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A Study on Growth and Challenges of E Marketing in India

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Abstract

E-marketing is often referred to as online marketing or digital marketing or internet marketing or web marketing. However in U.S.A. online marketing is popular as well as in Italy is referred as web marketing. In short digital marketing termed as an umbrella for the marketing of goods and services, using modern technologies like mobile, phones, internet, SMS, You Tube, smartphones etc. In this way marketers have been using electronic tools for last many years. E-marketing is traditional marketing using information technology i.e. ICT. Due to the technological development and globalization in the world, E-marketing is growing at a dramatic pace and is impacting consumer and market behaviour. Therefore E-marketing is main form of marketing and try to give more and more satisfaction for their customers. So this paper is focused on e-marketing is positively affected by the current technological improvements in India by using smart phones and ICT techniques.

Keywords : E- Marketing, globalization, marketing, customers, traditional marketing.

Objectives of the study

- 1) To study the concept of e-marketing in more comprehensive manner.
- 2) To know the growth and development of e-marketing.
- 3) To discover major challenges faced by marketers while e-marketing in today's global business scenario.

Research Methodology

The present study is based on secondary data collected from various sources. Such data and information has been taken from different reference books, journals, research papers and websites.

In this study, qualitative research method is used to generalise the problems or challenges arising out from the unique characteristics of e-marketing.

Introduction

Broadly marketing means identifying and meeting human and social needs. Since the day when human first started trading, the marketing has been there. Information technology has introduced by e-commerce through the improvement of internet and the world wide web (www). These development is very useful to the

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industry as well as the consumer. From the marketing side these web gives rise to a new and effective tool and changes, the way of marketers for their mix variables of marketing. In this way-commerce has changed traditional marketing business model into new digital type of business model. According to Kozinetset. al., (2010) contrary to conventional media, the nature of digital media is commual, participatory and interactive with,warrants increasingly vibrant advertising content and novel forms of communication practices.

However, e-marketing means allows customers to directly purchase the goods or services from a seller through a web browser i.e. e-web store, e-shop, e-store etc. In short, where the business buys from another business, it's process is called as business to business (B2B). Online shopping, E-marketing is not includes only marketing through internet, but also includes marketing through e-mail, wireless media, SMS, YouTube etc. Due to the technological innovations emerged in 1994, online banking, the opening of an online Pizza shop by Pizz Hut as well as Amazon.com also launched its online shopping in 1995.

Traditional Marketing Vs E-marketing

The difference between traditional marketing and e-marketing is as follows

Table No.1 Difference between trational and e-marketing

Sr. No.	Points	Traditional Marketing	E-Marketing
1	Communication	Traditional marketing communication is unidirectional. It is just like the business communiates above its goods or services with a group of people	E-marketing communication is bidirectional. It means the customer can also ask queries about goods or services of business
2	Compaign	It is difficult to measure the effectiveness of a compaign	It is easier to measure the effectiveness of a compaign
3	Medium of communciation	Generally medium of communication is phone, calls, letters and E mails	Medium of communica-tion is mostly through social media, website, chat and email
4	Conventional way	It is conventional way of marketing best for reaching local audience	It is best for reaching global audience.
5	Time	Campaingn takes more time for designing, preparing and launching	There is always a fast way to develop an online compaigning
6	Expensive	Traditional marketing methods are more expensive	Methodes of digital marketing is less expensive
7	Advertisement	Traditional marketing is only from one side	E-marketing is an interactive advertisng

Growth of E-Marketing

E-marketing is growing at a dramatic pace and is significantly impacting customer and business market behaviours. In India, about 20 per cent population lives in cities outside of metros. Consumer demands is rising rapidly even on small towns and cities. According to the Nielsen report (2012) says while metros will remain a staple for marketers and increasing a rural foot print will be critical for volumes in the long run, there is a growth opportunity that is vartly under-rated by many marketers today, which could emerge as a key growth engine for the next ten years. The power of e-commerce allows geophysical barriers to disappear,

making all consumers and businesses on earth potential customers and suppliers. Today, there is major change in the life style of the upcoming middle class. There are some other factors helping the online retail industry seeing good growth including smart phones offering accessibility to online shopping.

According to 7th Annual Report of Digital India 2017 : Marketing Trends and Forecast : The following are the key points of report.

- Mobile Marketing – 89% India marketers have adopted their E-mail marketing and websites to accommodate the Smartphone savvy customer.
- Top Marketing Activities for 2017 social media Marketing (66%) tops the list of marketing activities being planned for 2017. Following closely by E-mail marketing (56%) & search marketing (54%).
- Customer acquisition and engagement customer acquisition is the primary marketing goal to be carried out in 2017 for a majority of India marketers (63%)
- Content Marketing Blogs and Newsletters (68%) and social media (65%) form a major part of India Marketers content marketing initiative with Brand Awareness (69%) and Engagement (62%) being the key benefits of content marketing.
- Analytics and Tools 60% India Marketers integrated Google Analytics to analyze their e-mails.

Importance of E-Marketing

- Internet marketing or online marketing refers to advertising and marketing efforts that use the web and email to drive direct sales via electronic commerce in addition to sales leads from website. In short, e-marketing allows access to customers on 24/7 basis, 365 days or a year.

Following are the merits of e-marketing

- Reduction in costs through automation and use of electronic media.
- Faster response to both marketers and the end user.
- Pay per impression, pay per click or pay per action.
- Increased exposure of goods or services.
- Increase in market revenue.
- Extremely low risk.
- Boundless universal accessibility.
- Increased ability to measure and correct data
- Opens the possibility to a market of one through personalization.
- Improves customer seller relationship. Better platform to build relationship with customers to increase customer retention level is provided by internet.

- One to one marketing internet marketing overcomes barriers of distance is over come by internet marketing.

Challenges of E-Marketing

Mentality of purchasing what we can see, touch and experience in the traditional way. But E-commerce is very challenging due to trust and awareness factor. The following are the some of the issues of e-marketing.

1) Ethical issue

E-mail spamming, web spoofing are some of the ethical issues which come in the way of growing e-marketing.

2) Lack of Trust

Spam, identify theft intrusive advertising and technological glitches have left murky miss-trusting of marketing.

3) Infrastructural problems

E-commerce is highly depended on infrastructure.

4) Privacy and security issues

Most of the customers do not completely trust web companies and thus are careful about offering information about themselves on the cyberspace.

5) Shipping charges

Many of the online website apply shipping charges on their sale.

6) Bad Marketing

Anyone call themselves a marketer web designer SEO expert, consultant and so on. There is a lot of bad marketing out there as a result.

7) Customer satisfaction

Customers are not satisfied due to many reasons like fraud, shipping charges, quality of goods or services, logistics problems, fake website, network problem etc.

8) Cybercrime

Cybercrime is a threat to e-commerce e.g. cyber stalking fraud and identity theft etc.

Challenges in the Indian context are

- High illiteracy in India is a barrier to growth of e-marketing.
- Unauthentic sites are a major risk.
- Many users still don't trust the electronic methods of paying.
- Lack of vocational education and training limits ICI Literarcy.
- Raining in english and other foreign languages to market online in global markets is must.

- There is dire need for laws and special jurisdictions to address high levels of fraud in product quality, sale and actual delivery and use of credit cards.

Conclusions

With the help of the above study the researcher has concluded that, the growth and the challenges in the expanding area of e-marketing. This field is needs for constant learning. In this way e-marketing is always developed in future. It has no limitations. Marketers can utilise any devices such as smart phones, laptops, T.V., social media, tablets, e-mail etc.

However growth of e-marketing field depends up on the growth of business ethics, on the onehand and consumer's protection laws on the other hand. While one has take the precaution about e-marketing, thereafter e-marketing offers a world of opportunities for their transactions.

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