

ROLE OF DIGITAL PLATFORMS IN PROMOTING INDIAN CLASSICAL MUSIC: A STUDY OF SOCIAL MEDIA, ONLINE MUSIC PLATFORMS AND DIGITAL MARKETING STRATEGIES

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ABSTRACT

The rise of digital platforms has caused a paradigm change in the Indian classical music scene, changing the ways that music is promoted, consumed, and preserved. With an emphasis on social media, online music platforms, and digital marketing strategies, the current research conducts a thorough analysis of the role of digital platforms in promoting Indian classical music. A detailed understanding of the digital ecosystem can be obtained by using a descriptive study design and a careful examination of data from a variety of sources, such as websites, blogs, academic journals, social media platforms, online music platforms, and newspaper articles. The study's main goals are to determine the role of social media, online music platforms, and digital marketing strategies in promoting Indian classical music and to identify the advantages and disadvantages of each platform. The conclusions underline the critical role that social media, online music platforms, and digital advertising strategies play in promoting Indian classical music. They also emphasize how important it is to be flexible in the quickly changing digital scene. According to the study's findings, the thoughtful application of digital platforms can transform how people listen to and value music by preserving and advancing Indian classical music while also enabling worldwide connectivity. Innovative ways to music promotion, teaching, and enjoyment are made possible by this study's illumination of the nexus between technology and tradition, which provides insightful information for those involved in the Indian classical music field.

Keywords: Indian Classical Music, Digital platforms, Social-Media, Online Music Platforms, Marketing Strategies, Technology.

Introduction

The rich cultural heritage and timeless appeal of Indian classical music have made it an integral part of Indian tradition for centuries. In recent years, this ancient art form has encountered notable obstacles, including a decrease in popularity, restricted audience involvement, and insufficient representation in mainstream media. The emergence of digital technologies has revolutionized the music industry, creating fresh avenues for artists, organizations, and stakeholders to advance and safeguard Indian classical music. Digital platforms, such as social media, online music streaming services, and specialized websites, have become essential avenues for showcasing Indian classical music to an international audience. These platforms provide unique avenues for artists to display their skills, engage with audiences, and cultivate a community centred on their music. Furthermore, digital platforms offer a wealth of resources related to Indian classical music, allowing audiences to delve into and value this profound cultural legacy.

While digital platforms hold significant promise, it is essential to gain a thorough understanding of how these platforms can be utilized to enhance and safeguard Indian classical music. This study seeks to investigate the influence of digital platforms on the promotion of Indian classical music. It will analyze the existing digital landscape and pinpoint effective strategies for advancing this timeless art form in the contemporary digital era. This paper will present a comprehensive examination of the digital platforms utilized for the promotion of Indian classical music, encompassing social media, online music streaming services, and dedicated websites.

This investigation will explore how digital platforms influence the promotion and preservation of Indian classical music, emphasizing both the opportunities and challenges that arise from their use. This study

seeks to explore the impact of digital platforms on the promotion of Indian classical music, aiming to enhance the current initiatives focused on preserving and celebrating this important cultural heritage. The results of this study will offer significant insights for artists, organizations, and stakeholders aiming to utilize digital platforms to enhance the promotion of Indian classical music, and will guide strategies for safeguarding this ancient art form for future generations.

Literature Review

The influence of music on business marketing is on the rise, and it is being employed as a marketing instrument to motivate customers and increase sales by influencing customer behaviour and improving the shopping experience (Singh, 2019). The use of digital advances in classical music education in India has changed the game, making high-quality education more accessible. Nevertheless, issues of cultural sensitivity, copyright, and authenticity necessitate thorough analysis. To maintain cultural integrity and facilitate effective learning, a well-rounded strategy that incorporates both conventional and digital technologies is necessary (Rohit and Ashfaq, 2023). The paper explores the challenges and opportunities as well as the ways in which social media contributes to the promotion and preservation of Indian music and dance (Choudhury, 2024). The effectiveness of students who utilized digital technology in music education is superior to that of those who employed conventional instructional methods, Rexhepi et al. (2024). In comparison to Western classical music, Indian classical music is structurally, emotionally, and ornamentally very different. Since this is the case, it will be challenging for Indian classical music to make use of the well-established AI methods used in Western music. There have been some attempts to incorporate AI tools into Indian classical music, nevertheless. Machine learning isn't quite up to snuff when it comes to the emotional storytelling inherent in Indian classical music; the result is a robotic quality (Vinod and Colaco, 2025).

Research Gap

The research on Indian classical music has mostly concentrated on historical, cultural, and theoretical issues, with little consideration given to the impact of digital platforms on promotion, consumption, and preservation. Many studies on digital media and music promotion have focused on Western music genres, leaving Indian classical music unexplored. This study examines how social media, internet music platforms, and digital marketing tactics promote Indian classical music to fill this need. This research will fill a gap in the literature by giving a comprehensive understanding of technology in Indian classical music.

Objectives

The objectives of the research are as follows:

- To examine the role of social media, online music platforms, and digital marketing strategies in promoting Indian classical music
- To identify the advantages and disadvantages of each platform

Research Methodology

This study utilizes a qualitative approach, employing a descriptive method to investigate the role played by digital platforms on the promotion of Indian classical music. The descriptive method includes the collection and examination of data from a range of sources, such as social media platforms, online music services, and digital marketing initiatives, research papers, blogs, articles etc. This approach allows for a detailed examination of the current state of digital platforms in promoting Indian classical music.

Discussion

Indian classical music is resonating in a new way in this digital era. Internet marketing, social media, and online music platforms are merging to reshape the conventional limits of music promotion. Because of this convergence, Indian classical music provides more opportunities than ever before for performers, groups, and fans to network, share, and learn about the genre. There are new possibilities for development, creativity, and cultural interchange in the digital sphere, and it is changing the way people view, promote, and preserve Indian classical music.

i) Social Media Platforms Promoting Indian Classical Music

Social media platforms refer to online platforms that enable users to create, share, and interact with content. Social media platforms have revolutionized the way Indian classical music is promoted and consumed. Here are some popular social media platforms used for promoting Indian classical music:

- **YouTube:** A well-liked platform for posting and sharing music videos, tutorials, and performances of Indian classical music.
- **Facebook:** Used to provide updates and behind-the-scenes content, as well as to advertise events, concerts, and music festivals.
- **Instagram:** A visual medium for posting pictures and videos of musicians, instruments, and performances of Indian classical music.
- **Twitter:** Used to interact with fans and followers, promote events, and share brief updates.
- **Spotify:** A platform for streaming music that promotes Indian classical music playlists and albums.

Examples of Social Media Platforms Promoting Indian Classical Music are:

- **Indian Classical Music Facebook Group:** A vibrant online community with over 100,000 members focused on the promotion and discussion of Indian classical music.
- **Raag josh YouTube Channel:** This channel boasts over 1.5 million subscribers and showcases Indian classical music through performances, tutorials, and interviews.
- **Indian Classical Music Instagram Hashtag:** A hashtag on Instagram featuring more than 1 million posts aimed at the promotion and sharing of Indian classical music.
- **Gaana Indian Classical Music Playlist:** This playlist on Gaana, a well-known music streaming platform, showcases a thoughtfully curated collection of Indian classical music tracks and albums.

Advantages

- **Enhanced exposure:** Social media platforms offer a worldwide audience for Indian classical music.
- **Economical:** Advocating for Indian classical music through social media platforms is more affordable than conventional approaches.
- **Engagement:** Social media platforms facilitate direct interaction with fans and followers.
- **Content dissemination:** Facilitates the sharing of music, videos, and updates with a broader audience.

- **Community development:** Social media platforms facilitate the formation of a community centred on Indian classical music.

Disadvantages

- **Competition:** The landscape of social media platforms is saturated, presenting challenges in achieving visibility.
- **Labor-intensive:** Overseeing social media accounts demands consistent updates and interaction.
- **Copyright concerns:** Distributing copyrighted material may result in legal complications.
- **Quality control:** Maintaining high standards in content can present significant challenges.
- **Over-saturation:** Excessive promotion may result in audience fatigue.

ii) Online Music Platforms Promoting Indian Classical Music

Encompasses a broader range of online platforms that provide access to music, videos, and other media content. Indian classical music can be promoted through online music platforms. The promotion and consumption of Indian classical music have been completely transformed by online music platforms. The following well-known internet music online platforms are utilized to promote Indian classical music:

- **Gaana:** A well-known streaming service for Indian music that provides a large selection of Indian classical music.
- **JioSaavn:** A music streaming service that offers podcasts and Indian classical music.
- **Spotify:** A well-known music streaming service that offers albums and playlists of Indian classical music.
- **Apple Music:** This music streaming service offers radio stations and playlists of Indian classical music.
- **YouTube Music:** This music-streaming website features playlists and channels for Indian classical music.
- **Wynk Music App:** This music streaming app offers Bollywood and Indian classical music.
- **Hungama App:** Bollywood tunes and Indian classical music are available on this music streaming app.

Examples of Online Music Platforms Promoting Indian Classical Music are:

a) Online Radio Stations Promoting Indian Classical Music:

- **Radio Mirchi:** Radio Mirchi features Indian classical music radio stations, including Hindustani and Carnatic music.
- **Big FM:** Big FM features Indian classical music radio stations, including Hindustani and Carnatic music.
- **All India Radio:** All India Radio features Indian classical music radio stations, including Hindustani and Carnatic music.

b) Online Music Communities Promoting Indian Classical Music:

- **Facebook Groups:** Facebook groups dedicated to Indian classical music, such as "Indian Classical Music Lovers" and "Carnatic Music Enthusiasts".

- **Online Forums:** Online forums dedicated to Indian classical music, such as the Indian Classical Music Forum and the Carnatic Music Forum.

Advantages:

- **Global reach:** Indian classical music may be heard by people all over the world thanks to online music platforms.
- **Greater visibility:** Indian classical music and its performers are more widely known thanks to online platforms.
- **Easy accessibility:** Listeners can easily get Indian classical music through online music outlets.
- **Cost-effective:** It's not too expensive to advertise Indian classical music online.
- **Data analytics:** To assist artists and promoters better understand their audience, online platforms offer data analytics.

Disadvantages:

- **Competition:** It's hard to stand out on crowded online music outlets.
- **Copyright and piracy concerns:** Internet platforms may be susceptible to copyright violations and piracy.
- **Quality control:** On online platforms, it can be difficult to guarantee high-quality content.
- **Technology dependence:** Compatible gadgets and a steady internet connection are necessary for online music platforms.
- **Limited discoverability:** New artists may find it challenging to gain recognition due to the abundance of content available.

iii) Digital Marketing Strategies Promoting Indian Classical Music

Digital Marketing Strategies for Promoting Indian Classical Music: Digital marketing strategies can effectively broaden the audience for Indian classical music:

- **Social Media Marketing:** Leverage social media platforms such as Facebook, Instagram, and Twitter to promote Indian classical music.
- **Influencer Marketing:** Collaborate with influencers possessing an audience that is engaged with Indian classical music.
- **Content Marketing:** Develop captivating content such as blog articles, videos, and podcasts to advocate for Indian classical music.
- **Email Marketing:** Develop an email list and disseminate newsletters to subscribers with updates about Indian classical music.
- **Search Engine Optimization (SEO):** Enhance websites and content for search engines to increase visibility.

Examples of Digital Marketing Strategies Promoting Indian Classical Music are:

- **Indian Classical Music YouTube Channel:** Produces captivating content such as films and podcasts to advocate for Indian classical music.

- **Carnatic Music Blog:** Employs content marketing to advocate for Carnatic music and its practitioners.
- **Indian Classical Music Newsletter:** Distributes periodic newsletters to subscribers with updates on Indian classical music.

Advantages:

- **Global Scope:** Digital marketing methods may engage a worldwide audience.
- **Enhanced Visibility:** Digital marketing can augment the prominence of Indian classical music and its practitioners.
- **Economical:** Digital marketing can be more economical than conventional marketing techniques.
- **Quantifiable Outcomes:** Digital marketing yields quantifiable outcomes, facilitating the tracking of success.
- **Engagement:** Digital marketing facilitates interaction with the audience, fostering a community centred on Indian classical music.

Disadvantages:

- **Competition:** The digital marketing landscape is saturated, complicating efforts to differentiate oneself.
- **Technical Challenges:** Technical challenges may emerge, impacting the efficacy of digital marketing campaigns.
- **Reliance on Technology:** Digital marketing necessitates a reliable internet connection and appropriate devices.
- **Constrained Attention Span:** Digital marketing necessitates seizing the audience's attention within a restricted timeframe.
- **Data Security:** Digital marketing necessitates the safeguarding of data and the protection of user information.

Key Differences in Social Media Platforms, Online Music Platforms & Digital Marketing Strategies

Key Differences:

Social Media Platforms:

Primary purpose: Social interaction and community building.

Content types: Text, images, videos, live streams, stories.

Examples: Facebook, Instagram, Twitter, YouTube.

Online Music Platforms:

- **Primary purpose:** Music streaming and discovery.
- **Content types:** Music albums, playlists, radio stations.
- **Examples:** Spotify, Apple Music, Gaana, JioSaavn.

Digital Marketing Strategies:

- **Primary purpose:** Promoting products or services using digital channels.
- **Content types:** Various types of content, including text, images, videos, and more.

- **Promoting Indian classical music:** Utilize digital marketing strategies to promote Indian classical music through various digital channels, including social media, email, and search engines.
- **Examples:** Social media marketing, email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising.

How they are Different:

Purpose:

- Social media platforms focus on social interaction and community building.
- Online music platforms focus on music streaming and discovery.
- Digital marketing strategies focus on promoting products or services using digital channels.

Content Types:

- Social media platforms feature various types of content, including text, images, and videos.
- Online music platforms feature music albums, playlists, and radio stations.
- Digital marketing strategies can feature various types of content, depending on the channel and strategy.

Conclusion

This study paper examines the impact of social media, internet music, and digital marketing on promoting Indian classical music. Digital platforms improve visibility, cost-effectiveness, and measurable results, according to study. Social media has a wide reach and engagement, whereas online music platforms target a specific demographic for streaming and discovery. Social media, email, and SEO can promote Indian classical music online. Competition, technical challenges, and short attention span are drawbacks. Future benefits of promoting Indian classical music online include worldwide exposure, cultural preservation, and new financial streams. Yet copyright infringement, data security, and the loss of traditional music practices must be addressed. This research shows that digital promotion of Indian classical music can preserve the original style without affecting it. Indian classical music may reach more people while retaining its original style by using digital channels, assuring its relevance and appreciation in the digital age. This research emphasizes the need to combine tradition and innovation to maintain Indian classical music's rich cultural history.

Implications of the Research

The research highlights the importance of increasing online presence through digital platforms, enabling Indian classical music artists and organizations to reach a global audience and generate new revenue streams. Preserving traditional learning methods, such as the guru-shishya Parampara system, while incorporating digital tools, can enhance music education and promotion. Effective digital marketing strategies, including social media marketing and influencer marketing, can promote Indian classical music, with digital platforms providing measurable results. Policy makers and stakeholders can support the development of digital infrastructure, ensure intellectual property protection, and promote cultural preservation initiatives to ensure the continued relevance and popularity of Indian classical music.

Scope for Future Research

Future studies on the function of digital platforms in promoting Indian classical music might look into cutting-edge topics like the development of artificial intelligence (AI) tools for music composition and analysis, the use of blockchain technology for safe and transparent music distribution, and the application

of augmented reality (AR) and virtual reality (VR) to create immersive musical experiences. Researchers could also look into how digital platforms affect Indian classical musicians' mental health and general well-being, how social media influencers shape music tastes, and how digital platforms can be used to teach music and promote cultural exchange in underprivileged areas. Additionally, research on the relationship between Indian classical music and neuroplasticity, looking at the neurological and cognitive impacts of learning and listening to music, may shed light on the advantages of music for human growth. These innovative study approaches have the potential to clarify the intricate connections among Indian classical music, digital platforms, and cultural preservation.

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