

Digital Marketing through the Lens of the Indian Knowledge System: A Sustainable and Globally Competitive Approach

OPEN ACCESS

Volume: 13

Special Issue: 5

Month: February

Year: 2026

E-ISSN: 2582-0397

Citation:
Suganya, A., and R.
Vennila. "Digital
Marketing through
the Lens of the Indian
Knowledge System: A
Sustainable and Globally
Competitive Approach."
*Shanlax International
Journal of Arts, Science
and Humanities*, vol. 13,
no. S5, 2026, pp. 53–57

DOI:
<https://doi.org/10.34293/sijash.v13iS5-Feb.11238>

A. Suganya

Ph.D. Research Scholar

PG & Research Department of Commerce

The Madura College (Affiliated to Madurai Kamaraj University)

Madurai, Tamil Nadu, India

Dr. R. Vennila

Assistant Professor

PG & Research Department of Commerce

The Madura College (Affiliated to Madurai Kamaraj University)

Madurai, Tamil Nadu, India

Abstract

Digital marketing has transformed the way organizations connect with consumers in a globally integrated marketplace. This study explores digital marketing from the perspective of the Indian Knowledge System (IKS), emphasizing its relevance in promoting sustainability, ethical practices, and global competitiveness. Rooted in timeless Indian philosophies such as Dharma (righteousness), Artha (responsible wealth creation), Karma (accountability), and Vasudhaiva Kutumbakam (global interconnectedness), the paper argues that IKS offers a holistic framework for value-based digital marketing. The study conceptually integrates these principles with modern digital marketing tools including social media platforms, content creation, data analytics, and customer engagement strategies. By aligning technological innovation with ethical and cultural values, organizations can build credibility, foster long-term stakeholder relationships, and achieve sustainable competitive advantage in international markets. The paper is based on a review of classical Indian literature and contemporary digital marketing research, offering a culturally grounded yet globally adaptable model.

Keywords : Indian Knowledge System (IKS), Digital Marketing, Sustainability, Ethical Marketing, Global Competitiveness

Introduction

In an era dominated by data-driven, fast-paced, and often hyper-consumerist digital marketing, there is a growing need to re-evaluate the foundational principles of how brands engage with consumers. While contemporary digital marketing excels in reach, personalization, and conversion, it frequently faces challenges regarding ethical dilemmas, digital fatigue, and environmental sustainability. "Digital Marketing through the Lens of the Indian Knowledge System: A Sustainable and Globally Competitive Approach" seeks to bridge this gap by integrating timeless Indian philosophies with cutting-edge digital technologies. By bridging ancient Indian wisdom with

modern digital marketing practices, the study contributes to the evolving discourse on indigenous knowledge systems in management and highlights their relevance in shaping ethical, sustainable, and competitive strategies in the digital economy.

Review of Literature

Sharma & Singh(2024) examining the Indian Knowledge System (IKS) have highlighted its increasing relevance in areas such as sustainable development, ethical leadership, and responsible business conduct. Their research suggests that IKS offers culturally rooted yet universally applicable values that can guide modern organizational strategies.

Sheth and Parvatiyar (2023) highlighted the growing relevance of ethical and relationship-oriented marketing in the digital era. Their study emphasized that sustainability and ethical values are critical drivers of consumer trust and competitive advantage, particularly in digitally driven global markets.

Chaffey and Ellis-Chadwick (2022) examined the strategic role of digital marketing channels such as search engines, social media, and content platforms in enhancing customer experience and brand performance. They concluded that responsible and transparent digital practices significantly influence long-term customer relationships and brand credibility.

Tiago and Veríssimo (2022) observed that digital marketing enables interactive communication and real-time engagement, which strengthens brand visibility and customer loyalty. However, they cautioned that excessive commercialization and unethical data practices may negatively impact consumer trust.

Kotler, Kartajaya, and Setiawan (2021) emphasized that digital marketing has shifted toward value-based and human-centric approaches, highlighting the importance of ethics, trust, and sustainability in digital engagement. Their work stresses that brands must move beyond transactional promotion to purpose-driven communication to remain competitive in global markets.

Scope of the Study

This study focuses on exploring digital marketing practices from the perspective of the Indian Knowledge System (IKS), emphasizing their role in fostering sustainability and enhancing global competitiveness. It examines how fundamental IKS principles such as *Dharma* (ethical conduct), *Karma* (accountability), *Artha* (responsible economic activity), *Lokasangraha* (social welfare), and *Vasudhaiva Kutumbakam* (global interconnectedness) can be integrated into contemporary digital marketing strategies. The scope of the study is primarily conceptual and is based on secondary sources including classical Indian literature, academic research on IKS, and existing studies on digital marketing. It does not involve empirical investigation or primary data collection. The study concentrates on strategic, ethical, and cultural dimensions of digital marketing rather than technical or operational aspects of digital platforms.

While the analysis is rooted in the Indian context, the insights derived have broader applicability to global markets. The study is not restricted to any specific industry and is relevant to organizations across sectors that employ digital marketing as a key business tool. By linking indigenous knowledge with modern marketing practices, the study seeks to provide a value-based framework for sustainable and globally competitive digital marketing.

Research Design

The present study adopts a conceptual and exploratory research design to examine digital marketing through the lens of the Indian Knowledge System (IKS). The research is descriptive in nature and aims to develop a theoretical framework by integrating traditional Indian philosophical principles with contemporary digital marketing practices.

The study relies exclusively on secondary data, collected from classical Indian texts, scholarly articles, books, journals, policy documents, and credible online sources related to IKS, sustainability, and digital marketing. Content analysis and thematic interpretation are used to synthesize insights from both traditional and modern literature.

The research design is intended to provide a holistic and value-based understanding of digital marketing, contributing to theory development and offering conceptual insights for practitioners and policymakers seeking sustainable and globally competitive marketing approaches.

Indian Knowledge System: Conceptual Framework

The Indian Knowledge System represents an ancient yet dynamic body of knowledge encompassing philosophy, economics, ethics, governance, and social responsibility. Unlike profit-centric models, IKS advocates a balanced approach where economic activities are aligned with moral values and societal welfare. Concepts such as *Dharma* (ethical responsibility), *Artha* (responsible wealth creation), and *Lokasangraha* (collective good) are particularly relevant to contemporary business and marketing practices. These principles offer guidance for ethical decision-making, transparency, and inclusive growth in a globalized digital economy.

Digital Marketing Channels

Digital marketing channels refer to online platforms and tools used by organizations to communicate, promote, and deliver value to customers. The major digital marketing channels include the following:

Search Engine Marketing (SEM)

Search Engine Marketing includes Search Engine Optimization (SEO) and paid search advertising, which help businesses improve their online visibility and attract potential customers through search engines.

Content Marketing

Content marketing involves the creation and distribution of relevant and valuable content such as blogs, articles, videos, podcasts, and infographics to inform, engage, and retain audiences.

Social Media Marketing

Social media marketing uses platforms such as Facebook, Instagram, LinkedIn, X (Twitter), and YouTube to facilitate two-way communication, brand promotion, and community engagement.

Email Marketing

Email marketing is a direct and permission-based channel used to share promotional messages, newsletters, and personalized content to strengthen customer relationships.

Influencer Marketing

Influencer marketing leverages individuals with significant online followings to promote products and services, enhancing credibility and trust among target audiences.

Mobile Marketing

Mobile marketing includes SMS campaigns, mobile applications, push notifications, and location-based services aimed at reaching consumers through smartphones and mobile devices.

Affiliate Marketing

Affiliate marketing involves partnerships with third-party websites or individuals who promote products in exchange for performance-based commissions.

Display and Video Advertising

Display and video advertising uses visual advertisements on websites, apps, and streaming platforms to increase brand awareness and audience engagement.

Online Public Relations (Digital PR)

Digital PR focuses on managing brand reputation through online media coverage, reviews, blogs, and social media interactions.

Integration of Indian Knowledge System with Digital Marketing

Integrating IKS principles into digital marketing encourages ethical communication, transparency, and consumer-centric strategies. *Dharma* guides truthful advertising and responsible data usage, while *Karma* emphasizes accountability for marketing actions. *Vasudhaiva Kutumbakam* promotes inclusive and culturally sensitive global communication. Such integration enables organizations to create authentic brand narratives that resonate with diverse audiences while maintaining ethical standards.

Conclusion

The study concludes that integrating digital marketing practices with the principles of the Indian Knowledge System (IKS) offers a meaningful and sustainable pathway for organizations operating in a globally competitive digital environment. Rooted in ethical values such as *Dharma*, *Karma*, *Artha*, *Lokasangraha*, and *Vasudhaiva Kutumbakam*, IKS provides a holistic framework that emphasizes responsibility, transparency, and collective well-being in marketing activities. The conceptual analysis highlights that value-based digital marketing grounded in IKS can enhance consumer trust, strengthen long-term relationships, and promote sustainable brand growth. By aligning modern digital tools with indigenous wisdom, organizations can create culturally authentic yet globally relevant marketing narratives, thereby achieving competitive advantage without compromising ethical standards. This approach is particularly significant in addressing contemporary challenges such as data misuse, consumer skepticism, and short-term profit orientation in digital markets.

The study contributes to the existing body of knowledge by demonstrating the relevance of indigenous knowledge systems in modern marketing discourse and by offering a conceptual foundation for ethical and sustainable digital marketing practices. While the research is limited to secondary data and conceptual analysis, it opens avenues for future empirical studies to validate and operationalize the proposed framework across industries and markets. Overall, the integration of IKS and digital marketing emerges as a viable strategy for fostering sustainable development and global competitiveness in the digital economy.

References

1. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing* (8th ed.). Pearson Education.
2. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons.
3. Mahadevan, B. (2023). *Indian knowledge systems and their relevance to sustainable management practices*. *Journal of Indian Management*, 15(2), 45–56.

4. Peattie, K., & Belz, F. M. (2010). Sustainability marketing—An innovative conception of marketing. *Marketing Review*, 10(1), 5–24.
5. Sheth, J. N., & Parvatiyar, A. (2023). Relationship marketing and ethics in the digital era. *Journal of Business Ethics*, 185(3), 567–582.