



CHALLENGES AND OPPORTUNITIES OF E-MARKETING IN INDIA

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ABSTRACT:

Internet which gave birth to a new era of marketing and now it's called Digital Marketing. E-marketing means using digital technologies to vend your goods or services. In the past few years, the internet and e-commerce business activities have become one of the fastest growing technologies that playing a significant role in the daily life of human beings. Today, E-marketing is one of the most arising technologies in the IT and E-Commerce sector. The scope of E-Marketing is not only use to promote marketing over the internet but also marketing through e-mail and wireless media. For the study secondary data has been used. The data has been collected from various sources like Blogs, journals, research reports, websites etc. The present study has been undertaken to describe the concept, present status of e-marketing and examine the challenges & opportunities of e-marketing in India. Study suggested that companies should be very focussed on consumers, make amazing experience for the customers and continuously innovate or produce products.

KEYWORDS:-E-marketing, internet, Digital, Customer, challenges, opportunities.

INTRODUCTION

E-Marketing is marketing of product or services through electronic mode or through website or internet. E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. It not only includes marketing on the Internet, but also includes customer relationship management via e-mail or wireless media. This type of marketing uses a range of technologies to connect businesses to their customers. Electronic marketing is one of the emerging tools to market product in borderless marketing world.

Definition and Concept of marketing and E-marketing

The Definition of the American Marketing Association for 1985 (AMA):

According to AMA, "marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals." (<https://www.bartleby.com/essay/Marketing>)



Dr. Philip Kotler defines marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.

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E-Marketing (a.k.a. electronic marketing) refers to the marketing conducted over the Internet. Two synonyms of E-Marketing are Internet Marketing and Online Marketing which are frequently interchanged. E-Marketing is the process of marketing a brand (company, product, or service) using the Internet through computers and mobile devices mediums. By such a definition, e Marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. (<https://conversionpipeline.com/what-is-emarketing/>)

ADVANTAGES OF E-MARKETING

E-marketing has several advantages over traditional marketing and they are as follow:-

- 1.Global reach: No matter where you are or whom you need to reach, targeted email saves the way. Borders are no obstacles in email marketing.
- 2.Lower cost: We add e-mail to the marketing mix, spend less time, money and resources than with traditional marketing vehicles like direct mail or print advertising.
- 3.Highly personalized: E-Marketing enables to personalize and know every person.
- 4.Faster response: Minimum time to receive responses through e-Marketing is one to three days, where you will get maximum responses on day one itself, while a direct mail campaign would take minimum 7 to 12 days to generate any responses.
- 5.Simplest: Executing an email is simple and we can do it sitting at home without any extensive resources. (Sohel,A., Bhushan, D.,Parikshit, P., &Rutuja,S. 2020).

LITRATURE REVIEW

Sekar&Geetha(2013).In their study authors highlighted the challenges and opportunities of e-marketing. Many businesses are producing great results with e-marketing and its flexible and cost-effective nature makes it particularly suitable for small businesses.

Sen &Argha(2014).the researcher said that as we all are well-know about the fact that technology gives the opportunity to make a survey before buying the product or services.



Social websites effect the way of seeing of the consumer's perception for getting products or services. The consumers are highly effected by E-marketing nowadays.

Sangeetha(2016).“E-Marketing has emerged as one of probably the most innovative mediums for organizations to market many and services. It may be the art of identifying and understanding customer needs and creating solutions that delivers satisfaction for the customers, profits to the producers and benefits for the stakeholder.

Aggarwal (2017).In this paper researcher identified the challenges and opportunities of e-marketing Study depicted that Internet has revolutionized every aspect of life including economy and marketing. The major advantages internet has are its Empowering effect, Elimination of geographic barriers, 24 hours / seven days availability, Cost effective, Track ability, and Personalization. However, implementation of Internet in the field of marketing involves special disadvantages such as Problem of integrity, Lack of face-to-face contact, Security and Privacy, Lack of trust. Unless these dual characteristics of Internet have not been taken into consideration.

Kosgi (2017).In this paper author studied the growth and challenges in e marketing in India. This paper discussed the growth and the challenges in the ever expanding area of e marketing. There is a dire need to keep abreast of the latest in the field of computer science and information technology. Inadequately created and executed programs produce distrust between clients and marketers. Spam, identity theft, intrusive advertising, technical snags, not keeping terms with contract / agreements, gap between ordered products and actual deliveries have created deep distrust in e marketing. Hence the growth of emarketing depends also on the growth of business ethics on the one hand and consumer protection laws on the other.

Dhandayudham(2019). Author in this paper analysed E- Marketing opportunities and challenges in India. This paper has identified the challenges in modern technology and concluded that E- Marketing is the opportunities as it has been used like business especially in online purchases. Study also depicted that Internet advertising and social media has helpful to E- Marketing which is satisfied to present and implicit customers.

Atar, Dafal, Patil&Sonawane (2020). Intheir study authors examined the Changing Face of Marketing through E-Marketing. This research provided information about what is E-Marketing, the ways of marketing, and how strategies for the same changed gradationally and changing face of marketing through e-marketing. Study linked the growth of internet in India, as a factor for rise of E-marking.



METHODOLOGY

Keeping in view the objective of study secondary data has been used. The data has been collected from various sources: Blogs, journals, research reports, magazines, websites etc.

OBJECTIVES OF THE STUDY

1. To study the concepts and the current status of e-marketing in India.
2. To study the challenges and opportunities of e-marketing

CURRENT STATUS OF E-MARKETING IN INDIA

Internet, which gave birth to a new era of marketing and is now called Digital Marketing. Digital is one of the fastest-moving topics. A few years ago, Artificial Intelligence was a distant future, and now artificial intelligence is the heart of global business and industry. Through programmatic advertising, you can use artificial intelligence to automate your buying, which helps you narrow down your audiences. Conversational marketing arranges a quick one-to-one connection between customers and digital marketers. By 2023, the number of active Indian internet users will reach almost 666 million. Based on the report of Global Data, the Indian e-commerce market is pushing to 7 trillion rupees by 2023 because of lockdowns. According to a Goldman Sachs report; the digital marketing career scope in the Indian market will be worth \$160B by 2025, which is three times the current value. Digital marketing is expected to create 20 lakhs jobs by 2020. The number of internet users is expected to reach 800 million by 2021. Digital marketing is not going to slow down but accelerate. By implementing effective strategies, best practices, adopting the latest technologies, you can expand your business and gain a competitive edge. With Artificial Intelligence, Programmatic advertisement, Chatbots, Personalization & conversational marketing, Micro-moments, the digital industry move on every day. So, you have to update yourself and your team if you want to succeed in this field.

POPULAR AND COMMONLY USED DIGITAL MARKETING CHANNELS (Desai 2019).

1. SEO (Search Engine Optimization)
2. Pay Per Click advertisement
3. Social Media Marketing
4. Email Marketing
5. Content Marketing



6. Affiliate Marketing
7. Native Advertisement
8. Market automation
9. Inbound marketing
10. Online PR

CHALLENGES OF E-MARKETING IN THE INDIAN CONTEXT ARE

Following are the most prominent challenges that e-marketers today face while making their business strategy with E-Marketing.

1. Illiteracy - Illiteracy in India is a barrier to growth of e marketing. Access to computers and computer education is a major challenge.
2. Lack of ICT Literacy - Lack of vocational schooling and training, Know-how about web designing and techniques of product display and promoting is needed.
3. Constructing a great internet site – while a commercial enterprise decides to go online, the first task is to construct the fine website. Maximum small corporations begin searching out expert web designers, who could make web sites that each appearance fascinating aesthetically and navigate well.
4. Knowledge of English and other foreign languages - Knowledge of English and different foreign language to market product online in worldwide markets is must.
5. Schooling of salesmen in verbal exchange capabilities and artwork of persuasion- Schooling of salesmen to communicate with customers should be a continuous plan because e-commerce doesn't allow the consumer 'to the touch' the merchandise before buying it.
6. Need of Laws - There may be dire want for laws and special jurisdictions to settle down excessive levels of fraud about product quality, sale and actual shipping, and use of creditcards.
7. Lack of Trust- Many customers still don't consider the digital techniques of paying. Software programmes have to be developed which save you from hacking, phishing and misuse of credit card details.
8. Unauthentic sites – unauthentic web sites are a prime hazard. So software which provides security structures to prevent hacking of web sites and stealing valuable information from systems is required.
9. Customer expectations – Customer's expectations are high now days. Handling their expectancies is critical to entrepreneurs. Without customers, you may not have a business



because customers are considered like a king of the marketplace, so take the time to recognize them, and deal with customers with due care and regard.

10. Impersonal service - Digital methods of providing customer service are used by businesses however clients perceived this as just too impersonal or uncaring. Traders have to develop good checkout tactics for promoting selling via the internet, for addressing this problem

11. Lack of face-to-face contact- Net dealings contain no alive, personal interaction and that is why a few clients consider digital modes of providing customer support impersonal and experience the enjoyment of shopping in Physical store.

12. Mismatch in the products ordered and delivered- This is the sort of discrepancy that is commonly visible in on-line buying websites and agencies. Many instances of this discrepancy is experienced by the purchasers who purchase any goods online. Another major concern that purchase have with e-commerce traders is whether they will acquire precisely what they purchased.

13. Internet security issue- Internet security is important both to companies and consumers that participate in online business. Many clients are hesitant to buy goods on internet because they feel that their personal information will not remain private.

14. Increased Integration with Social Networks- Many clients are almost completely active on social networks. E-mail need to be geared up for fast integration; sharing, liking, posting, and linking. This is a huge gain for the brand, getting publicity and endorsements from relied.

OPPORTUNITIES OF E-MARKETING

Internet has increased competition extensively and also opened up the doors to business. Companies have in addition to gaining a competitive advantage, there are a number of further more reasons why a company's web presence is becoming an increasingly important tool to reach global markets.

1. The advancement of technology- Advancement in website design and the display of luxury products online allow consumers to more easily search through numbers of brands and zoom in with amazing clarity to see the specific features of a product, which is significant when you're making more precious purchases.

2. Consumer trust- Over time, luxury consumers have become more comfortable in shopping online as the overall site experiences continue to improve. These consumers expect the luxury



experience to translate from offline to online to the degree that it can, and demand great customer service and flexible return policies.

3. Convenience- Shopping Anytime, Anywhere has put more demands on retailers. Consumers now expect to be able to connect with their favorite luxury brands wherever and whenever they want.

4. The right luxury product at the right price at the right time – Development of new channel of distribution without middleman firm is able to deliver products at right price and at right time.

5. Reach to more customers-If you have an Internet presence, it will allow you to reach more customers. If your online presence is complete with positive reviews and a professional customer will see that you are reputable and will be more likely to choose you for the products.

6. Developing a Social Media Presence- Prominence of social media networking with a good online marketing strategy, not only focus on business websites but also on social media such as Facebook, Twitter, Google +, etc. Hence, developing social media presence is the strongest way of improving one's own outreach of products and services.

7. Creating Brand Recognition- While large corporations attract and retain customers because their logos are consistently recognized and trusted, Once you commence e-marketing your products and services, your brand automatically becomes recognized and the talk of the town if and only if the marketing is carried out in an impactful manner.

8. E-commerce Growth-The use of smartphones and availability of highspeed internet has vectored peoples towards online shopping.

9. Demand for Products and Services: The products, and services that their own area or country do not provide they search these products from anywhere on the internet with the help of websites.

10. Online Payment- Digital payment mode has low operational cost that is main factor for E-commerce growth. It avoids payment transfer and clearance delay, increase cash flow, save time, reduce manual effort.

11. Marketing and Advertising-Online marketing and advertising is a popular method to attain complete attention of customers by developing and creating attractive graphics, text and links. It has relatively low cost



12. Increased Sales and Reduced Costs: A website provides an avenue through which to gain access to a large audience without spending a lot of money. For example, it cuts down on paper costs associated with direct marketing and magazine or newspaper advertising.

13. Global reach – a website can reach anyone in the world who has internet access. This allows finding new markets and competing globally only with small investment.

14. Trackable, measurable results – marketing by email or banner advertising makes it easier to establish how effective your campaign has been. You can obtain detailed information about customer's responses to your advertising.

15. Twenty four hour marketing – with a website the customers can find out about their company's products even if the office is closed.

16. Personalization – if the customer database is linked to the website, then whenever someone visits the site, one can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

17. Speed: messages are delivered straight to the recipients inboxes, instantly.

CONCLUSION AND SUGGESTIONS

Digital marketing is a fast-growing field not only in India but around the world. Companies are getting increasingly reliant on the internet to induce faster plutocrat for their operation. Internet advertising and social media has helpful to E- Marketing which is satisfied to present and potential customers but rural peoples did not know new technology in Online purchasing method. It is a danger for the whole development of business .Due to Covid-19, numerous companies are shifting towards digital marketing for advertising and marketing. It seems great demand for digital marketing specialists across India. Inadequately created and executed programs produce distrust between clients and marketers. Hence the growth of emarketing depends also on the growth of business ethics on the one hand and consumer protection laws on the other. E-marketing has no boundaries. Company can use any marketing strategies under e-marketing through devices such as smart phones, laptops, televisions, tablets, game consoles, digital billboards, and media such as social media, search engine optimization, videos, content, e-mail and lot more to promote their company and its products and services. E-marketing may succeed more if it considers user needs as a prime concern. E-marketing has tremendous scope in future, considering Indian scenario because of enhancement and rapid growth of internet, supporting policies and regulations by government



will create more space for growth of e-marketing year by year. It is suggested that E Marketing should be maintained fact, securely, confident and making awareness to the present and ultimate customer otherwise, It should not be making highly satisfied to the customer. It is advised that companies should be very focussed on consumers, make amazing experience for the customers and continuously innovate or produce products.

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