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IMPORTANCE OF MARKETING



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E-MARKETIN IN INDIA: CHALLENGES AND OPPORTUNITIES

Dr. Shrish Nana Gawali



ABSTRACT :

Last two and half decades, the internet and e-commerce business activities have become one of the fastest growing technologies plays a significant role in human life. Today, network technology is developing fastly. E-commerce, e-marketing, e-retailing and digital marketing are developing gradully in India. The numbers of internet users are increasing. Internet is crossing its boundaries and reaching in villages. Our Prime Minister Hon.Mr. Narendra Modi is focusing on digital India. E-marketing is a new way of marketing a product or service globally to the targeted market around the world. Therefore, e-marketing is one of the most emerging technology in IT and e-commerce. E-marketing is also known as internet marketing, online marketing or web-marketing. In short it is using the internet to market and sell goods and services. E-marketing includes of all processes and activities with the purposes of attracting, finding, winning and retaining customers. This paper focuses on new approach concernig Internet marketing in e-commerce, showing how advertisers need this innovation to be successful. This paper also consists, challenges and opportunities of e-marketing.

KEYWORDS

Internet Marketing, online, E-commerce, challenges, opportunities.

OBJECTIRES OF THE STUDY :

The said research study was carriedout with following objectives inview.

- Freedom of speech
- Be Honest and fair
- Be Accountable
- Present your opinion as your opinion
- Admit and correct your mistakes immediately.

CHALLENGES OF E-MARKETING

The following are the challenges of e-marketing.

1. Security and privacy :

In society, most of the people do not completely trust on web companies and so they hesitate about offering information about themselves on the cyberspace.

2. Improving brand awareness :

This is a big challenge before companies is that primarily use the internet to sell their products and services i.e. tangible and intangible product. Because online adverts can be shut off by users unlike traditional advertising.

3. Marketing integration :

Today, multiple channels are employed by the sales efforts which are online and offline e.g. email advertising, social networking, outbond call handling and so on. Alongside the traditional campaign, e-marketing should be done and should not be tacked at the end of the business plan.

4. Impersonal service :

Electronic method of providing customer service are used by business which are operating online, such as posting and emailing information on website to answer possible user question.

5. Other challenges

(i) Dealing with IT Department :

In actual practice there is a circle of IT Vs marketing for a long time. But today, we need them and they need us. In this way that both complement each other.

(ii) Lact of Trust :

In general, identity theft, spam, instrusive advertising and technological glitches have left many mistrusing of marketing.

(iii) Corporate culture :

In many companies every department owns the website and no department owns the webiste. Websites should belong to marketing not finance or IT or operations or legel.

(iv) Bad marketing :

Poorly created and executed marketing programs degraded our profession and

create mistrust among clients, marketers and other related parties.

(v) Customer expectations :

Managing your customer expectations is vital to marketers without customers their is no business because customer is treated as a king of market. So take the time to get to know them treat them with due care and respect.

OPPORTUNITIES OF E-MARKETING :

The opportunities of E-marketing in India are as follows :

· Convenience –

Normally, online stores are usually available 24 hours a day and many consumers have internet access both a work and at home.

· Online customer service –

In India, websites are becoming new channels for conducting customer service; therefore their general level will increase, due to the benefits provided to customers.

· Cost effective –

E-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 chain of middle men in online marketing as well as less expenses on the physical outlet of the showrooms.

· Increase website traffic –

The use of articles or social media as a marketing strategy will help to increase traffic to a business website.

· One to one marketing :

Internet manating overcomes barriers of distance is overcome by internet marketing because the company can sell goods in any parts of the world without setting up a local over there, thus the scope of target market becomes very large.

· Promotional tool :

A website can be used as a medium to conduct promotional experiments, due to the wide reach of the internet and the low cost. Therefore, it will be a great opportunity for Indian companies to promote their business.

· Marketing tools :

The internet provides a two-way communication channel, the internet can provide benefits to retailers i.e. low costs, interactivity, personalization and continuous communication.

· Increase sales :

Internet marketing will increase your sales because it provides the consumers opportunity to purchase the products online rather than physically going to a place or sending on order form by mail.

1. To study the present status of e-marketing.
2. To know the ethics of e-marketing.
3. To identify the challenges and opportunities of e-marketing.

RESEARCH METHODOLOGY :

The required data and information for this research study was collected from secondary source. The secondary data and information was collected from books, journals, reports and extensive use of internet.

INTRODUCTION :

Due to the Liberalisation, Privatisation and Globalization (LPG), not only nations are coming closer to each other but also different sector undergoes into significant changes. However it also implies marketing through the wireless media and through e-mail. In this way due to e-marketing electronic customer relationship management systems are also categorized.

Today, people are very busy in their personal and professional lives. In this busy schedule no. of peoples don't have time for offline shopping. So, they can shopping either from their office or from home by using internet with the help of e-marketing they save their a lot of time and money also.

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 through e-mail and wireless media therefore internet has reduced the barriers of time and distance of consumers to obtain information and for the marketer to build database. E-marketing also include product display, advertisement, consisting of graphics videos and audio with text, 3 D product view, checkout and payments. E-market is a cost effective tool where customization becomes very easy and affordable along with very less marketing efforts. E-marketing provides a large variety of high quality product in less time at reasonable rate. So, customer's familiarity with the latest innovation both in digital technology as well as financial and legal domain is required by e-marketing.

OBJECTIVES OF E-MARKETING :

There are different E-marketing objectives depending on their individual circumstances. A basic framework for developing effective E-marketing objectives is the five 'S' framework which are as follows.

- a) Sell - for all products and services.

- b) Serve - To serve best service to customers.
- c) Speak - Internet use for communicate with customers.
- d) Save - Using Internet to save cost.
- e) Sizzle - To build brand identity.

In this way e-marketing is the process of promoting a brand, products or services over the internet. Generally it includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.

E-marketing means using digital technologies to help sell your goods and services.

ETHIS OF E-MARKETING :-

Ethics are important to any business, creating thrust and customer confidence. Using good ethical standards to the online world is a direct reflection for any business. In general the importance of e-marketing and issues pertaining it like faulty scarcity, misleading advertisement, creation of artificial demand, social media traffic schemes etc. Therefore, it is clear that ethics in e-marketing is an important factor which is much talked about but it rarely followed.

Ethics means character. Ethics may be divided into four major areas, which are as under.

- (i) Meta-ethics- about the theoretical meaning and reference of moral propositions and how their thruth values may be fixed.
- (ii) Normative-ethics- about the practical means of determining a moral course of action.
- (iii) Applied ethics- draws upon ethical theory in order to ask what a person is obliged to do in some very specific situation.
- (iv) Descriptive ethics - are also as comparative ethics; is study of people's beliefs about morality.

Marketing ethics :

In simple words, marketing ethics refers to what is morolly right and wrong, good and bad in marketing and particularly the moral challenges of marketing practitioners as they engage in marketing practices.

In short applying good ethical standards to the online world is a direct reflection of any business online. Ethics affects all aspects of business.

While publishing online any information, one should keep in mind a few things like