic traffic and online exposure.

3. Methodology

Several case studies were used to investigate how female entrepreneurs in Jaipur, India, make use of technology. Researchers collected data online by administering a standardized questionnaire to 100 female entrepreneurs across several age groups. Data collection and analysis were carried out using a mixed-method approach in the research. A sample of women business owners in Jaipur was surveyed quantitatively using an online platform that allowed them to fill out a standardised questionnaire. The entrepreneurs' context and background information were derived from secondary data acquired from sources including social media pages, official company websites, and publications. Technology tools played an essential part in data collecting, with the digital world serving as the major source of information. In order to collect data for the study, a set of parameters was created and put to use. This study's methodology satisfies the research need by allowing the investigator to collect data on the chosen female entrepreneurs from a number of official social media platforms and portals at a predetermined time.

4. Results & Discussion

This study's survey provided the following data, which delved further into the elements' relationships and their effects on business endeavors.

Table 1: Results from a survey measuring the level of comfort with digital marketing among women entrepreneurs

	Classification	No. of Respondents	%
Age	18 – 25 years	27	27%
	26 – 35 years	58	58%
	36 – 45 years	10	10%
	45 and above	5	5%

	Total	100	100%
Type of Business Activities	Production	20	20%
	Service	44	44%
	Trading	26	26%
	Other	10	10%
	Total	100	100%
Category of Start-up	Lifestyle	35	35%
	Social enterprises	14	14%
	Technology	19	19%
	E-commerce	13	13%
	Biotech	19	19%
	total	100	100%

According to Table 2, the digital marketing channels most often used by female entrepreneurs are social media marketing, mobile phone advertising, and email marketing. Women who own small and medium-sized businesses also love viral marketing. SEO, influencer marketing, viral marketing, and pay-per-click advertising are more often used by medium-sized businesses compared to small businesses. All types of businesses use content and affiliate marketing in the same way.

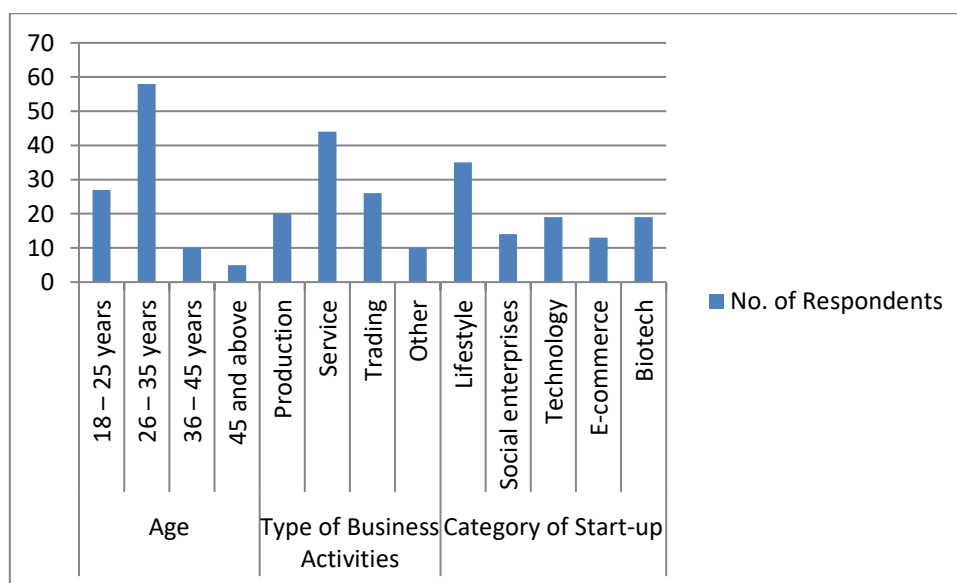


Fig. 1: Results from a survey measuring the level of comfort with digital marketing among women entrepreneurs

Table 2: Enterprise-Level Adoption of Digital Marketing Channels

Business Categories	Micro Business	Small Business	Medium Business	Overall Average
	Average Ranking	Average Ranking	Average Ranking	
Utilization of Digital Marketing Channels				
Influencer Marketing	0.08	0.01	0.02	0.03
Content Marketing	0.09	0.04	0.05	0.06
Email Marketing	0.58	0.64	0.72	0.65
SEM Pay-Per-Click Advertising	0.02	0.04	0.08	0.05
Mobile Phone Advertising	0.28	0.38	0.69	0.46
Viral Marketing	0.05	0.14	0.12	0.08
Affiliate Marketing	0.05	0.04	0.02	0.04
SEO	0.02	0.03	0.06	0.03
Social Media Marketing	0.73	0.45	0.88	0.69

The Adoption of Digital Marketing by Women Business Owners

When it comes to digital marketing, there are three main degrees of adoption among female entrepreneurs: low, medium, and high. An adoption score is computed for every responder to ascertain the degree of adoption. Participants were first grouped into different acceptance levels based on their individual adoption ratings, as shown in the table. Figure 2 shows the percentage of female entrepreneurs broken down into three categories based on their degree of acceptability.

Table 3: Various distributions used to break down the respondents' Adoption Score

Total Adoption Score	Degree of Adoption	Percentage
1 to 20	Low	69
21 to 40	Medium	24
41 & <	High	7

Total	100%
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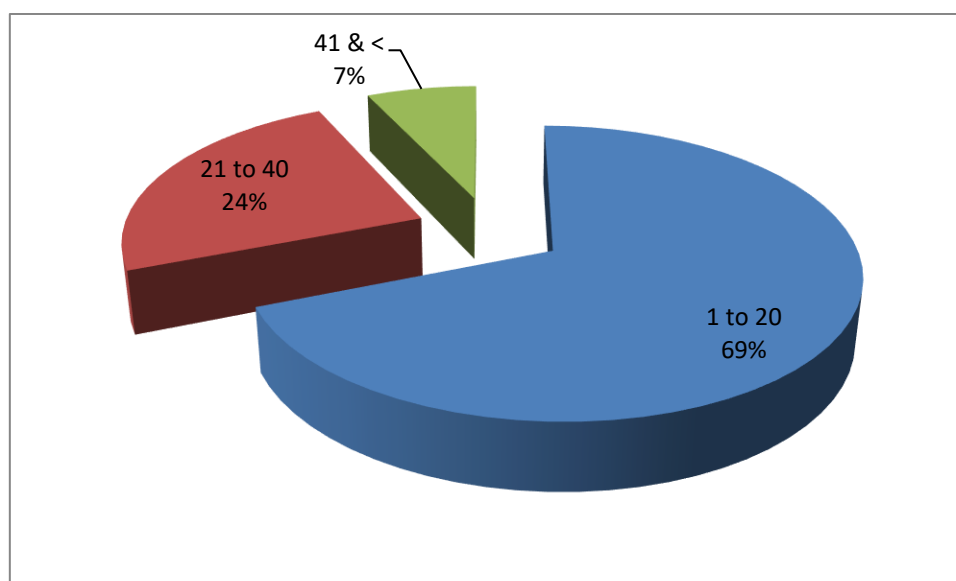


Fig. 2: Various distributions used to break down the respondents' Adoption Score

5. Conclusion

We can conclude that the results highlight a noticeable change in thinking: female entrepreneurs in Jaipur who successfully use new forms of internet marketing to attract customers more quickly and build stronger brands than those who stick to old ways of doing things. By fusing emotional narrative with accessibility and ease, format innovation—through technologies like chatbot interaction, interactive reels, voice marketing, and live videos—amplifies consumer connection. According to the survey, staying ahead in the digital game is now about more than just having a presence on platforms. It's about strategically adapting to new formats that match changing customer preferences. Not only do these technologies increase women entrepreneurs' exposure, but they also empower them by lowering marketing expenses, expanding their company ecosystems to include more people, and enabling them to operate outside geographical limitations. The report emphasises the need for ongoing training, digital literacy, and regulatory backing for women-led businesses to fully use changes in technology and formats. Sustainable, community-driven online commerce will be shaped by women entrepreneurs in India who grasp the combination of technology and creativity, as the country continues its digital revolution.

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