An Overview on Internet Marketing in India: Challenges and Opportunities

Sheema Abbas

Research Scholar, Department of Commerce and Business Management,

Integral University Lucknow

ABSTRACT

The internet and e-commerce business operations have emerged over the past several years as one of the fastest-growing technologies that significantly impact people's everyday lives. One of the most recent developments in the IT and e-commerce industries is e-marketing. E-marketing, also known as Internet marketing, online marketing, or web-marketing, is the practise of advertising and selling products and services through the internet. E-marketing aids in identifying the appropriate target market for which commercial organisations should provide their products and services. It entails all procedures and endeavours undertaken with the intention of luring, locating, seizing, and keeping clients. E-marketing is thought to have a wide range of applications because it not only supports online marketing but also that via e-mail and wireless media. Here, we looked at Internet marketing in India to determine its prospects and difficulties.

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

INTRODUCTION

Not only are countries becoming more unified as a result of globalisation, but other sectors are also going through substantial transformations. Additionally, the marketing industry is impacted by this and is always going through changes. E-marketing is the practise of promoting a product over the internet or other digital channels. Marketing is typically influenced by the types and sizes of corporate organisations, but in the current environment, digital technology is a useful addition. Web marketing and online marketing are other names for e-marketing. E-marketing aids in identifying the appropriate target market for which business organisations should provide their products and services. It entails all procedures and endeavours undertaken with the intention of luring, locating, seizing, and keeping clients. The following list of digital technologies used in the context of e-marketing as delivery and communication channels:

E-Commerce- Direct sales of products to both corporate clients and mass customers.

372

Publishing Services- It's a platform where advertisements are exchanged among client.

Lead-based websites- Such as policy bazaar, where prospective customers are created and either sold to a third party or used in-house for converting into sales through the right channel.

Affiliate Marketing- a referral marketing method in which a compensation is offered to the product firm or website that recommends about the goods or services to other friends, relatives, or other potential or target consumers.

E-marketing is a low-cost solution that allows for extremely basic and reasonable customisation while requiring very few marketing efforts. The advertiser employs a variety of strategies, including pay per play, pay per click, pay per impression, and pay per action. Marketers may identify which messages are attractive and which are not so successful in this manner. It helps to give a wide range of high-quality products in less time and at a reasonable cost. E-marketing requires customers to be conversant with the most recent innovations in digital technology, as well as in the financial and legal domains. In this way, its popularity is restricted because of the demand of high-speed Internet connections, as well as additional obstacles such as clients being unable to touch, taste, or smell the items and having concerns about security when making online payments through several websites.

NEED OF THE STUDY

Between 2018 and 2023, India is expected to have a golden moment in the Internet industry, with enormous development potential and long-term adoption of E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services Related to E-Commerce and Internet Advertising. As we all know, India has a long way to go in the realm of digital marketing, despite the fact that more Indians are spending time on the internet than in China or the United States.

OBJECTIVES

This research focuses on the study of E-Marketing and consumer online behaviour. They also give an incentive to concentrate on crucial areas and develop tactics to assist accomplish desired outcomes.

1. To assess the current state of online retail business in India.
2. To identify issues in online retail trade from the perspectives of providers and customers.
3. To make recommendations to popularise online trade and boost the profitability of Indian online retail enterprises.

TYPES OF INTERNET MARKETING

There are several types of internet marketing, some which work alone and others which work in conjunction with others. Following are some types of internet marketing:

1. **Blog Marketing-** Blog marketing (BM) is a means of advertising a business, website, brand, or service using blogs.
2. **Social Media Marketing-** The technique of increasing website traffic or attention using social media platforms is known as social media marketing (SMM). The purpose of SMM is to create content that generates as much awareness and website traffic as the networks themselves.
3. **Search Engine Optimizer** - SEO, or search engine optimisation, allows prominent search engines to index a website and push it to the top of the results page.
4. **Pay Per Click Advertising-** PPC is an abbreviation for pay-per-click, an online marketing technique in which advertisers pay a charge each time one of their adverts is clicked. Essentially, it is a method of purchasing visitors to your website rather than attempting to acquire those views naturally.
5. **E-mail Marketing-** Email marketing is a method of reaching out to customers directly through electronic mail. Direct email marketing, as opposed to spam, targets individuals who are interested in your company's area of expertise.
6. **Networking-** A business model in which the establishment of a distributor network is required. Such enterprises are often multilevel marketing in nature, with rewards occurring at more than one level. The benefits of network marketing.

IMPORTANCE OF INTERNET MARKETING

1. **Cost Effective-** The use of marketing articles or social media to establish an online presence is minimal, and you don't have to pay the cost of renting property and maintaining it, making internet marketing (IM) one of the most cost-effective forms of advertising because selling products online is less expensive than selling them in stores. This is because there are fewer costs associated with maintaining physical showroom outlets.
2. **Convenient-** Internet marketing makes it possible to offer services around-the-clock without being constrained by a physical store's hours of operation. Customers may explore your online store at any time and from any location in the globe, and they can place orders at a time that suits them best.
3. **Increase Website Traffic-** The usage of social media or articles as part of a marketing plan will aid in boosting website traffic for businesses. The likelihood of

making more sales and generating more interest in the items increases with the number of visitors to the website.

4. **One to one Marketing-** Because you can sell items anywhere in the globe without opening a local outlet there, internet marketing breaks down barriers caused by distance, making the target market's range incredibly broad. To make sure that your goods are appropriate for regional markets and adhere to regional business laws and regulations, you must utilise localization services if you intend to offer the product or services globally. Translation and product change are two examples of how services are localised to match regional market variations.

CHALLENGES OF EMARKETING AND THE WAYS TO OVERCOME THEM

1. **Marketing Integration-** The sales activities use a variety of online and offline channels, such as email advertising, social networking, bound call handling, and so on. The issue with these is that they are expected to serve a definite and quantifiable aim as part of an integrated campaign, despite the fact that they are frequently treated as separate components of the job. As a result, coordinating all marketing activities must be a top concern. E-marketing should be done in addition to the traditional campaign and should not be added at the conclusion of the company strategy.

2. **Security and Privacy-** Most individuals do not totally trust Web firms, thus they are hesitant to provide information about themselves in online. This is especially true when data collection organisations are targeted by fraudsters and spammers. Adopting a good strategy and implementing fool proof security measures has become critical for e-businesses. Encryption technologies, in particular, are a technology that internet businesses should carefully consider investing in.

3. **Impersonal Service -** Businesses that operate online employ electronic means of delivering customer service, such as publishing and sending information on the website to answer potential consumer inquiries. Customers sometimes interpreted this as being excessively indifferent or uncaring. To overcome this issue, merchants must build efficient checkout methods for selling things over the Internet.

4. **Improving brand awareness -** Companies that primarily offer their products and services (physical and intangible) over the Internet have a significant problem. This is because users may turn off internet advertisements, as opposed to conventional advertising (such as television, radio, billboards, and print) in which the campaign's message can be reinforced and frequently exposed to consumers at the marketers' discretion. As a result, the challenge for online firms is to be more imaginative in terms of advertising.

CONCLUSION

OPEN ACCESS

Crossref DOI Prefix 10.46523
Crossref

E-marketing also allows organisations to collect data about their customer base to a level that was previously impossible to attain through traditional marketing tactics. The evolution of internet marketing and social media advertising has resulted in recent examples of businesses that appear to be little more than categories and filters for information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. Online marketing in India will grow much more in the next years. Still, the long-term viability of a corporation is heavily dependent on elements such as market shifts, innovations, and market participant involvement.

REFERENCES

1. Karakaya F- Electronic Commerce: Current and Future Practices, Managerial Finance, Vol. 27 (7), pp. 42-53, 2002.
2. Mohammed R., ―Internet Marketing, McGraw Hill, New York, Vol. 4, 2001
3. Coker B. L. S., Ashill N. J., Hope B., ―Measuring internet product purchase risk, European.
4. Devi .C.S and Anita.M (2013): ―E marketing challenges and opportunities pg. 96 – 105 retrieved from www.ijsrm.in.
5. Shanker, Ravi (1998), Marketing on the Net, (Dissertation), Banaras Hindu University

376