



A STUDY OF INTERNET MARKETING IN INDIA: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

In the past few years, the internet and e-commerce business actions have become one of the fastest growing know-hows that playing a significant role in the daily life of human being. Today, E- marketing is one of the most developing technology in IT and E-Commerce sector. E-marketing is also declared to as Internet marketing (IM), online advertising or web-marketing, means using the internet to market and sell goods and services. E- Marketing helps to find out the right audience to whom goods and services are to be providing by the business organizations. It contains of all procedures and actions with the purposes of attracting, finding, winning and retaining customers. The scope of E- Marketing is believed to be broad in scope it does not only use to endorse marketing over the internet but also helps in marketing as well through e-mail and wireless media. Here we analyzed to find out the prospects and challenges of Internet marketing in India.

Keywords: Internet Marketing, Online, Consumers, marketing, Challenges.

INTRODUCTION

Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes. To sell our product through internet or numerical media is known as E- marketing. Types and size of business organization affects marketing conventionally but in today's situation, digital technology is a valuable addition. E- Marketing is also known as web marketing and online marketing. The scope of E- Marketing is deemed to be broad in scope it does not only use to indorse marketing over the internet but also helps in marketing as well through e-mail and wireless media. E-marketing also joins technical and original aspects of the Internet, including: development, design, advertisement and sales. Use of websites are made by e-marketing in combination with online promotional techniques such as social medial marketing, search marketing (SEM), interactive online ads, e-mail marketing, online directories, viral marketing, affiliate marketing and so on. E- Marketing also include



product display, advertisement consisting of graphics videos and audio with text, 3D product view, product navigation, basket selection, checkout and payments. The digital technologies used as communication and delivery mediums within the scope of e-marketing which include:

Internet media i.e., websites and e-mail

Digital media i.e., wireless, mobile, cable and satellite.

In most of the business models, this form of marketing is equally applicable:

- **E-commerce** — Direct sales of goods to the mass consumers/customers as well as to the business customers.
- **Publishing Services** — where advertisement are sold
- **Lead-based websites** — like policy bazaar, where sales leads are generated and sold to either by the third party or used in house to convert them into sales through appropriate channel suitable for it.

Definition :

“Internet Marketing or E-Marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.” “E-marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model.”

II. NEED OF THE STUDY

India will likely see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating to E-Commerce and Internet Advertising.

III. OBJECTIVE

In this paper we focus on the study of E-Marketing and online behavior of consumers. They also provide an incentive to focus on critical areas and formulate strategies to help achieve intended objectives.

- To review the present status of online trading in retailing in India.
- To identify the problems in online trading in retailing from the point of view of providers and consumers.
- To provide suggestions to popularize online trading and increase the profitability of online retail companies in India.



IV. TYPES OF INTERNET MARKETING

There are several types of internet marketing, some which work alone, others which work in conjunction with others. Here is some types of internet marketing.

4.1 Search Engine Optimizer

Search engine optimizer or SEO for short, is possible for popular search engine to index a website and boost it up to the top of the result page.

- He Should revise the structure of website, webpages or blog.
- He Should correct the errors.
- He should develop his own content.
- He should manage online campaign.

4.2 Social Media Marketing

Social Media Marketing (SMM) is the process of gaining website traffic or attention through social media sites. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. The use of social media services to garner attention and website traffic is gaining just as much popularity as the networks themselves.

- Listening: Know when to engage
- Sharing: Turn your buyers into salesmen
- Measuring: Track ROI in social

4.3 Blog Marketing

Blog marketing is any process that publicizes or advertises a website, business, brand or service via the medium of blogs. This includes,

- To raise the visibility of our company.
- To increase the sale growth and profit
- To make a contribution to our industry.
- To give the public a look at what goes on within a real live publishing company about the feature of their up coming products.

4.4 Pay Per Click Advertising

PPC stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to —earn those visits organically.

- It based on advertisers' keyword list to show relevant content to the user.



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- Using Pay per Click is the quick measurement of success.
 - It creates a highly targeted audience to attract visitors.

4.5 E-mail Marketing

Email marketing is a way to reach consumers directly via electronic mail. Unlike spam, direct email marketing reaches those interested in your business' area of expertise.

- It's the easy, effective, and affordable way to keep your customer coming back
- It should be professional to attract
- About new product
- Promoting their products by wishing special events
- While giving feedback they put information about their product too
- Save paper and postage

4.6 Networking

A business model in which a distributor network is needed to build the business. Usually such businesses are also multilevel marketing in nature in that payouts occur at more than one level. The advantages of network marketing include:

- Flexibility of time
- More Freedom
- High chances at success
- Free Training
- Easy Business plan
- Work at Home
- Easy to run

V. IMPORTANCE OF INTERNET MARKETING

Below are some of the reasons why it is absolutely important for any business to invest in online marketing for their brands.

a. Cost effective

IM (internet marketing) is one of the best cost effective ways of advertising because marketing products on the internet is less expensive in comparison to physical marketing due to short chain of middlemen in online marketing as well as less expenses on the physical outlet of the showrooms and the use of marketing articles or social media in establishing an online presence is minimal and you don't have to incur cost of rental property and its maintenance because you will not have to purchase stocks in bulk for display in a store.



b. Convenient

Internet marketing enables to provide 24*7 services without worrying about the opening and closing hours of a physical store. It's also convenient for your customers because they can browse your online store at any time and from any place worldwide and place their orders at their own convenient time.

c. Increase website traffic

The use of articles or social media as a marketing strategy will help to increase traffic to a business website. The more people visiting the site the more likelihood to closing with more sells and generating more interests of people in the products.

d. One-to-one Marketing

Internet marketing overcomes barriers of distance is overcome by internet marketing because you can sell goods in any parts of the world without setting up a local outlet over there, thus the scope of target market becomes very wide. However if you want to sell the product or services internationally you will have to use localization services to ensure that your products are suitable for local markets and comply with local business rules and regulations. Localization of services include translation and product modification which reflect the differences in local market.

e. Improves customer seller relationship

Better platform to build relationships with customers to increase customer retention level is provided by internet. For example when a customer has purchased a product, first step to begin the relationship by sending a follow up e-mail to confirm the transaction and then thank the customer. You can also invite the potential customers to give product reviews on your website regarding the existing product and this will help to build a sense of community.

f. Personalization

By building a profile of their purchasing history and preferences, internet marketing will help a business to personalize offers for customers. You can do this by tracking the product information and web pages that helps to prospect, visit and make targeted offers which reflect their interests.

g. Increases sales

Internet marketing will increase your sales because it provides the consumers opportunity to purchase the products online rather than physically going to a place or sending an order form by mail. This will increase the impulse rate of purchasing power resulting in an increase of revenue for business organizations and an excellent return on their investments.

VI. CHALLENGES OF E- MARKETING

Challenges of E-marketing are as follows:



1. Marketing integration

Multiple channels are employed by the sales efforts which are online and offline, e.g. email advertising, social networking, outbound call handling and so on. The problem faced with these is that they are supposed to serve a concrete and measurable goal as part of an integrated campaign even though they are often handled as different parts of the work. So to coordinate all marketing efforts must be a priority. Alongside the traditional campaign, e-marketing should be done and should not be tacked at the end of the business plan.

2. Security and privacy

Most people do not completely trust Web companies and, thus, they hesitate about offering information about themselves on the cyberspace. When companies that collect data are exposed to scammers and spammers, this is especially true. To adopt a sound policy and implement a fool-proof security measure, it becomes imperative for e-businesses. In a particular Encryption systems are a tool that online companies should seriously consider investing in.

3. Improving brand awareness

A big challenge for companies is that: primarily use the Internet to sell their products and services (tangible and intangible products). This is because, online adverts can be shut off by users unlike traditional advertising, (such as television, radio, billboard, and print) in which the campaign's message can be reinforced and repeatedly introduced to consumers at the marketers' will. So the challenge faced by web companies is to be more innovative in terms of advertisement.

4. International Commerce

The Internet has made possible to provide products and services available around the world as close to customers and their living room (or wherever they have their computer). Unprecedented revenue flows in and out of foreign countries is allowed by this new world channel and that impact could eventually have a dramatic effect on our domestic economy. We have a lot in common with people of other countries in term of culture and traditions, but there are some differences as well which is known as Unity In Diversity. Understanding is the key for good international commerce as well as relations.

5. Customer Expectations

Never before customers had expected too much. Managing your customer expectations is vital to marketers, because if you don't know your competitors will, you are not able to survive in long run in the market. Without customers you will not have a business because customer is treated as a king of market, so take the time to get to know them, treat them with due care and respect, and in the same way you want to be treated as a customer.



VII. CONCLUSION

E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has till now been very difficult to achieve via traditional marketing methods. The development of internet marketing and social media advertising has led to examples of businesses in recent years that appear to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. In the next few years, online marketing in India will strengthen even further. However, long-standing sustainability directly depends on factors like changes in the market, innovations and interactivity by market players. Owing to increased penetration of credit cards and easy access of computing witnessed a promising growth. Moreover, bargain-hunting consumers are latching on this trend as Internet retailers are known to offer products at special discounted prices compared to store-based retailers. Consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

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