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Digital Marketing in India and its Challenges

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ABSTRACT

Digital marketing is a broad term which refers to the promotion of products or brands via one or more forms of electronic media. For instance, advertising mediums that might be used as part of the digital marketing strategy of a business could include publicity efforts made via the Internet, social media, mobile phones and electronic billboards, in addition to digital, television and radio channels. Digital marketing, which is also called online or internet marketing, involves the use of interactive, virtual spaces for the sake of promoting and selling goods and services. Internet-based communication expertise had contributed to the restructuration of major economic sectors including marketing. Being cost-effective, flexible, and fast and enjoying an on exceptional global reach, digital marketing has brought about different businesses absurd gains. This effective, new technique also embroils its special disadvantages, e.g. lack of personal contact, security and privacy, etc. which should be taken account for. Information technology has malformed the way people work. There are many benefits of using digital marketing platform to market the company's products and services but there are some challenges that a marketer using the digital marketing strategy has to face. The challenges are as follows:

*Proliferation of digital channels *Intensifying competition. *Exploding data volumes.
This paper analyzes the notion of Digital Marketing in India and its challenges and opportunities ahead.

Key words: Digital Marketing, Proliferation, Intensifying competition, Exploding data volumes.

I. INTRODUCTION

With more than 198 million Internet users, India was the third-largest online market ranked only behind China and the United States and declaring itself as a market not to be ignored on the global stage. Of the millions of Internet users in India, come from the 25-34 age brackets of those who use the Internet at home or at work what makes the 38 percent usage of internet, a percentage that was higher than any other age group surveyed. Additionally, men dominated internet usage with 61 percent to women's 39 percent. 5.1 hours, it is the average daily online usage in the country amongst internet users. India shares the characteristics of other global Internet users is its passion for social media, with Facebook being the most popular social networking site with a 53 percent active reach. Other popular networks include Google+, Twitter and LinkedIn. Social media and communication also proved popular

with mobile phone users in the country with the number of monthly active users of WhatsApp reaching 70 million. Definitely the Cost-effectiveness and interactivity its the most striking aspect of future digital marketing in India. The future of digital marketing in India seems bright and beautiful. Future Media is a Digital Marketing Agency in India that makes simple to reach your target audience with distinctive online marketing strategy. The future of digital marketing will be rooted in how marketers and platforms create ways for new and traditional media to play together.

1.1 Opportunities of E-Marketing in India

Empowering effect

One of the advantages of online marketing is associated with its enabling outcome mainly on the small businesses, since "internet can extent market reach and operational efficiency of small and medium enterprises (SMEs). Internet has created extraordinary opportunities for small businesses to engage in national and international marketing campaigns which could have been high-priced due to the huge amount of resources required. Email marketing, blogging, launching web-sites, etc are among the easily affordable inter-fostered channels than can provide small business with the ability to survive and compete.

The reason why Internet marketing has become so popular is because they provide three major benefits to potential buyers:

1. Convenience: Customers can order products 24 hours a day wherever they are. They don't have to sit in traffic, and a parking space, and walk through countless shops to find and examine goods.

2. Information: Customers can find reams of comparative information about companies, products, competitors, and prices without leaving their office or home.

3. Fewer hassles: Customers don't have to face salespeople or open themselves up to persuasion and emotional factors; they also don't have to wait in line.

1.2 Internet marketing also provides a number of benefits to marketers

1. Quick adjustments to market conditions: Companies can quickly add products to their offering and change prices and descriptions.

2. Lower costs: On-line marketers avoid the expense of maintaining a store and the costs of rent, insurance, and utilities. They can produce digital catalogues for much less than the cost of printing and mailing paper catalogues.

3. Relationship building: On-line marketers can dialogue with consumers and learn from them.

4. Audience sizing: Marketers can learn how many people visited their on-line site and how many stopped at particular places on the site. This information can help improve offers and ads. Clearly, marketers are adding up on-line channels to discover, attain, communicate, and sell.

1.3 Challenges in E-Marketing

• Problem of integration

One of major problems with marketing campaigns is that they take up several offline and online promotional channels such as press, brochure, catalogue, TV, cell phone, e-mail, internet, social media etc, while lack a comprehensive, harmonizing marketing structure. Each item is used separately and accomplished as a different task not as a part of an integrated campaign aiming at the realization of specified and particular objectives. This deficiency can be compensated for by taking a holistic come up to which synchronizes the different traditional and internet age modes of marketing communication as moments of an integrated organization. With respect to the practical, online component of an integrated marketing what is "also worth noting (or reminding) is that like offline marketing, all aspects of online marketing are inextricably connected- and in many cases mutually dependent.

- **Lack of face-to-face contact**

Internet dealings involve no alive, personal interaction and that is why some customers consider electronic modes of providing customer service impersonal and enjoy the experience of shopping in a bricks and mortar, physical store. They like better to talk to store personnel in a face to face conduct, touch the related product with their hands, and socialize with other . Virtual marketplace cannot provide for this function of offline shopping and lacks personal interaction. To be more "for the types of products that rely heavily on building personal relationship between buyers and sellers such as the selling of life insurance, and the type of products that requires physical examination, Internet marketing maybe less appropriate.

- **Security and Privacy**

It is clear enough that now adays customers' data can easily be shared with other companies without asking for their authorization. Moreover their more crucial personal data such as usernames and are not protected from hackers .

- **Lack of trust**

"Online trust includes consumer perceptions of how the site would deliver on expectations, how believable the site's information is, and how much confidence the site commands" (134). These days in spite of the rapid growth of online dealings a number of people still suspect electronic methods of paying and still have doubt whether the purchased items will be delivered or not. On the other hand occurrence of online fraught has made customers hold negative or doubtful attitudes towards online transactions.

- **A bad reputation**

Now e-marketing has a bad reputation. And half-baked metrics such as click-through rates (CTRs) still paint a picture of inefficacy and failure. Plenty of evidence shows that the Web is the most cost effective branding medium available, but the Net's reputation will need to be rebuilt one success at a time.

- **New Layer of E-mail Filtering**

Gmail's Priority Inbox and Facebook's Social Inbox may result in mail ending up in folders that are rarely reviewed. This potentially has a knock on effect on our opening rates and other performance metrics.

We will need to work harder to ensure that our customer is opening, clicking, sharing, and forwarding our emails; this helps with complex relevancy scoring that will ensure the message finds its way into a higher priority destination. It spells the end of the one-way communication and opens up some exciting opportunities for on message interaction with customers.

- **Trigger-Based E-mail**

"Right message, right person, right time" has been a maxim of the direct marketing industry for years. The is that "right time" now might be a window of perhaps two minutes. In time, the role of trigger based e-mail that can engage and interact after a specific action, perhaps reviewing a promotional Web page, will be increasingly critical.



1.4 Challenges Facing Digital Marketers

There are many benefits of using digital marketing platform to market the company's products and services but there are some challenges that a marketer using the digital marketing strategy has to face. The challenges are as follows

- Proliferation of digital channels. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.
- Intensifying competition. Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.
- Exploding data volumes. Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get a handle on all that data, as well as find the right data within exploding data volumes that can help you make the right decisions.

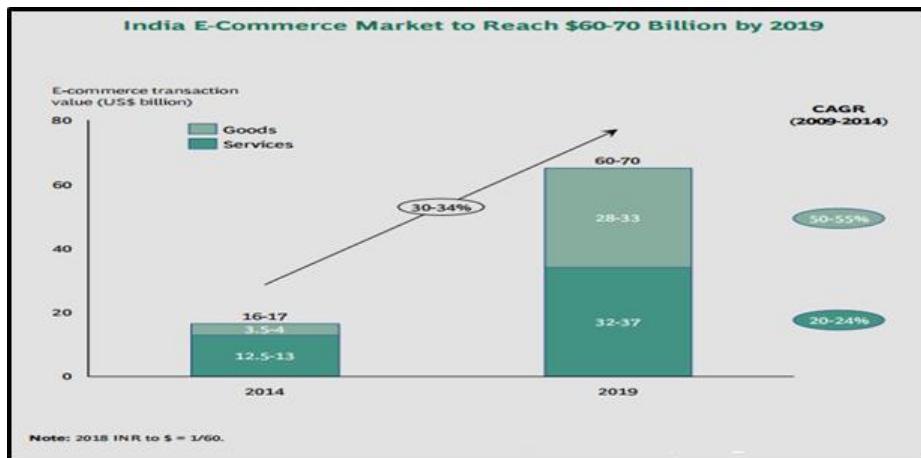
II. SUGGESTIONS TO IMPROVE E-MARKETING

2.1 Catering to consumer interest

According to Urban Glen , when a company advocates for its customers, the Customers will in turn advocate for the company. In order to be successful, a company has to apply any means to satisfy its customer's interests. He proved that many firms of different sizes and business fields were using many techniques to fulfill customer's needs and interests, by using variety of examples. Despite that, factors such as costs, quality and diversification of commodities should be taken into consideration to have a precise picture of how to advocate customers in general.

2.2 Focus on gender

The purchasing habits of male customers are partially different from female customers. This is also true in e-commerce. Male consumers prefer fast loading speed websites, secured websites (their privacy is better protected). Meanwhile, female customers have confidence to purchase via the Internet mostly because they listen to other females. This can be considered as a big difference between males and females in perceiving Internet marketing.



2.3 Consumer privacy

Many customers feel confident to make an order only when they have made a few purchases. They are afraid their privacy can be revealed and misused without their acknowledgment.

If buyers do not trust the company which provides online sales services, they will never want to make any online buying decisions. Beside that e marketing helps consumers to have more different means to search for products' designs, functions, features, specifications, prices etc. so they can compare and products and services before giving their final decisions

A company and its website can gain customers' trust easily if a recognized third party certifies that the website is secured. In addition, guarantee terms also contribute to build trust in customers' minds. However, the study can bring more precise results if the participants come from different group ages.

III. CONCLUSION

The paper clearly shows that E-marketing impacts in various numbers of ways upon businesses. When used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost manner and can provide promotion to a wide range of products and services. The development of e-marketing and social media advertising has led to many businesses opportunities in recent years. This paper deliberated the challenges and the opportunities in the ever expanding area of e-marketing. This field needs relentless learning. One cannot oversee the fact that it is a technology determined approach. There is a dreadful need to keep abreast of the latest developments in the field of computer science and information technology.

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