



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 gotten one of the quickest developing advances that assuming a huge job in the everyday life of person. Today, E- marketing is one of the most developing innovation in IT and E-Commerce segment. E- Marketing is additionally alluded to as Internet marketing (IM), web based showcasing or web-advertising, implies utilizing the web to market and sell products and ventures. E-Marketing assists with discovering the correct crowd to whom products and enterprises are to be given by the business associations. It comprises everything being equal and exercises with the motivations behind pulling in, discovering, winning and holding clients. The extent of E-Marketing is esteemed to be wide in scope it doesn't just use to advance showcasing over the web yet additionally helps in promoting too through email and remote media. Here we broke down to discover the chances and difficulties of Internet marketing in India.

Introduction

Because of globalization, not just countries are coming nearer to one another yet in addition diverse division experiences into critical changes. What's more, promoting area is additionally influenced by this and encountering such huge numbers of changes persistently. To sell our item through web or advanced media is known as E-promoting. Types and size of business association influences advertising customarily however in the present situation, computerized innovation is an important expansion. E-Marketing is otherwise called web showcasing and web based advertising. E-Marketing assists with discovering the correct crowd to whom merchandise and ventures are to be given by the business associations. It comprises all things considered and exercises with the motivations behind drawing in, discovering, winning and holding clients. Innovative utilization of web innovation is made by utilizing different mixed media, content, designs and so forth with various dialects to make snappy notices, structures, e-shop where item can be advanced, seen and sold. 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. E-marketing also joins technical and creative aspects of the Internet, including: development, design, advertisement and sales. Use of websites are made by E-marketing in combination with online promotional techniques such as social medial marketing, search marketing (SEM), interactive online ads, e-mail marketing, online directories, viral marketing, affiliate marketing and so on. E-Marketing also include product display,

advertisement consisting of graphics videos and audio with text, 3D product view, product navigation, basket selection, checkout and payments.

Definition

“Internet Marketing or E-Marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.”

Need of the Study

India will probably observe the brilliant time of the Internet area between 2013 to 2018 with mind boggling development openings and common development selection for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services identifying with E-Commerce and Internet Advertising. As we as a whole know, India has far to go in the realm of Digital Marketing as an ever increasing number of Indians are investing energy in the web when contrasted with China and US.

Objective

Right now center around the investigation of E-Marketing and online conduct of buyers. They additionally give a motivating force to concentrate on basic territories and figure systems to help accomplish planned goals.

- To review the present status of online trading in retailing in India.
- To identify the problems in online trading in retailing from the point of view of providers and consumers.

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

Types of Internet Marketing

There are a few kinds of web advertising, some which work alone, and others which work related to other people. Here is some types of internet marketing:

1. **Search Engine Optimizer:** Search engine optimizer or SEO for short, is feasible for mainstream web search tool to file a site and lift it up to the highest point of the outcome page.
2. **Social Media Marketing:** Social media marketing (SMM) is the way toward picking up site traffic or consideration through web-based social networking destinations. The objective of SMM is to deliver content that clients will impart to their informal community to enable an organization to expand brand presentation and widen client reach. The utilization of online networking administrations to collect consideration and site traffic is increasing the same amount of fame as the systems themselves.
3. **Blog Marketing:** Blog marketing is any process that publicizes or advertises a website, business, brand or service
4. **Pay per Click Advertising:** PPC represents pay-per-click, a model of web promoting in which sponsors pay an expense each time one of their advertisements is clicked. Basically, it's a method for purchasing visits to your site, instead of endeavoring to acquire those visits naturally
5. **E-mail Marketing:** Email marketing is an approach to arrive at shoppers legitimately by means of electronic mail. In contrast to spam, direct email promoting comes to those intrigued by your business' subject matter.
6. **Networking:** A plan of action where a wholesaler system is expected to construct the business. Typically such organizations are additionally staggered promoting in nature in that payouts happen at more than one level

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 chain of middlemen in online marketing as well as less expenses.
2. **Convenient:** Internet marketing empowers to offer 24*7 types of assistance without agonizing over the opening and shutting hours of a physical store. It's additionally helpful for your clients since they can peruse your online store

whenever and from wherever worldwide and put in their requests at their own advantageous time.

3. **Increase website traffic:** The utilization of articles or online networking as a promoting system will assist with expanding traffic to a business site. The more individuals visiting the site the greater probability to shutting with more sells and creating more interests of individuals in the items.
4. **One-to-one Marketing:** Internet marketing conquers hindrances of separation is overwhelmed by web showcasing in light of the fact that you can sell products in any pieces of the world without setting up a neighborhood outlet over yonder, consequently the extent of target advertise turns out to be extremely wide. In any case in the event that you need to sell the item or administrations globally you should utilize restriction administrations to guarantee that your items are reasonable for nearby markets and agree to neighborhood business rules and guidelines. Limitation of administrations incorporate interpretation and item adjustment which mirror the distinctions in nearby market.
5. **Personalization:** By building a profile of their obtaining history and inclinations, web promoting will assist a business with personalizing offers for clients. You can do this by following the item data and pages that assists with prospecting, visit and make focused on offers which mirror their inclinations.
6. **Increases sales:** Internet marketing will expand your business since it gives the shoppers chance to buy the items online as opposed to truly setting off to a put in or sending a request structure via mail. This will build the motivation pace of obtaining power bringing about an expansion of income for business associations and a brilliant profit for their ventures.

Challenges of E- Marketing and the Ways to Overcome

Since late 1990s, there is a blast in the utilization of web. Henceforth, such a significant number of electronic organizations have been firing up each day. What more is accessible? What are the new open doors for development? Is growing the range and capacities of the internet. However, for all these a few issues are looked by these businesses which are special in itself. Extraordinary arrangement of difficulties are looked by these electronic enterprises. Right now, have investigated those and their potential arrangements.

1. **Marketing integration:** Multiple channels are utilized by the business endeavors which are on the web and disconnected, for example email publicizing, person to person communication,

outbound call dealing with, etc. The issue confronted with these is that they should serve a solid and quantifiable objective as a component of an incorporated crusade despite the fact that they are regularly dealt with as various pieces of the work. So to organize all showcasing endeavors must be a need. Close by the conventional battle, e-promoting ought to be done and ought not be attached toward the finish of the marketable strategy

2. **Security and privacy:** Most individuals don't totally believe Web organizations and, hence, they waver about contribution data about themselves on the internet. At the point when organizations that gather information are presented to con artists and spammers, this is particularly valid. To embrace a sound arrangement and execute an idiot proof safety effort, it gets basic for e-organizations. In a specific Encryption frameworks are an instrument that online organizations ought to truly consider putting resources into.
3. **Impersonal service:** Electronic strategies for giving client care are utilized by organizations which are working on the web, for example, posting and messaging information on the site to respond to conceivable client questions. Now and then clients saw this to as just excessively indifferent or unfeeling. Shippers must create proficient checkout systems for selling merchandise by means of the Web, for tending to this issue. Contracting call taking care of administrations is likewise thought about, so that clients can converse with genuine individuals when they have requests about issues that need moment answer.
4. **Improving brand awareness:** A major test for organizations is that: fundamentally utilize the Internet to sell their items and administrations (unmistakable and elusive items). This is on the grounds that, online adverts can be stopped by clients dissimilar to conventional publicizing, (for example, TV, radio, board, and print) in which the battle's message can be fortified and over and again acquainted with shoppers at the advertisers' will. So the test looked by web organizations is to be increasingly inventive as far as promotion.
5. **Lack of Trust:** by and large, wholesale fraud, Spam, nosy publicizing and innovative glitches have left many doubting of advertising. You are either part of the issue or part of the arrangement, you need to choose it.
6. **Intellectual Property:** It has never been simpler to take another person's difficult work. Ordinary everything from music to programming, motion pictures and pictures are lifted from the Internet. This is a terrible thing.

Conclusion

E-marketing likewise offers organizations the chance to accumulate data about their buyer base to an degree that has till now been hard to achieve via traditional marketing strategies. The improvement of internet marketing and social media advertising has prompted examples of organizations in ongoing years that appear to minimal more than categories and channel information relating to items and benefits on the Internet, taking a small cut from any transaction that may happen as a result. In the next few years, online marketing in India will reinforce much further. Be that as it may, long standing sustainability straightforwardly relies upon factors like changes in the market, innovations and interactivity by market players. Inferable from increased penetration of credit cards and easy access of registering saw a promising development. In addition, bargain-chasing customer's are latching on this pattern as Internet retailers are known to offer items at special limited costs compared to store-based retailers. Buyers in the nation can now genuinely expect a well streamlined, productive and world-class shopping experience upheld by the best innovation

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