

SeoEnhancers Releases Survey Results on Digital Marketing Preferences of Indian Consumers

Pune, Maharashtra Oct 4, 2023 ([IssueWire.com](https://www.issuewire.com)) - SeoEnhancers, a leading **digital marketing company** in India, today released the results of its new survey "Digital Marketing and the Indian Consumer." The survey provides insights into how consumers in India interact with digital marketing and their preferences when engaging with brands online.

The survey questioned over 1,200 consumers in urban areas across India's major cities about their digital usage habits, social media engagement, online shopping preferences, and response rates to different digital marketing tactics.

Key findings from the SeoEnhancers survey include:

- 82% of Indian consumers surveyed use smartphones as their primary device for internet access, highlighting the importance of mobile optimization.
- Social media usage remains high, with 78% of respondents using platforms like Facebook on a daily basis.
- Purchase intent showed the highest increase among consumers exposed to video marketing campaigns, at 89%.
- 53% of consumers said they are more likely to buy from brands that provide localized Indian languages and cultural representation.

"As digital marketing in India continues its rapid growth, understanding the nuances of Indian consumer behaviour is key for brands looking to differentiate themselves," said, Lead Strategist at SeoEnhancers. "This survey provides data-driven insights to inform more targeted, effective marketing that resonates with Indian customers."

About SeoEnhancers

SeoEnhancers is a premier [digital marketing company in India](#), working with leading national and global brands to craft data-driven digital marketing strategies. Our services include SEO, social media marketing, paid advertising, web analytics, and more.

Media Contact

SeoEnhancers

contact@seoenhancers.com

9503237960

Office No - 904, Kate Estate, Dighi - Alandi Rd, near Hotel Rahul Garden, Charholi Budruk, Pune, Maharashtra 412105

Source : SeoEnhancers

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