MANTECH Publications

Journal of Marketing and Sales Management
Volume 1 Issue 2
ISSN No: 2457-0095 (Online)

# *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 activities have become one of the fastest growing technologies that playing a significant role in the daily life of human being. Today, E- marketing is one of the most emerging technologies in IT and E-Commerce sector. E-marketing is also referred to as Internet marketing (IM), online marketing 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 provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. The scope of E- Marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. Here we analyzed to find out the opportunities and challenges of Internet marketing in India.*

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

## I. INTRODUCTION

Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes. And marketing sector is also affected by this and experiencing so many changes continuously. To sell our product through internet or digital media is known


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as E- marketing. Types and size of business organization affects marketing traditionally but in today's scenario, digital technology is a valuable addition. E- Marketing is also known as web marketing and online marketing. E-Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. The digital technologies used as communication and delivery mediums within the scope of e-marketing which include:

**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.

**Affiliate marketing —** a referral marketing strategy where reward is given to the referring product company or website which refers about product or services to the other friends, relative or other potential or target customers.

E-marketing is a cost efficient tool where customization becomes very simple and reasonable along with very fewer marketing efforts. Various methods are used by the advertiser i.e., pay per play pay per click, pay per impression or pay per action. In this way marketers can able to determine that which message is good appealing and which message is not so effective. It helps to provide a large variety of high quality product in less time at reasonable rate. Customer's familiarity with the latest innovation both in digital technology as well financial and legal domain is required by E- marketing.

In this way, its appeal is limited because requirement of High speed Internet connections is there and also further complications are faced like customers are not able to touch, taste or smell the things and also fear about security in online payments over different websites.

## 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,


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Internet Advertising, Social Media, Search, Online Content, and Services relating to E-Commerce and Internet Advertising. As we all know, India has a long way to go in the world of Digital Marketing as more and more Indians are spending time on the internet as compared to China and US.

## 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.

1) To review the present status of online trading in retailing in India.

2) To identify the problems in online trading in retailing from the point of view of providers and consumers.

3) To provide suggestions to popularize online trading and increase the profitability of online retail companies in India.

There are different E-Marketing objectives depending on their individual circumstances. A basic framework for developing effective E-Marketing objectives is the five S's framework, which includes:

1) **Sell:** For sell products and services.

2) **Serve:** To serve best service to customers.

3) **Speak:** Internet use for communicate with customers.

4) **Save:** Using Internet to save cost

5) **Sizzle:** To build brand identity

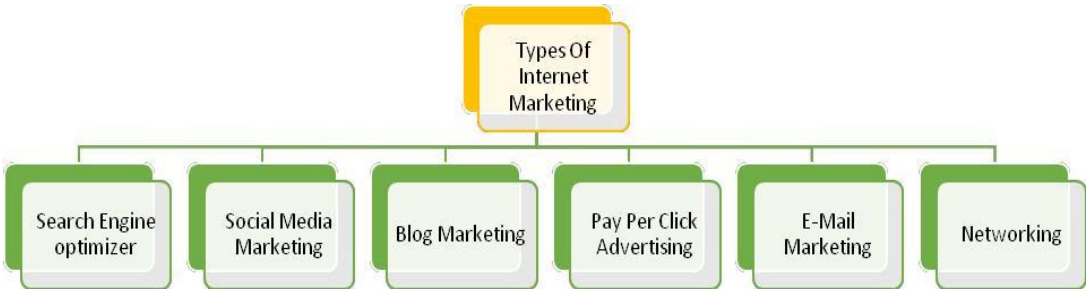



## IV. TYPES OF INTERNET MARKETING

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


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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 exercise of social media services to get awareness and website traffic is gaining just as much recognition 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 (BM) is a method that advertises a business, website, brand or service through 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


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- To give the public a look at what goes on within a real live publishing company about the feature of their upcoming products.
- About new product
- Promoting their products by wishing special events

### *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. Basically, it's a way of buying visits to your site, rather than trying to earn those visits organically.

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

- It's the easy, effective, and affordable way to keep your customer coming back
- It should be professional to attract

### *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

## 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.

### *1. 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 series of middlemen in online marketing segment


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as well as fewer 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.

**2. 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.

**3. 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 the people visiting site the more possibility to closing with more sells and creating more interests of people in the products.

**4. 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 includes translation and product modification which reflect the differences in local market.

## VI. CHALLENGES OF E-MARKETING AND THE WAYS TO OVERCOME THEM

***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


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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. Impersonal service***

Electronic methods of providing customer service are used by businesses which are operating online, such as posting and emailing info on the website to answer possible user questions. Sometimes customers perceived this to as just too impersonal or uncaring. Merchants must develop efficient checkout procedures for selling goods via the Web, for addressing this problem.

***4. 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.

## VII. CONCLUSION

E-marketing also gives businesses the chance to acquire data about their consumer base to an extent that has even 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. Still, very old sustainability of the business highly depends on factors like changes in the market, innovations and interactivity by market players.

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