



A STUDY ON OPPORTUNITIES AND CHALLENGES BEFORE DIGITAL MARKETING IN INDIA

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Abstract

In developing and mixed economy democratic nations like India, the role of digital marketing is crucial in the current scenario. Because for the past several years, the industrial sector has received a huge boost from various manufactured goods. In the current scenario, there is a lot of competition in the field of digital marketing in India. In the modern era, digital marketing faces many challenges such as internet, e-commerce, large customer base, diverse languages, infrastructure, privacy, competition, technology etc. Digital marketing is a huge opportunity for a developing nation because it is playing a vital role in selling goods and services produced in India abroad. Digital marketing is useful for moving from the skills needed to produce goods to the sale of goods to the customer. Through digital marketing, numerous customers are informed about the product at the same time, and more customers are encouraged to purchase the product.

Key words: Digital Marketing, Challenges and Opportunity, Development, Customer, Competition, Technology, E-Commerce, Production etc.

Introduction:

Digital marketing is a great opportunity to showcase the customer mindset and the quality of the product. Through digital marketing, customers can purchase and pay for the product online. You can cultivate future opportunities from a business perspective by doing digital marketing through various mediums like WhatsApp, Facebook, Telegram, Instagram etc. Digital



marketing can be used to attract customers using different languages. The huge consumer base in India, the effective marketing sector, the growth of e-commerce, the use of social media, the need for local content, etc., present many opportunities for digital marketing. Digital marketing faces challenges due to the diversity of languages and cultures. Digital marketing facilities are not available in all parts of the country and maintaining the confidentiality of information is becoming a concern. In the current era of globalization, as businesses, both large and small, have grown exponentially, there is intense competition and some limitations to digital marketing, including changing technological approaches.

Problems of the Study:

Digital marketing is a non-traditional digital platform on the Internet for promoting products and services, reaching customers, identifying and engaging with business owners using digital technology. Promoting your business online is one of the most effective strategies for building brand awareness and business development. The proliferation of digital media has made it possible for anyone to access information anytime, anywhere. This gives marketers more options to promote products and services through blogs, websites, and social media channels. With the various tools available, consumers can also see what trending is.

Objectives of the Study:

Digital marketing and the business environment in India are closely related. Digital marketing is a very important concept for enhancing the quality of modern business. While studying the opportunities and challenges facing digital marketing in India, the founder has studied interacting with social media through multiple channels. The main objective of this research is to study the opportunities and challenges facing digital marketing, and some of the objectives given by the researcher related to digital marketing are as follows.

1. To Study digital marketing in India.
2. To Study the factors affecting digital marketing.
3. To Study in detail the opportunities and challenges facing digital marketing.



Significance of the Study:

Digital marketing is a broad term that refers to digital advertising techniques deployed to reach consumers through digital technology. Digital marketing is a broad term that encompasses a wide range of service, product and brand marketing strategies, mainly using the Internet as a major promotional medium in addition to mobile and traditional TV and radio. Adan uses email newsletters to stay in touch with customers and thus tries to strengthen customer brand loyalty. Electronic communication began in the 19th century with the invention of the telegraph. After the invention of the telephone, radio, television, and later cable television, electronic media became the main means of communication.

Scope of the Study:

Affiliate marketing is a type of performance-based marketing. In this type of marketing, the company rewards its affiliates for every visitor or customer they bring in through their marketing efforts. There are two ways to make an affiliate offer: a company can offer affiliate programs to its customers, or it can offer other businesses the opportunity to become affiliates. If the company wants to run an affiliate program, the company owner will have to pay a brokerage fee to the affiliates for each lead or order generated within the company's website. Local businesses can achieve significant growth in sales if they make more effective use of platforms like WhatsApp or Facebook.

Limitation of the Study:

Internet connectivity in rural areas is still inadequate. In many rural areas, the internet speed is slow, which prevents consumers from using digital platforms regularly. Many consumers in rural areas lack knowledge about how to use smartphones or the internet properly. Mistrust of digital transactions also limits consumer participation. Since the digital platform is mainly available in English, Marathi speaking consumers in rural areas are not able to take full advantage of it.



Period of the Study:

Digital marketing is an important component of entrepreneurship development; hence digital marketing has gained an important place from the perspective of developing nations. Digital marketing is an important part of a business's ability to market and advertise its products. To conduct this research, the research has been completed by reviewing the information from 2025-26.

Research Methodology:

While studying the opportunities and challenges facing digital marketing, researchers have found that its maximum use in developing nations like India is important from a business perspective. Digital marketing plays a vital role in the quality of business and sustainable growth in the business. Although the research is related to the marketing component, the researchers used a type of secondary research. Although the research is related to the marketing component, the researchers used a type of secondary research.

Research Method:

Digital marketing is a significant opportunity in a developing and mixed economy democratic nation like India. Because in the current era of globalization and technology, digital marketing is an important option for entrepreneurs to sell more products. Digital marketing is a key component in addressing business vision and the challenges facing businesses. The researchers completed this research using a descriptive analysis method along with several types of secondary research.

Results and Discussion:

Mobile SMS marketing became increasingly popular in parts of the world in the early 2000s. A customer can use text messages to send purchase confirmations, product delivery notifications, and more. This is a request to send information about products and services from cellular or smart phone devices. Using phone calls, companies can send information in the form



of text, images, video, or audio. Using mobile messaging for marketing leads to more meaningful results. With this technology, companies can send marketing messages to their customers, anytime, anywhere, and be sure that the message will be delivered to the recipient. The company can also create a questionnaire to gather valuable feedback from customers that is essential to improve their products or services in the future.

Traditional Marketing Digital Marketing:

Traditional marketing is the most common and recognizable form of marketing. Traditional marketing is a non-digital method used to promote a business entity's products or services. Digital marketing is the marketing of products or services using digital media to reach consumers. The most common media used as part of a business's digital marketing strategy include the Internet, social media, mobile phones, promotional efforts may include electronic double-boda, as well as digital television and radio channels. Digital marketing is a branch of traditional marketing that uses digital media to position products.

E-Mail Marketing:

When messages about a product or service are sent to existing or potential customers via email, it is defined as email marketing. Direct digital marketing is used to drive sales, build brand awareness, build customer loyalty, and build customer trust. By using this element of digital marketing effectively, companies can promote their products and services. It is less costly than traditional or internal media. By creating an attractive combination of graphics, logos, and advertising services, the company can capture the full attention of the customers.

Online Marketing:

Online marketing is an important part of digital marketing. It is also called internet marketing through which a company can deliver messages related to its products or services. Internet-based advertising provides content that best suits the interests of consumers. Publishers will provide free information to customers or users by placing their products or services on their



websites. Customers should place more effective order-related orders online. Through online orders, companies have better control over their bids and have complete control over the order flow.

Social Media:

Marketing through social media is an extremely important digital marketing channel. It is a computer-based tool that allows people to create, share, and exchange ideas, information, and documents related to a company's products or services. Internet users are more likely to engage with social media sites than any other type of social media. Social media marketing networks include Facebook, Twitter and Google. Through Facebook, companies can promote programs related to products and services, explore opportunities for new advertising that can be run in a way that adheres to Facebook's guiding principles. Through Twitter, companies can increase their brand awareness and visibility. It is a great tool for promoting a company's products and services. In Blockchain, businesses display their information and share information.

Opportunities for Digital Marketing:

Using the Internet, digital marketing has emerged as a cost-effective and efficient source of revenue compared to traditional marketing channels such as television, radio, magazines, newspapers, and banks. With the development of new technologies, using the Internet in business has a huge benefit in terms of brand reach and successful communication with their customers. The Digital Marketing Decree allows them to set up their own channels, subject to the availability of their services. In fact, websites are hugely popular for promoting business profiles. Social media, with its numerous benefits, plays a vital role in promoting digital marketing activities. Social media is a social marketing medium that includes Facebook, Twitter, Google, Linked, WhatsApp, Blogs, YouTube, Instagram etc.

1. The increasing popularity of digital marketing and its capabilities have made it more convenient for consumers to shop online anytime.



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2. Digital distribution companies have been given the opportunity to buy from online stores by the Adan Kirkkol decree.
 3. Digital marketing enables companies to measure their marketing effectiveness by measuring whether digital marketing is working, the level of effectiveness, and the conversations it generates.
 4. Digital marketing also helps marketers to evaluate their online content for marketing purposes.
 5. Digital marketing is an effective way for companies to target a large number of potential customers at a single time.
 6. Using the Internet for marketing is a focused approach to target this number.

Direct Marketing:

Digital marketing creates awareness about a product or brand directly through direct marketing. Companies can also showcase their products and services on various digital channels. But a good online presence strategy and promotional tools can help digital marketers perform well in a highly competitive marketing environment. Digital marketing makes it easier for advertisers to reach target customers at any time or place. There is no limit to the number of potential customers who visit any website. The constantly displayed advertisements attract potential customers to contact them, and their products attract potential customers to seek their services. But this is not a method that has been efficiently managed to display on the web page.

Challenges Before Digital Marketing:

The risk of hacking into a company's internal policies is always present in digital channels which is one of the pitfalls of digital marketing. Some competitors may follow the values of a well-known company, copy them, and use them for their own purposes. Another downside of digital marketing is that an individual or group of individuals can harm the reputation of a recognized brand through a doppelganger. Another practical drawback of digital marketing is that it is only beneficial for consumer goods. Industrial goods and pharmaceutical



products cannot be ordered through digital means. The above information can help digital marketers understand the power of digital marketing and its potential.

1. Digital marketing relies on the Internet. In some areas, Internet access is not available to consumers or does not exist.
2. Digital marketing can fail in areas where internet availability is limited or non-existent.
3. Since digital marketing is so dependent on the internet, it can be difficult for marketers to start conversations with their customers about a company's brand image or products without their brand becoming more widespread.
4. When a customer searches for a specific product from a specific company on the Internet, many competing products and services with similar marketing strategies appear on the customer's homepage, creating a gap in digital marketing.
5. Some consumers do not trust many of the brands they see on websites or social media, and they often see them as fake or unauthentic brands.

Conclusion:

This study shows that digital marketing has the potential to reach consumers more quickly and cost-effectively and can promote a wider range of products and services. With the advent of digital marketing and social media, the pace of globalization in the 21st century has increased, and the scope of opportunities offered by digital marketing has expanded, creating many business opportunities. In our digital age, customers' shopping habits and ordering methods are changing rapidly. The growing spread of digital technology, especially mobile internet, social media and e-commerce platforms, has largely contributed to this change. Consumers are now not limited to local markets but are increasingly shopping at a global level with the help of digital media. This has not only changed the purchasing decisions of consumers but also led to retailers increasingly incorporating digital media into their marketing strategies.



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