



A STUDY ON DIGITAL MARKETING AS EMERGING TRENDS IN GIG ECONOMY

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Abstract:

The gig economy has revolutionised the way business operate, with a growing number of individuals engaging in freelance, contract, or temporary work. Digital marketing has emerged as a crucial component of success in the economy. This paper exposes the emerging trends in digital marketing within the gig economy, examining how businesses are leveraging digital platforms to reach customers, promote services, and build their brand. The findings of the study contribute to our understanding of the role of digital marketing in the gig economy, providing insights for businesses, marketers, and policymakers seeking to navigate this rapidly evolving landscape. As competition intensifies, digital marketing has emerged as a critical factor in enabling gig economy workers to stand out, attract clients, and build sustainable businesses. This research examines the impact of digital marketing on the gig economy, exploring how freelancers, entrepreneurs, and small businesses can leverage digital channels to achieve their goals. By investigating the latest digital marketing trends, tools, and strategies, this study provides actionable insights for gig economy workers seeking to enhance their online presence, expand their customer base, and drive long-term success.

Keywords: digital marketing, gig economy, freelancing, online platforms, entrepreneurship.

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Introduction:

The term “gig frugality” is defined by a request which is grounded on a fixed- term contract or that is paid per design by a company, third party, or online business. The impact of the gig frugality at work is veritably pervasive and felt across diligence. It has fully changed the way of engaging people at work and has brought an abecedarian shift in how our frugality operates. Due to its unmatched graces, the number of gig workers will keep growing, as numerous of the stylish and brightest workers turn to gig for their primary employment. Though gig frugality provides enormous benefits to the workers in terms of inflexibility, employment, freedom, etc., at the same time it has an adverse impact on the assiduity working terrain. In this composition we've bandied the current

trends of gig frugality along with its graces The part of digital platforms is pivotal for bringing gig culture in developing countries, and in the remote corners of the world. Gig frugality offers numerous openings to gig workers similar as flexible work terrain, working in interest areas, access to global job bulletins. still, it poses numerous challenges to freelancers in the form of lower payment, lack of social benefit and job security. The openings for corporates are related to hiring freelancers vicelike reduced costs, lower obligation, and gift on demand. still, associations may face numerous challenges for icing sequestration of data, information, IPR while managing the business functions with the help of freelancers.

The gig frugality, characterised by the frequency of short- term, freelance, and flexible work

arrangements, has been reshaping colourful diligence. The traditional 9- to- 5 job model is giving way to a more nimble and dynamic approach to work, altering the geography of marketing strategies, tactics, and pool structures.

Following are the points framed to understand the characteristics in detail as follows:

- **Different Skill Sets:** The gig frugality allows marketers to pierce a different range of chops. Businesses can unite with experts in colourful niches, similar as SEO, social media operation, content creation, and data analytics. This diversity enhances the overall effectiveness of marketing juggernauts.
- **Access to Top Talent:** Businesses can engage top-league marketing gift that might else be unapproachable due to geographical constraints. This opens up openings for cross-border collaborations and the infusion of fresh ideas.
- **dexterity and Inflexibility:** Gig workers give the inflexibility to gauge marketing sweats up or down as demanded. This dexterity is particularly precious for seasonal juggernauts or short- term systems.

Literature Review:

1. Gobinda Roy, A.K. Shrivastava, 2020

This has helped in limiting the span of extremity. The interconnectedness between the colourful fiscal interposers, although adding, has not been veritably high. therefore, the threat of contagion has been low. The recent NBFC extremity, still, shows that all the players of the fiscal request have to be well- regulated to support the end of fiscal stability.

Also, the contemporary issue for macroeconomists is assuring acceptable aggregate demand in the current environment of accompanied global retardation. Monetary policy could only act to some extent – experience shows

we've been in a period of low interest rates for a decade but that has done little to boost aggregate demand. But this has led to adding ménage debt (in the US it increased from\$ 12.5 trillion in Q1FY08 to\$ 13.9 trillion in Q2FY19). In the Indian environment, total fiscal arrears of homes have jumped by a massive 58 per cent in FY18 to 7.4 lakh crores (22 percent jump in FY17) 5. Given such a large jump in ménage influence, the question that arises is if financial policy will retain its effectiveness in India? Also, current low position of interest rates in India could put question marks on fiscal stability in terms of a judicious balance between lenders and depositors. A discussion of all similar is still beyond the compass of the current composition.

2. Nilanjan Banik, Milind Padalkar, 2021

This paper explores the motorists of the gig frugality miracle and discusses its counteraccusations for labor productivity, employment, income distribution, and commercial strategies. As a case in point, we propose the thesis that the economics and the vacuity of ICT structure moderate the force of gig labor. We find that ICT structure plays a vital part in the spread of the gig frugality. Given its capability to connect workers across the public boundaries, we find that similar international reach doesn't lead to pay envelope equalization. Rather, we find substantiation of rising income difference across low skilled and largely professed gig labor, indicating that the miracle impacts the different skill groups else. At its crossroad points with the traditional frugality, businesses in sectors similar as transportation, health, education, particular services, and the gig frugality have caused relegation of slipup- and mortar workers. Given our finding about the unstable benefits of the gig frugality across conditioning and skill classes, the

policymakers should estimate applicable nonsupervisory or duty interventions. The policymakers also need to design interventions to address the requirements of similar displaced workers through retraining or through indispensable employment openings.

3. S Kumar, PS Aithal 2024

The gig frugality has shown the revolutionary power of technology and business coming together to give preliminarily unheard- of situations of availability, effectiveness, and inflexibility in the pool. spots that link independent contractors and employers have made openings more accessible and simplified business processes, creating a worldwide request for a range of Page 1 of 2 skill sets. But issues still live, similar as worries about labor laws, pay envelope security, and nonsupervisory surroundings. Despite these obstacles, technology is still changing the world and bringing with it both openings and challenges for both people and enterprises. Being an effective business model of Global Internet- grounded Growing Frugality, sustainable growth and indifferent issues in the gig frugality will bear striking a balance between invention and ethical and nonsupervisory considerations as it evolves.

4. A Jain 2024

This review paper synthesizes the being exploration geography to interpret the multifaceted confines of the gig frugality miracle. Through a comprehensive analysis, this paper navigates through the disruptive forces reshaping traditional employment paradigms, examining how technology enabled platforms have eased the rise of gig work across different sectors. It delves into the motorists behind the proliferation of gig work, including technological advancements, changing consumer preferences, and the hunt for

inflexibility among workers.

Objectives of the study:

Following are the objects framed to achieve exploration pretensions and fulfilment.

1. To assay the impact of digital marketing on the gig frugality.
2. To identify arising digital marketing trends in the gig frugality.

Research Methodology:

The exploration methodology outlines the approach used to dissect marketing. This composition examines the important places of stakeholders in gig frugality and highlights how colourful factors affect the growth and significance of gig frugality in Indian and global environment. trends, icing the findings are data-driven and believable. The study is grounded on the consequences drawn by colourful job holders in terms of “gig” hence, the study is secondary in nature.

Limitations:

Challenges for Gig Workers:

High Competition: The digital request place is largely competitive, with numerous freelancers fighting for analogous systems, making it delicate to stand out.

Data sequestration enterprises: Gig workers may be exposed to data collection and monitoring by digital platforms, raising enterprises about sequestration and implicit exploitation.

Algorithmic Bias: Algorithms used by digital platforms to match workers with tasks and determine stipend may be poisoned, leading to illegal issues.

Challenges for Businesses -

High Development Rates: The gig frugality can lead to high development rates, which can increase operating costs and negatively impact connections between co-workers, directors and guests.

Limited Collaboration and Innovation: Gig workers may not be as invested in an association as

full- time workers, potentially leading to limited collaboration and invention.

Difficulty in Building a Strong platoon: The temporary nature of gig work can make it delicate to make a strong and cohesive platoon.

Thickness in branding: icing harmonious branding and messaging across colourful freelance- led systems can be a challenge. Maintaining a unified brand identity requires robust guidelines and ongoing collaboration.

Findings:

Digital marketing trends:

1. Social media marketing : According to a report by Hootsuite, social media operation in India has increased by 30 in the once time, with 70 of internet druggies in India active on social media.
2. Influencer Marketing: Report by influencer marketing mecca set up that 70 of marketers in Inda believe that influencer marketing is effective in reaching their target followership.
3. Content marketing: According to a report by content marketing institute, 80 of marketers in India use content marketing to attract and engage their target followership.

Gig Economy Trends:

1. Growth of the gig frugality A report by KPMG set up that the gig frugality in India is anticipated to grow to\$ 455 billion by 2025, over from\$ 150 billion in 2020. (Source KPMG, 2020).
2. Increase in freelance work According to a report by Upwork, freelance work in India has increased by 25 in the once time, with 50 of freelancers in India working in the digital marketing space. (Source Upwork, 2020).
3. Rise of online commerce A report by (Research and Markets) set up that online commerce in India are anticipated to grow to\$ 150 billion by 2025, over from\$ 30 billion in. (Source Research and Markets, 2020)

Digital Marketing Adoption in the Gig Economy:

1. **Digital marketing relinquishment:** According to a report by Deloitte, 80 of gig frugality businesses in India use digital marketing to promote their services and reach guests. Source Deloitte, 2020).
2. **Social media operation:** A report by LinkedIn set up that 70 of gig frugality businesses in India use social media to promote their services and engage with guests. (Source LinkedIn,)
3. **Content creation:** According to a report by Content Marketing Institute, 60 of gig frugality businesses in India produce content to attract and engage their target followership. (Source Content Marketing Institute, 2020)

These findings from secondary data give perceptivity into the trends and relinquishment of digital marketing in the gig frugality in India.

Suggestions/ Recommendations:

For freelancers, developing a strong personal brand is crucial in the gig economy. Establishing a professional online presence through websites, social media, and portfolios can help differentiate yourself from competitors. Leveraging niche marketing and focusing on specialized skills and services can also increase visibility and attract clients. Utilizing gig economy platforms like Upwork, Fiverr, and Freelancer can provide access to new clients and projects. Finally, investing in continuous learning is essential to stay updated with the latest digital marketing trends, tools, and best practices. To future-proof digital marketing strategies, it's essential to stay updated with gig economy regulations and adapt marketing strategies accordingly. Focusing on sustainability and social responsibility can build trust and credibility with customers. Prioritizing diversity, equity, and inclusion can ensure marketing campaigns reflect diverse perspectives, promote equity, and foster inclusivity. Investing in employee

upskilling and reskilling can provide employees with the skills and knowledge needed to stay relevant in the evolving gig economy.

Conclusion:

The gig economy's rapid evolution has ushered in a new era of digital marketing, transforming the way freelancers and businesses connect, interact, and thrive. As an emerging trend, digital marketing in the gig economy presents immense opportunities for growth, innovation, and customer engagement. However, it also poses significant challenges, from algorithmic uncertainties to data privacy concerns. To navigate this complex landscape, freelancers and businesses must adapt, innovate, and prioritize strategic digital marketing practices. Ultimately, the convergence of digital marketing and the gig economy demands a proactive, customer centric approach, leveraging cutting-edge technologies, data-driven insights, and authentic human connections. By

embracing these emerging trends and limitations, professionals in the gig economy can unlock new revenue streams, foster meaningful relationships, and succeed in an ever-changing digital landscape.

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