A STUDY ON CHALLENGES AND OPPORTUNITIES OF E-MARKETING

[1]Mr. Rajesh Kumar, [2]Dr. Ani Smriti,

[1]F.O., **[2]**Ph.D. in Commerce and Business Administration,

[1]Registrar Office, Bihar Agricultural University, Sabour, Bhagalpur (Bihar)

[2]TilkaManjhi Bhagalpur University, Bhagalpur (Bihar)

Abstract: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 the internet or digital media is known as E-marketing. E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. E-marketing means using digital technologies to help sell your goods or services.

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 beings. Today, E-marketing is one of the most emerging technologies in the IT and E-Commerce sector. 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.

The purpose of the study is to emphasize the concept of e-marketing. The research method of this study used the secondary data listed in different databases of books, research papers, and related articles of e-marketing available on the Internet. The present study has been undertaken to describe the present status of e-marketing in India and examine the challenges & opportunities of e-marketing in India.

*Keywords: -*E-marketing, internet, artificial intelligence, challenges, opportunities.

I.INTRODUCTION

E-Marketing is marketing of product or services through electronic mode or through website or internet. E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. It not only includes marketing on the Internet, but also includes customer relationship management via e-mail or wireless media. This type of marketing uses a range of technologies to connect businesses to their customers. Electronic marketing is one of the emerging tools to market product in borderless marketing world.

1.1 Definition and Concept of E-marketing

The E-Marketing (a.k.a. electronic marketing) refers to the marketing conducted over the Internet. Two synonyms of E-Marketing are Internet Marketing and Online Marketing which are frequently interchanged. E-Marketing is the process of marketing a brand (company, product, or service) using the Internet through computers and mobile devices mediums. By such a definition, e-Marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business, and developing its brand identity.

"E-Marketing allows access to customers on a 24/7 basis, 365 days a year (Jobber, 2006)."

This concept provides a detailed explanation of the uses of electronic communication technologies, such as the Internet, mobile phones, and digital televisions, to accomplish marketing objectives.

E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands. It has two distinct advantages over traditional marketing. E-marketing provides customers with more convenience and more competitive prices, and it enables businesses to reduce operational costs.

As businesses offer e-marketing and online shopping, customers can get market information from their computers or cell phones and buy goods or find services without leaving home twenty-four hours a day and seven days a week (24/7). They can read ads on the Web or from the e-mail, get e-coupons, view pictures of goods, compare prices, and make purchases with a few clicks of their mouse, saving them time and money it would take to shop in person at a brick-and-mortar store. At the same time, e-businesses can reduce costs in distribution channels and physical store space and thus pass the savings on to customers.

To make e-marketing effective and efficient, managers of e-businesses need to know online customer behaviour, e-marketing techniques, costs and benefits of e-marketing over traditional marketing, and pitfalls and legal issues of e-marketing. A discussion of each of these aspects follows.

1.2 E-marketing Techniques

E-marketing techniques can be broken down to pull and push marketing. Pull marketing is a passive technique by which online shoppers take the initiative to request specific information on the Web. Search engines, product/service advertising, e-coupons, and e-samples are part of pull marketing. For example, e-marketers can register their e-commerce sites, products, and services with search engines such as Google and or Yahoo, thereby enabling online shoppers to search for product/service information using Google or Yahoo and link to their sites. Similarly, e-marketers can also register their e-coupons and e-samples with e-coupon sites such as ecoupons.com and e-sample sites such as yes-its-free.com.

Push marketing is a proactive technique that enables e-marketers to "push" their product/service information to Web visitors or shoppers without their requesting it. Banner advertising, pop-up advertising, e-mail promotion, and spamming belong to push marketing. For instance, e-marketers can rent designated space from Internet service providers such as America Online or MSN for their banner or pop-up ads. Using animated graphics, appealing messages, and links, e-marketers try to lure visitors to their sites to buy their products or services. Many Internet users, however, find such ads annoying and employ software that blocks pop-ups and banner ads.

1.3 Advantages of E-marketing

Certain advantages of e-marketing are discussed as below:

1. Much better return on investment than that of traditional marketing as it helps increasing sales revenue.
2. E-marketing means reduced marketing campaign cost as the marketing is done through the internet.
3. Fast result of the campaign as it helps to target the right customers.
4. Easy monitoring through the web tracking capabilities help make e-marketing highly efficient
5. Using e-marketing, viral content can be made, which helps in viral marketing.
6. Near real-time interaction between the marketer and the end user
7. Ability to quantify and collect user data
8. One-to-one marketing experience
9. Increased interactivity
10. Ability to implement marketing strategies in a short time-frame
11. Ability to scale with the market
12. Appeal to specific interests

II. REVIEW OF LITERATURE

An attempt has been made to put forward a brief review of literature based on a few of the related studies undertaken worldwide in the area of e-marketing as follows.

According to Hoge (1993), electronic marketing (EM) is the transfer of goods or services from the seller to the buyer that involves one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the advent and mass acceptance of the telephone, radio, television, and then cable, electronic media have become the dominant marketing force. Hoge's idea of e-Marketing is simple but it does not touch the important facet of the consumer relationships.

Dave Chaffey (2002) defines e-Marketing as Applying Digital technologies that form online channels (Web, e-mail, statistics, and databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multi-channel buying process and consumer lifecycle) each and everyone the way through improving our consumer knowledge (of their profiles, behaviour, value and trustworthiness, dependability and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

Chaston and Mangles (2003) examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. They employed a quantitative methodology to determine whether, in business-to-business markets, the Internet is a technology that will be managed differently by firms that have adopted a relationship versus a transactional marketing orientation. Insufficient evidence was found to support the view that relationship-orientated firms, while compared with transaction-orientated competitors, exhibit differing perceptions about the nature of online markets.

Strauss and Ansary (2006) defined e-Marketing in their latest book as the use of information technology in the process of creating, communicating, and delivering value to consumers, and for managing consumer relationships in ways that benefit the organization and its stakeholders.

Meng, (2009), the researcher Stated that E-marketing is latest and come-up tool in the world of marketing. It is done with the medium of audio, video, 3D etc. Most MNC's and international business adopted effectively and widely. E-marketing scope is spreading throughout the world.

Dehkordi&Javadian, (2012), according to the researcher E- commerce and E-marketing conveys that marketing through medium of internet is much easier than that traditional marketing. It reduces the cost and increases the target marketing. They get the product at low cost without being physically presented. On surveying it is being proved that people are at ease in e-marketing rather than advertising in TV, Newspaper etc.

Sen &Argha, (2014), the researcher said that as we all are well-know about the fact that technology gives the opportunity to make a survey before buying the product or services. Social websites effect the way of seeing of the consumer's perception for getting products or services. The consumers are highly effected by E-marketing nowadays.

Sangeetha,K. (2016), "E-Marketing has emerged as one of probably the most innovative mediums for organizations to market many and services. It may be the art of identifying and understanding customer needs and creating solutions that delivers satisfaction for the customers, profits towards the producers and benefitsfor the stakeholders".

III. SCOPE OF THE STUDY

The scope of the research is to elaborate on E-marketing for any business. The Institutions further improve themselves with more benefits and facilities to overcome the drawback of E-marketing.The study covers the challenges and opportunities for E-marketing. 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. This study will be helpful for organizations and researchers to conduct further research.

IV.RESEARCH METHODOLOGY

This research conducted research using second-hand data listed in different databases of books, research papers, and related articles on the Internet on e-marketing.

V.OBJECTIVES OF THE STUDY

- To know the concepts and advantagesof e-marketing.
- To study the current status of e-marketing in India.
- To study the challenges ofe-marketing.
- To study the various opportunities ofe-marketing.

VI.CURRENT STATUS OF E-MARKETING IN INDIA

In every era, marketing has evolved based on what the customer is using. If you go back in history, you can see that at times when customers used Radio, it gave birth to radio advertising and marketing. Next, we got the boom of televisions; it is one of the widely used devices globally, which allowed the companies to reach a mass audience with TV ads. Even today TV advertising is one of the most used advertising strategies for companies. Since the boom of the Internet, more customers started using the Internet, which gave birth to a new era of marketing originally called Internet marketing, which is now called Digital Marketing.

Digital is one of the fastest-moving topics. A few years ago, Artificial Intelligence (AI) was a distant future, and now AI is the heart of global business and industry. Through programmatic advertising, you can use AI to automate your ad buying, which helps you narrow down your audiences.

Conversational marketing arranges a quick one-to-one connection between customers and digital marketers. By 2023, the number of active Indian internet users will reach almost 666 million. Based on the report of Global Data, the Indian e-commerce market is pushing to 7 trillion rupees by 2023 because of lockdowns.According to a Goldman Sachs report; the digital marketing career scope in the Indian market will be worth $160B by 2025, which is three times the current value.

Digital marketing is expected to create 20 lakhs jobs by 2020. The number of internet users is expected to reach 800 million by 2021. Digital marketing is not going to slow down but accelerate. By implementing effective strategies, best practices, adopting the latest technologies, you can expand your business and gain a competitive edge. With Artificial Intelligence, Programmatic advertisement, Chatbots, Personalization & conversational marketing, Micro-moments, the digital industry move on every day. So, you have to update yourself and your team if you want to succeed in this field.

6.1 Challenges of E-marketing

Digital Marketing is a growing field across sectors today. Being cost-effective, flexible, and fast and attractive, leads to tremendous global reach. However, this effective, new technique also embroils its special disadvantages, e.g. lack of personal contact, security, and privacy, etc. which should be taken into account in order to fully harness the capabilities of this opportunity. Following are the most prominent challenges that e-marketers, today, face while aligning their business strategy (more specifically, their marketing strategy) with E-Marketing.

- ➢ **Marketing integration:** Most major marketing efforts utilize multiple channels, on- and offline. Email, Web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign.

  But coordinating e-marketing with other marketing efforts is an underdeveloped art. Some companies have successfully linked the Net to under-the-cap promotions or to teaser campaigns for new product launches. But all too often the Internet is tacked on at the end of a marketing plan. Determining the strengths (and weaknesses) of the Net relative to other channels is a project we all should be working on.

- ➢ **Increased Integration with Social Networks:** Love them or hate them, many of our customers are almost permanently active on social networks. E-mail must be equipped for instant integration; sharing, liking, posting, and linking. This is a huge benefit for the brand, getting exposure and endorsements from trusted friends.

- ➢ **Concern on Internet security:**Internet security is important both to companies and consumers that participate in online business. Many consumers are hesitant to purchase items over the internet because they do that their personal information will remain private. However, some companies do offer the option of safeguarding consumer's personal information and not saving it on their database. But most of the consumers are still not aware of this particularoption and still have this traditional belief of their personal data being stolen by companies.

- ➢ **Mismatch in the products ordered and delivered:**This is the kind of discrepancy that is usually seen in online shopping websites and companies. Many a times this discrepancy is experienced by the consumers who purchase any goods online and then there is always a kind of suspension in their heads with regard to the products that will be delivered. Another major concern that consumers have with e-commerce merchants is whether they will receive exactly what they purchased. This can be heavily experienced in the fast moving goods that are being sold on e-commerce stores.

- ➢ **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 customers. Virtual marketplace cannot provide for this function of offline shopping and lacks personal interaction. To be more specific "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.

➢ **Impersonal service:** Electronic methods of providing customer service are used by businesses that are operating online, such as posting and emailing info on the website to answer possible user questions.

Sometimes customers perceived this as just too impersonal or uncaring. Merchants must develop efficient checkout procedures for selling goods via the Web, for addressing this problem. Hiring call handling services are also taken into consideration so that customers can talk to real people when they have inquiries about problems that need instant answers.

➢ **Lack of Trust:** In general, identity theft, Spam, intrusive advertising, and technological glitches have left much mistrusting marketing. You are either part of the problem or part of the solution, you have to decide it.

➢ **Know-It-Alls:** Nobody is able to fully understand all aspects of marketing. There is simply too much to know, and whatever you do to know is changing at supersonic speed. If you are going to be an expert, you will have to get specialization in one aspect of e-marketing.

➢ **Customer Expectations:** Never before customers had expected too much. Managing your customer expectations is vital to marketers because if you donot 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 customers are treated like a king of the 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.

➢ **Traditional advertising:**Dollars discrepancy between the number of time people spend online and the amount top advertisers spend there is enormous. According to a recent Morgan Stanley Dean Witter report, the top six advertisers spend less traditional advertisers (mainly by addressing the four issues above) is the key to the industry's growth.

6.2 Opportunities of E-marketing

The growth of the Internet has increased competition tremendously and opened up the doors to international business. Companies have In addition to gaining a competitive advantage, there are a number of additional reasons why a company's web presence is becoming an increasingly important tool to reach global markets.

➢ **Reaching more customers:**If you have an Internet presence, it will allow you to reach more customers. If you are a small business, you want to reach customers in your area. You can do this through Internet marketing by sites. Your business will then appear in search results when a consumer uses search for you. Having an online presence will first bring your business to the potential customer's attention. If your online presence is complete with positive reviews and a professional customers will see that you are reputable and will be more likely to choose you for the products.

➢ **Developing a Social Media Presence:**Prominence of social media networking with a good online marketing strategy, not only focus on business websites but also on social media such as Facebook, Twitter, Google +, etc…Hence, developing social media presence is the strongest way of improving one's own outreach of products and services.

➢ **Creating Brand Recognition:**While large corporations attract and retain customers because their logos are consistently recognized and trusted, Once you commence e-marketing your products and services, your brand automatically becomes recognized and the talk of the town if and only if the marketing is carried out in an impactful manner.

➢ **Internet Population:** Internet access is increasing in regions throughout the world. According to Computer Industry Almanac, 533 million people have access to the Internet, which represents approximately 8 percent of the world's population. Aberdeen Group predicts that by the end of 2005, 17 percent of the worldwide population will have Internet access.

➢ **E-commerce Growth:** According to International Data Corporation (IDC), the U.S. accounts for approximately 40 percent of all money spent online, but that percentage is expected to decrease as Western Europe and Asia increase their online spending. According to Aberdeen Group, by 2003, 66 percent of E-commerce spending will originate outside the United States.

➢ **Demand for Products and Services:** Regions throughout the world are realizing the enormous information resource the web is and is interested in the content, and products, and services that their own regions do not provide.

- ➢ **Online Payment:** A barrier that blocked E-commerce growth throughout the world, particularly in Europe, was different currencies. However, the adoption of the Euro is completed, phasing out local currencies and blurring borders between countries in the European Union. By enabling better price comparisons, increasing competition, and improving deals for online buyers, the Euro is making it easier to conduct business in the European online market and providing better entry by non-European companies.
- ➢ **Marketing and Advertising:** Online marketing is a popular method to gain international audiences. For example, Email has become one of the most successful channels for marketers in Europe, which means that companies interested in selling to the European online market should take advantage of this popular medium.
- ➢ **Increased Sales and Reduced Costs:** A website provides an avenue through which to gain access to a large audience without spending a lot of money. For example, it cuts down on paper costs associated with direct marketing and magazine or newspaper advertising.

VII.CONCLUSION AND SUGGESTIONS

E-marketing has changed the definition of market, now market is defined not by physical place but by presence of consumer, where is customer there is market, market is in the pocket in the form of smart phone.The present business is thoroughly relying upon online purchasing and selling so the organisations for selling online products are carry on e-marketing, advertising, promotion of their item all through the world.

E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has tilled 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.

Due to Covid-19, many companies are shifting towards digital marketing for advertising and marketing. It seems great demand for digital marketing specialists across India once the economy restores to a normal level.

The demand for digital platforms has increased and as per some reports. 50% more time is spent by users on social media. This gives are a great opportunity for companies to target these specific users.

Online marketing strategy is something that any company or business is capable of organizing and administering on their own. Identifying the target audience and market is key, as well as identifying their needs and wants.

Change is an integral part of life. It's more applicable to digital marketing. We must strive to embrace new technologies if we want to stay successful in the market. In the end, we concluded that "e-marketing is the future of the marketing field".

REFERENCES:

1. Abdo, S. Y. (2018).Analysis on Challenges and Opportunities of E-Marketing. Research Journal of Commerce & Behavioural Science (RJCBS).Vol.: 07, No: 05, March 2018. ISSN: 2251-1547. pp.12-20.
2. Ansari, Md. S.A., Sharma, A., Shah, R. and Devi, L. (2016).E-Marketing: Emerging tactics of Marketing in India. International Journal for Research in Education (IJRE) Vol. 5, Issue: 5, Aug.-Sept.: 2016.ISSN: (P) 2347-5412, ISSN: (O) 2320-091X. pp.27-36.
3. Dehkordi, &Javadian, G. (2012). A Conceptual Study on E-marketing and Its Operation on Firm's Promotion and Understanding Customer's Response. *International Journal of Business and Management*. pp. 114-124.
4. *Deshwal, P. (2015).* E-Marketing: Challenges And Opportunities For The Marketers. *International Journal of scientific research and management (IJSRM). Volume(3) Issue,11, 2015. ISSN (e):2321-3418, pp. 3747-3753.*
5. Meng, X. (2009). Developing Model of E-commerce E-marketing. *International Symposium on Information Processing*, 225-228.
6. *Ms.K.Sangeetha ,(E-Marketing), Paripex-Indian Journal of Research, Vol: 5, Issue : 1 January, 2016.*
7. Sen, &Argha. (2014). Online Shopping: A Study of the Factors Influencing Online Purchase of Products in Kolkata. *International Journal of Management and Commerce Innovations*, 44-52.

WEBSITES:

1. https://blogely.com/e-marketing-digital-strategy/
2. https://conversionpipeline.com/what-is-emarketing/
3. https://www.encyclopedia.com/finance/finance-and-accounting-magazines/e-marketing
4. https://www.kbmanage.com/concept/e-marketing
5. https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/1679-e-marketing.html
6. https://www.upgrad.com/blog/growth-of-digital-marketing-in-india/
7. https://www.webtrainings.in/what-is-scope-of-digital-marketing-in-india/