
CHALLENGES AND OPPORTUNITIES OF DIGITAL MARKETING IN INDIA

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Abstract

Digital Marketing is the result of important advancement in technology and inventions. Marketers are faced with new challenges and openings within this digital age. We examine the effect of digital marketing on the enterprises' deals. Digital marketing helps in perfecting services at low cost and are liked by customers. The results of the study indicates that the digital marketing increase the effectiveness of business and services. It reduces the time and cost as well as increases the fiscal capacity of the association. Technology, digitization, social media and mobility etc changed our life style drastically. Digital marketing is a more feasible option than traditional media. In this paper an attempt has been made to understand the conception of digital marketing, its challenges and its opportunities. The paper focus on thesis that, Digital marketing helps in perfecting services at low cost and are liked by customers

Keywords-Digital Marketing, Challenges, Opportunities

Introduction:

Digital marketing has surfaced as a buzz word in last half decade. There's a paradigm of shift in how business is conducted from traditional model to E-commerce model. There's under expansion of products and requests and at the same time challenges are arising to make the players; more competitive in the field. Moment, utmost companies are moreover allowing about or pressing ahead with digital change enterprise. Every company has a website, and many marketing strategies are inked off without incorporating social media. Clearly, social media is a critical element of any digital strategy, but a holistic response to the digital shift must go much further.

Objectives of the study:

1. To study the concept and features of Digital Marketing in Indian scenario.

2. To study the necessity of Digital Marketing.
3. To point out challenges and opportunities of Digital Marketing in Indian scenario.
4. To provide necessary suggestions for better future of Digital Marketing in India

Research Methodology:

The present research is Descriptive Research. For the purpose of the study, data have been collected through secondary sources such as reference books, journals, articles published on internet websites etc.

Digital marketing: Concept and Meaning

Digital marketing is the application of electronic media to promote the business services into the request by the organization. The end of digital marketing is to attract customers and allowing them to interact through digital media. Chaffey (2000) simply define internet marketing as "the operation of the internet and related digital technologies to achieve marketing objects Digital Marketing principally involves following crucial features;

1. Contact customers by e-mail or fax
2. Use business-to- business buying and selling
3. Defies all walls of time and space
4. Online Advertising, Dispatch-marketing, Affiliate marketing Social Media Marketing
5. Produce client data bank
6. Give for business-to- business exchange of data

Necessity of Digital Marketing:

With rapid-fire technological developments, digital marketing has changed customers buying behavior. It has brought colorful advantages to the consumers as given below;

24/7 Shopping

Since internet is available all day long, there's no time restriction for when client wants to buy a product online.

Enables instant purchase:

With traditional marketing, customers first watch the announcement and also find applicable physical store to buy the products or services. Still, with digital marketing, customers can buy the products or services incontinently.

Greater engagement:

With digital marketing, consumers can engage with the company's colorful conditioning. Consumers can visit company's website, read information about the products or services and make purchases online and give feedback.

Easy comparison with others:

Since numerous companies are trying to promote their products or services using digital marketing, it's getting the topmost advantage for the client in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

Challenges of Digital Marketing:

In malignancy of the below advantages, following are the challenges of Digital Marketing

High Competition of Brands:

Digital Marketing has a disadvantage when a client quests for a specific product of a specific company on internet, numerous contending goods, and services having same marketing strategies appear on the client's home runner. This conflicts the guests and provides an indispensable option to choose cheaper and better quality product of another company. As a result, some consumers warrant the trust on a lot of announcements that appear on a website or social media and consider it as fraud and look like a dishonest brand.

Threat of Hacking Strategies:

The threat of playing creation strategies of a company always rests on digital channels (internet) that's one of the downsides of digital marketing. The hackers or challengers can fluently track and copy the precious promotional strategies of a well famed company and can use for their purposes.

Anti-Brand Conditioning:

Another drawback of digital marketing is that indeed a person or group of persons can harm the image of a honored brand through 'Ringer'. Anti-brand activists, bloggers, and opinion leaders spread the term 'Doppelganger' to disapprove the image of a certain brand.

Announcement for Limited Products:

Another practical debit of Digital Marketing is that it's only salutary for consumer goods. The artificial goods and pharmaceutical products cannot be retailed through digital channels. The forenamed information may help digital marketers to understand the strengths and sins of Digital Marketing.

Limitation of Internet Access:

The Digital marketing is nearly reliant on internet. The Digital Marketing can be unprofitable in those areas having no or limited internet availability.

Limited Consumer Link and Discussion:

As digital marketing is largely dependent on internet, so the marketers may find it hard to make their announcements more comprehensive and start a discussion with their consumers about the company brand image or products.

Opportunities of Digital Marketing:

Digital Marketing can be successful and openings after exercising different tools and ways. These tools help marketers to get maximum benefits of digital marketing similar as:

Cost Effective Channel:

Using the internet, Digital Marketing is plant cost-effective and cheaper source of advertising as compared to traditional marketing channels like T.V, Radio, Magazines, Journals, and Banners etc.

Helping Marketers' Career:

Digital Marketing has come a salutary career for the individualities that are familiar with enforcing digital marketing strategy and helping companies to expand their brands to target guests through internet.

Easy Consumer Reach: Digital Marketing is an effective way of communication for companies to target a large number of implicit consumers at the same time. Using the internet channel for marketing is a quick approach to

target a number of implicit consumers and prospects at same time each over the world.

Direct Advertising:

Digital Marketing enables direct advertising and creates mindfulness about a product or a brand. Now the companies can fluently show their announcements for products and services on different digital channels. But a good online advertising strategy and promotional tools can help digital marketers to perform well in largely competitive marketing terrain.

Global Announcements:

This is one of the most effective benefits of Digital Marketing that enables the companies to make announcements internationally and expand their client reach to other countries across geographical boundaries.

Consumer's Convenience to Shop Online

Due to further fashion ability and capabilities of digital marketing, customers have come more accessible to shop online at any time (24/7 base) whether the shops are over or across the borders. Digital Marketing has opened-up an occasion for companies and retailers to direct its customers to an outlet of the online store.

Responsibility of Marketing Exertion:

Digital Marketing enables the companies to measure their marketing conditioning similar as digital marketing is working or not, the quantum of exertion, and the discussion that's involved. Digital marketing also helps marketers to estimate and review their online contents for quality purposes.

Easy Brand Promotion:

With the development of new technologies and use of internet in business, the brands may take a great advantage of Client's reach and communicate its guests successfully.

Suggestions for better future of Digital Marketing in India

1. Provide a transparent and good service to the consumer before and after purchase.
2. Creating awareness among the people about digital marketing

3. Complete description need to provide about the product to the online shoppers
4. Improve technical advancement in promotion of digital marketing.
5. Collect and implement the feedback provided by the consumer in the right way.

Conclusion:

Digital activities are a decreasingly important part of any marketing and deals strategy. There's a paradigm of shift in how business is conducted from traditional model to E-commerce model. There's under expansion of products and requests and at the same time challenges are arising to make the players; more competitive in the field. Moment, utmost companies are moreover allowing about or pressing ahead with digital change enterprise. Every company has a website, and many marketing strategies are inked off without incorporating social media.

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