

## Social Media Marketing as a Key Driver of Startup Success: A Conceptual Study.

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### Abstract:

Over the last years, social media marketing (SMM) has become a successful marketing tool for many start-ups. Firstly, start-ups can reach a much bigger audience using SMM than any other marketing available, such as television. Secondly, the cost of such marketing is much less than that of traditional methods. Social networks, like Facebook, Instagram, Twitter, and others, allow implementing a good online Marketing strategy through social media aimed at direct contact to the target market, announcement of goods and services, and attracting potential customers to the company's website where, hopefully, they purchase the products. Such methods can help reduce the 22% of start-ups' dying due to marketing problems, such as poor market research, budget underuse, bad advertising strategies, and others (Muskaan, 2023). This research paper seeks to explore the social media marketing opportunities for startups in India, the influence of social media platforms on startups, and the importance of social media marketing strategies for their success. This study is descriptive in nature and relies on the collection of existing secondary data. The research was carried out by analysing secondary data obtained from Statista reports, the website source from [www.startupblink.com](http://www.startupblink.com), and several reputable journals.

**Keywords:** Social Media Marketing (SMM), Social Media Platforms, Startups.

### Introduction

Social Media Marketing (SMM) involves leveraging platforms like Instagram, X (previously known as Twitter), and Facebook to promote brands and engage with consumers (Evans et al.,

2021). This includes showcasing new products, networking with customers over comments, and crafting content that genuinely reflects a brand's values and story. A successful social media approach

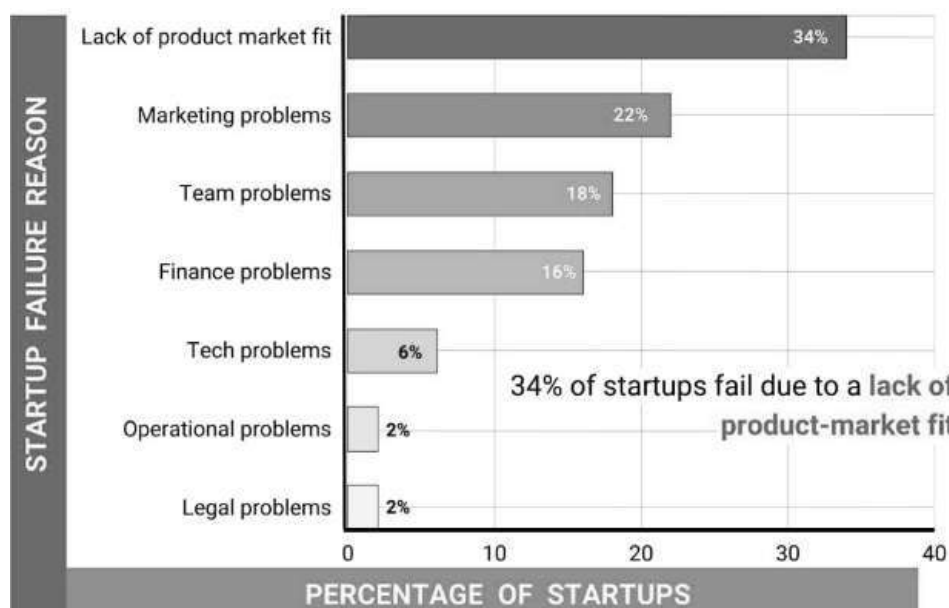
**Please cite this article as:** Mahesh, V. R & Naveen, S. (2025). Social Media Marketing as a Key Driver of Startup Success: A Conceptual Study. *SRUJANI: Indian Journal of Innovative Research and Development*. 3(6), 132-146

starts with defining clear and achievable goals (Alves et al., 2016). Some common objectives for social media strategies consist of boosting brand awareness, generating leads and sales, and providing comprehensive customer support. Adopting a data-driven approach is essential for assessing a social media strategy's performance. These metrics help brands understand customer perceptions and measure the effectiveness of their content. Key metrics to track include reach, clicks, engagement, organic and paid likes, follower growth, and conversion rate (Kaur, 2016).

A startup is defined as a business or initiative launched by an entrepreneur

aimed at exploring, developing, and validating a business model with significant growth potential. Entrepreneurship includes all newly established ventures, ranging from self-employment to businesses that do not have plans to go public (Skala, A., & Skala, A., 2019). Conversely, startups are newly formed companies that seek to scale well beyond the efforts of a single founder. Initially, startups face considerable uncertainty and often have high failure rates, although a small percentage succeed and gain significant influence (Felin et al., 2023).

**Figure 1- startup failure problems**



Source-<https://startuptalky.com/startup-failure-success-ratesstatistics>

A report by Muskaan (2023) indicates that 90% of start-ups in India fail, with 22% of these failures attributed to

marketing issues such as inadequate market research and ineffective advertising strategies. Many start-ups

struggle to market their products effectively, leading to their demise, often overshadowed by competitors with superior marketing. It is crucial for entrepreneurs, particularly in the B2C sector, to prioritize marketing and consider consulting specialists to avoid contributing to the high failure rates. An online presence is essential for customer acquisition, and social media platforms offer valuable analytics to refine social media marketing strategies. Engaging users on these platforms can facilitate organic growth in a company's customer base.

### **Review of Literature**

Punjabi, M. P., Aruna, V., et al (2024). Social networking sites have the ability to drastically improve brand visibility while also providing businesses with important information into customer behaviour. Using modern analytics tools, marketers may generate more focused and personalized digital advertising, resulting in more efficient and effective marketing campaigns. Social media (Social network) has become a vital platform for influencer marketing, in which businesses hire well-known internet users to encourage their products and services. The quick and worldwide accessibility of social network platforms has changed the pace and scope of digital marketing campaigns. Influencer marketing leverages influencers' credibility and trustworthiness to establish a personal connection with the target audience. Consequently, organizations are reevaluating their strategies for audience

engagement, communication, and marketing, highlighting the necessity of including social media in their digital marketing strategies.

Manoharan, A. (2024) This study explores the habit of AI-powered social media automation to boost audience engagement. It examines various AI methods and algorithms, evaluating their effectiveness in increasing engagement, visibility, and satisfaction among target audiences. The study evaluates the sway of AI on several Social networking sites, including click-through rates, comments, shares, and likes. The report proposes methods for improving AI-powered social media automation processes and identifies key components driving audience engagement. This research contributes to understanding how AI can enhance online audience engagement, thereby increasing digital marketing ROI and customer loyalty.

Muliawan, K. S., & Oktavia, T. (2024) The rise of social media sites has led to businesses using it as a marketing tool, but many fail to meet expectations and risk losses due to a lack of considerate of their intended recipients. This study focusing on understand the Indonesian food sector's target demographic using four factors: usage, engagement, buying behaviour, and promotion preferences. Data was collected through questionnaires and K-Means clustering and Apriorism association rules. The study divides social media users into three groups and demonstrates their association rules, assisting

companies in better comprehending their target market and inform their marketing strategy.

Devaru, S. D. B., Bairathi, et & al. (2024) The rise of social networking and e-marketing have altered the competitive dynamics of small companies and the hospitality sector in today's dynamic business environment. Online advertising and social media have had a huge outcome on the hospitality sector. When competing with larger chains, smaller hotels can use these virtual tools to their advantage. More modest hotels can compete on a worldwide basis with the use of online booking platforms, mobile-friendly websites, and targeted internet advertising. With an emphasis on the hospitality sector, this study discovers the complex ways in which e-marketing and social media affect the development and longevity of small-scale enterprises.

Song, D. N., & Liu, C. C. (2024) The rapid digitization of processes has led to new avenues and challenges for organizations, necessitating the expansion of new digital marketing capabilities. This study proposes a seven-part framework for digital marketing capabilities, including social media, relationship management, selling, information management, planning, implementation, and leadership. It investigates the relationships between digital marketing competencies using resource-based methodologies and business and individual success.

Agarwal, S. (2024) In light of the increasing impact of the cyberspace and related technologies on both consumer habits and company tactics, this research looks at the revolutionary change from conventional to digital marketing. It explores the many facets of digital marketing, such as SEO and social media sites, and how they have influenced online shopping and the growth of e-commerce. By contrasting digital marketing with more conventional methods, the article highlights the benefits and drawbacks of digital platforms. Finally, the research highlights the importance of digital marketing as a strategy for reaching a worldwide audience and penetrating new markets, illuminating its crucial role in modern corporate landscapes.

#### **Objectives of the Study**

- To know the Social Media Marketing for startups in India
- To study the impact of social media platforms on startups
- To explore the significance of social media marketing strategies in startup success.

#### **Methodology**

This is a descriptive study, based on the gathering of the available secondary data, the study was conducted. Secondary data is collected from different sources such as journals, articles, published books, periodicals, online database websites, etc.

**Social Media Marketing for Startups in India:** Social Media Marketing is a crucial tactic that businesses use to advertise their products and services across disparate

social media sites (Evans et al., 2021). This strategy encompasses developing captivating content, establishing a robust online presence, and engaging with the target audience to boost brand visibility and drive sales (Adeola et al., 2020). With the swift expansion of social media platforms, companies are utilizing these channels to access a broader customer demographic and cultivate significant connections. By harnessing social media's potential, Companies can enhance their marketing plans, explore new markets, and maintain a competitive edge (Manzoor et al., 2020). Therefore, for business owners aiming to broaden their outreach and enhance their marketing initiatives, adopting social media marketing is certainly a smart choice that can lead to substantial outcomes (Li et al., 2021). This entails producing and

disseminating content on social media platforms to meet marketing and branding objectives (Tuten, 2023). For start-ups to interact with their audience and foster brand loyalty, social media marketing is essential. It reaches certain demographics, creates leads, and increases brand exposure. To reach a larger audience, Indian companies should take into account language barriers, cultural sensitivity, a mobile-first strategy, financial limitations, and competition. Utilize a variety of languages, pay attention to cultural quirks, optimize content for mobile devices, begin with a modest budget, and set themselves out with distinctive and captivating material in order to establish their brand.

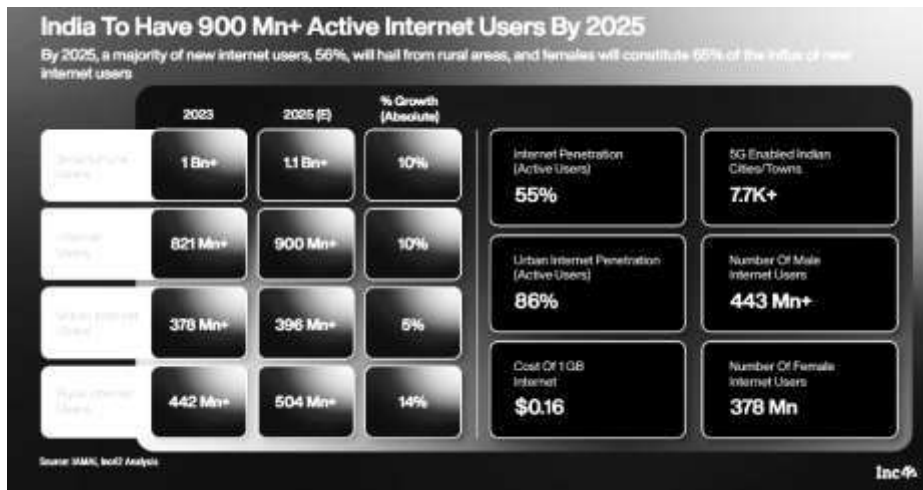
The below table shows the comparison between four social media platforms using active users, age group, geographic reach, content focus factors

**Table 1:** Comparison of Social Media Platforms

| Platform  | Active Users | Age Group     | Geographic Reach | Content Focus   | Best For   |
|-----------|--------------|---------------|------------------|---|--|
| LinkedIn  | 590 million  | 30-49         | 70% US           | Professional networking, job searching, industry news | B2B marketing, recruitment, thought leadership                           |
| Twitter   | 330 million  | 18-29         | 80% Global       | Short-form text updates, news, discussions            | Customer service, real-time engagement, brand monitoring                 |
| Instagram | 1 billion    | 13-17 & 18-29 | 70% Global       | Images, videos, stories, reels                        | Visual storytelling, influencer marketing, brand building                |
| Facebook  | 2.3 billion  | 18-49         | 68% Global       | Personal updates, news, memes, groups, e-commerce     | Connecting with friends & family, business marketing, community building |

**Source:** Created by Authors

**Figure 2 Shows the Rise of Internet Users in India.**



Source: IAMAI, Inc42 Analysis

The infographic projects that India will have over 900 million active internet users by 2025, driven by a 10% growth in internet penetration. This growth is expected to be fueled by a 56% increase in rural internet users and a 65% increase in female internet users.

**The Impact of Social Media Marketing on Startup Success**

Viral social media is the ideal choice of marketing tools for these aspiring businesses because it addresses all of the aforementioned issues. Startups have low budgets because they advocate capital and

typically do not hire the highest-paying sites at the beginning of the company (Parida & Prasanna, 2021). Additionally, just like any other business, the startup needs its audience. In order to create a strong brand image and a devoted following, they must not only generate pages on specific platforms, such as Facebook or Twitter, but also be active and intermingle with their audience (Park & Loo, 2024).

Social media marketing has a profound impact on the triumph of startups in India;

**Table 2: Impact of Social Media Marketing on Startups**

| Brand Building & Awareness   | Customer Acquisition & Engagement   | Market Analysis & Perspectives  | Securing Funding   |
|--|---|---|--|
| <ul style="list-style-type: none"> <li>• Cost-Effective Reach</li> <li>• Focused Campaigns</li> <li>• Building Brand Identity</li> </ul> | <ul style="list-style-type: none"> <li>□ Direct Sales Channels</li> <li>□ Relationships with Customers</li> <li>□ Building a community</li> </ul> | <ul style="list-style-type: none"> <li>□ Recognizing Customer Behaviour</li> <li>□ Recognizing Market Trends</li> <li>□ Competitive Analysis</li> </ul> | <ul style="list-style-type: none"> <li>• Investor Attention</li> <li>• Establishing Credibility</li> </ul> |

Source: Created by Authors



Startups can use social network to build a strong brand personality, reach a large audience, and forge a loyal following. Platforms such as Facebook, Instagram, and LinkedIn provide targeted campaigns based on demographics, interests, and behaviors. Additionally, social media enables startups to cultivate relationships with customers, build trust, and foster a community around their brand. Conducting market analysis and gathering insights can assist startups in understanding consumer behavior, market dynamics, and the strategies of their competitors. By evaluating social media activity, startups can swiftly adjust their strategies and secure a competitive edge. A strong presence on social media can draw in potential investors, as a growing audience and active engagement signal market interest and traction. Effectively managing a social media profile helps instill confidence in investors by showcasing the startup's capability to connect with its intended audience.

### **Social Media Platforms and Tools for Startups**

For visibility, startups use social media sites like YouTube, Facebook, Instagram, Twitter, and LinkedIn. Facebook boosts user acquisition while addressing startup issues. Instagram's reach and advertising opportunities make it the ideal platform for entrepreneurs. For young business owners looking to improve their startup marketing, Twitter is essential. In order

for startups to thrive, networking is essential. Both aggressive and retroactive marketing are done on LinkedIn.

**Facebook:** For startups, Facebook is a potent marketing tool and one of the most captivating platforms. It enables new businesses to expand their brands globally, look for possible leads, and eventually increase website traffic. As of the second quarter of 2023, Facebook boasts nearly three billion monthly active users, solidifying its status as the leading social network globally (Statista Report 2024). Despite two decades of growth, the platform remains a significant resource for brands and businesses, evidenced by Facebook's advertising revenue surpassing 113 billion U.S. dollars in 2022, capturing approximately 60 percent of the total global social media ad revenue (Statista Report 2024). To leverage Facebook's potential, businesses can utilize various features, including Facebook Notes for sharing engaging content alongside images, Facebook Events for promoting brand initiatives to a wider audience efficiently, and Facebook Polls to gauge potential customer preferences and refine products based on feedback (Rita Peixoto et al., 2023).

### ***Facebook marketing at a glance***

Facebook remains the most popular social media platform for marketers, with 89% of specialists using it in their digital campaigns as of January 2023. The platform offers a vast international user

base and numerous marketing opportunities, including ads on Facebook Marketplace, Messenger, and Stories. In 2022, marketers uploaded an average of 5 brand posts per week, with video posts generating the highest user engagement. Samsung has the most followers on Facebook outside of Facebook. However, marketers are diversifying away from Facebook, with 5% planning to decrease marketing activities in 2023.

### **Instagram**

Instagram has two billion monthly active users around the globe as of early 2024, presenting significant competition to Facebook and YouTube. The platform reaches a vast audience, with India having the largest number of Instagram users at approximately 360 million. Following India, the United States and Brazil come in second and third with 169 million and 134 million users, respectively. The app is particularly popular among individuals aged 18 to 24, who represent over 31 percent of its total user base, indicating that it is a social media platform highly favoured by Millennials and older members of Generation Z.

Social media marketing is among the most powerful strategies for promoting goods and services. In 2023, 80 percent of marketers worldwide utilized Instagram to market their businesses. This positioned Instagram as the second most favoured social media platform for advertising. From a marketing perspective, Instagram holds more sway than LinkedIn,

YouTube, X (previously known as Twitter), and TikTok, although the platform still operates under the influence of Facebook.

### **YouTube**

YouTube has significantly transformed the entertainment landscape, fostering a new breed of celebrity creators and content consumers. The platform, owned by Alphabet, has continually evolved in response to user demands, exemplified by the introduction of YouTube Shorts—its short-form vertical video feature launched globally in June 2021. YouTube Shorts reached an incredible milestone by October 2023, with 70 billion views every day. By 2024, there will be 100 million paying customers to YouTube Music and YouTube Premium. In January 2024, the platform's largest market was the United States.

In April 2024, YouTube has about 2.5 billion monthly active members, making it the second most popular social network on the internet. India and the United States have the biggest YouTube audiences, demonstrating the platform's global appeal. Direct sales account for just a tiny percentage of YouTube's financial success; the company's advertising segment, which is one of its signature brands and ranks second only to Google Cloud services, earns around 10% of its overall income.

YouTube made over 31.5 billion dollars in advertising income worldwide in 2023. With an increase in revenue of



8% year over year, as opposed to just 2% in 2022, this put the video platform back on its prior growth trajectory.

### **LinkedIn**

A top choice for B2B marketers because it's designed to connect people and companies in a corporate context. 65% of marketers in a 2024 survey reported using LinkedIn for marketing (Statista report, 2024). A startup can create its brand on social media by utilizing a LinkedIn account. It facilitates the interaction of businesses with other experts, prospective customers, investors, and even recruits. To make LinkedIn more effective for your company, you need to set up a professional page for your business, ensure that branding is uniform, and list your team members to establish legitimacy. Position yourself as an authority in your industry by providing expert content, relatable anecdotes, and user-generated content. It will assist in establishing a bond with the audience and luring the audience to trust your startup.

### **LinkedIn Strategies for Engaging Startups on Social Media Platforms**

Participate in focus groups and comment on posts on LinkedIn to get involved in and communicate with the audience. Collaborate with influencers, search for partners, and organize webinars to demonstrate your skills. Run LinkedIn ads, conduct InMail campaigns, and run retargeted ads that will increase your specific business goals. Promote

employee promotion in your startup by posting success stories and other relevant content.

### **Twitter**

Twitter is an important social media marketing tool for entrepreneurs. With more than 330 million monthly active users (as of 2024), it provides a platform for reaching a huge and engaged audience. Startups use Twitter to increase brand exposure by providing compelling content, participating in relevant industry conversations, and using trending hashtags. The platform's real-time nature enables quick responses to consumer inquiries, building strong customer relationships. Twitter's robust search functionality allows entrepreneurs to track brand mentions, find potential buyers, and acquire vital insights into market trends. Furthermore, Twitter Ads allow firms to target certain demographics and interests with their marketing messaging. Startups may efficiently use Twitter's capabilities to create their brand, engage with their target audience, and drive growth.

### **Results and Discussion**

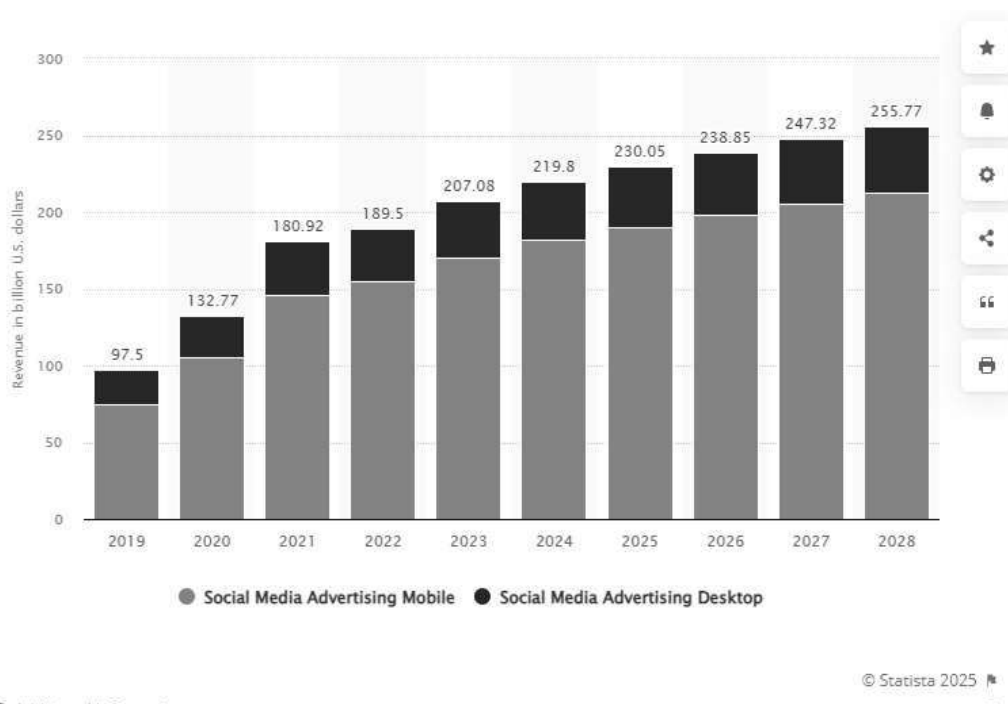
The figures or infographics below illustrate the worldwide social media advertising spending, worldwide Number of monthly active facebook users, Number of Facebook users worldwide, most popular social networks worldwide by number of monthly active users and leading countries based on Instagram audience.

### Social Media Advertising Spending Worldwide From 2019 to 2028, By Device (In Billion U.S Dollars)

The overall trend shows a consistent and significant increase in social media advertising spending worldwide from 2019 to 2028. This indicates that businesses are increasingly recognizing the value of social media as a marketing channel. The blue bars representing mobile advertising spending are consistently taller than the black bars for desktop spending. This clearly demonstrates that mobile advertising has become the dominant force in social media advertising. While desktop

advertising still contributes, its share seems to be decreasing relative to mobile. This aligns with the increasing use of smartphones and mobile internet access globally. From 2019 to 2028, Each year shows a substantial increase in spending compared to the previous year and notably, the segment Social Media Advertising Mobile stands out with the highest value of 212.68 billion U.S. dollars. This suggests that social media advertising will remain a significant and growing area of marketing expenditure.

**Figure 3: Social Media Advertising Spending Worldwide From 2019 to 2028, By Device (In Billion U.S Dollars)**



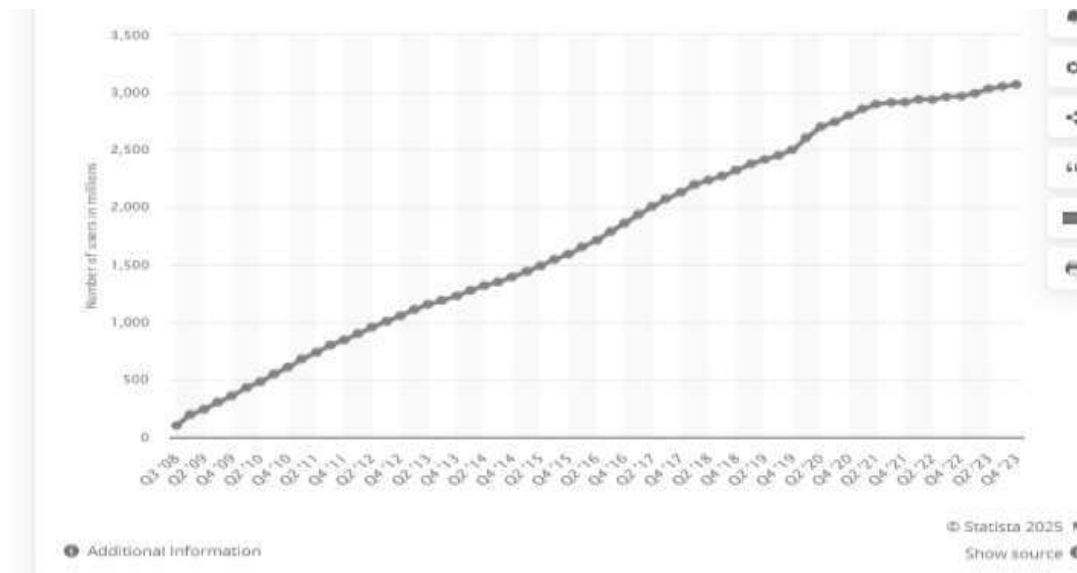
**Source:** <https://www.statista.com/statistics/456785/social-media-advertising-revenue-device-digital-market-outlook-worldwide/>

**Number of Monthly Active Facebook Users Worldwide as Of 4<sup>th</sup> Quarter 2023 (In Millions)**

Facebook, the most used online social network globally, has three billion monthly active users as of Q2 2023. It surpassed two billion active users in 2017,

taking over 13 years. India leads with 330 million users, followed by the US with 179 million. Facebook is popular in Indonesia and Brazil. In January 2021, US users spent the most time on Facebook, with over 25% aged 25-34 and 18.2% aged 35-44.

**Figure 4: Number of Monthly Active Facebook Users Worldwide As of 4<sup>th</sup> Quarter 2023 (In Million)**



Source: <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

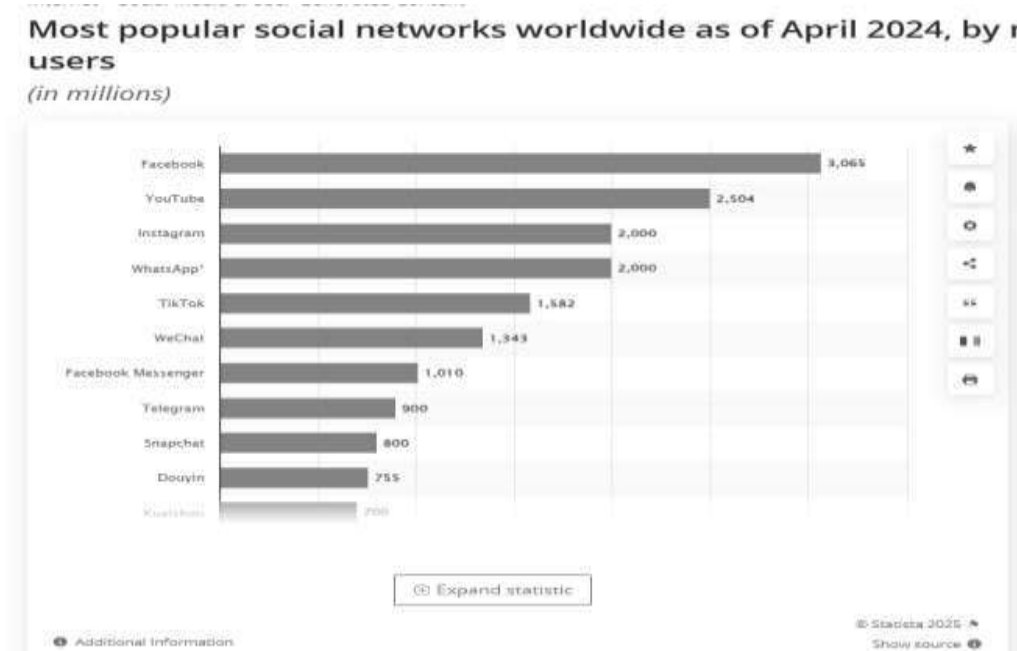
**Most Popular Social Networks Worldwide By Number of Monthly Active Users**

Facebook, the market leader, has over three billion monthly active users, making it the largest social media platform. Meta Platforms owns four of the largest

platforms, including Facebook, WhatsApp, Facebook Messenger, and Instagram. Facebook has 3,065 million monthly active users, followed closely by YouTube and Instagram with 2,504 and 2,000 respectively. Messaging apps like WhatsApp and Facebook Messenger have

2,000 million users, while TikTok has 1,582 million users. WeChat and Doyin, popular in China and other regions, also have large user bases.

**Figure 5: Most Popular Social Networks Worldwide By Number of Monthly Active Users**



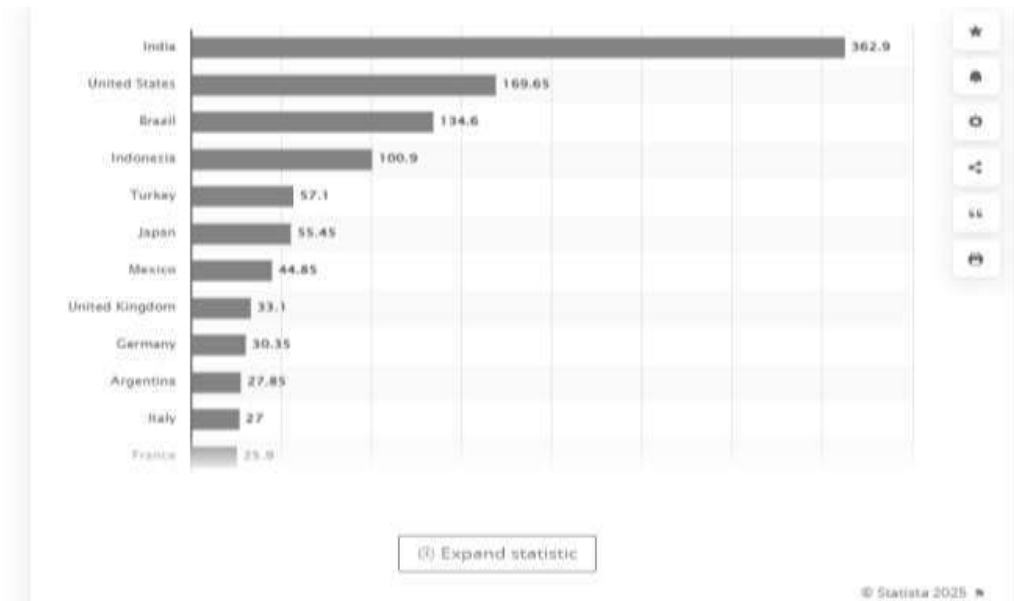
Source: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

**Leading Countries based on Instagram audience size as of January 2024 (in millions)**

India has the largest Instagram audience globally, with 362 million users as of January 2024. The United States and Brazil have 169 and 134 million users respectively. Indonesia, Turkey, and Japan rank fourth, fifth, and sixth, respectively.

Brunei has the highest audience reach, with 92% of the population using the platform. It took Instagram 11.2 years to reach 2 billion monthly active users, compared to WhatsApp's 11 years, Facebook's 13.3 years, and YouTube's 14 years.

**Figure 6:** Leading Countries Based on Instagram Audience Size as of January 2024 (In Millions)



**Source:** Statista 2025

### Conclusion

From the paper we can conclude that Start-ups must understand social media tools and strategies to grow their businesses effectively the five most Facebook, YouTube, Instagram, Twitter, and LinkedIn are just a few of the social media sites that let businesses display their products and gauge customer value. Proficient internet marketing tactics seek to communicate directly with the target audience, promote goods and services, and draw in new clients to the business's website. For startups in India, social media marketing has a big impact on things like credibility, funding, investor

attention, market and competitive analysis, direct sales channels, customer acquisition, and brand building.

Startups must modify their tactics to remain relevant in the rapidly changing social media ecosystem, manage competition with original material, and remain genuine to prevent reputational harm and alienation from potential clients. According to 89% of experts, Facebook is still the most popular social network in the world for digital ads. YouTube is the second most popular social network, with around 2.5 billion monthly active users. With 360 million users, India leads the world in Instagram's monthly active user

count of two billion. With 65% of B2B marketers using it for marketing, LinkedIn is a top option. Social media advertising mobile has the highest value at 212.68 billion U.S. dollars. This suggests that social media advertising will remain a significant and growing area of marketing expenditure for startups.

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