



E-MARKETING: CHALLENGES AND OPPORTUNITIES

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Abstract

Electronic Marketing (E-Marketing) can be viewed as a modern business practice associated with buying and selling goods, services, information and ideas via the Internet and other electronic means. E-marketing, which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. In fact, new synchronous, internet-based communication technologies had contributed to the restructuring of major economic sectors including marketing. Being cost-effective, flexible, and fast and enjoying an on unprecedented global reach, internet marketing has brought about different businesses incredible gains. However, this effective, new method also involves its special disadvantages, e.g. lack of personal contact, security and privacy, etc which should be taken account for. The marketing opportunities stem from introduction of this new, virtual space is the next focal point of concentration. The study continues with challenges, such as problems of security, privacy, etc, emerged in the field of marketing from implementation of virtual space produces. This paper traces the importance, opportunity and the challenges in the process of e marketing.

Keywords: E- marketing, Importance, Opportunities, Challenges.

Introduction

E-marketing in India is a potent combination of technology and marketing acumen. The Internet era has thrown open a new pathway for today's marketing. The Internet has made all traditional modes of business outdated and generated

amazing new possibilities in business. E-marketing includes affiliate marketing, search engine marketing including search engine optimization, article marketing, blog marketing, Pay per-click advertising and E-mail advertising. E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. 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. It includes all the activities a business conducts via the Internet with the aim of attracting new business, retaining current business and developing its brand identity.

Definition of E-Marketing:

- **Smith and Chaffey** - “Achieving marketing objectives through applying digital technologies”
- **While Chaffey** - “Achieving marketing objectives through use of electronic communications technology”
- **McDonald and Wilson** - “Any use of technology to achieve marketing objectives”
- **Reedy and Schullo** - “The process aimed at facilitating and conducting of business communication and transactions over networks”

Objectives of Study

1. To Study the Importance of E-Marketing.
2. To Identify Challenges of E-Marketing.
3. To Identify the Opportunities of E-Marketing.

Methodology

For the purpose of the present study, mainly secondary data have been used. The required secondary data were collected from various journals, research papers, websites, various reports and newspaper articles published online.

Importance of E-Marketing

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1. **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 middlemen in online marketing as well as less expenses on the physical outlet of the showrooms and the use of marketing articles or social media in establishing an online presence is minimal and you don't have to incur cost of rental property and its maintenance because you will not have to purchase stocks in bulk for display in a store.
2. **Improves customer seller relationship:** Better platform to build relationships with customers to increase customer retention level is provided by internet. For example when a customer has purchased a product, first step to begin the relationship by sending a follow up e-mail to confirm the transaction and then thank the customer. You can also invite the potential customers to give product reviews on your website regarding the existing product and this will help to build a sense of community.
3. **Convenient:** E-marketing enables to provide 24*7 services without worrying about the opening and closing hours of a physical store. It's also convenient for your customers because they can browse your online store at any time and from any place worldwide and place their orders at their own convenient time.
4. **Better conversion rate**
5. If you have a website of your business organization, then your customers are only few clicks away from completing a purchase from your website. Unlike other media, e-marketing is seamless, which require people to get up and make a phone call, post a letter or go to a shop.
6. **Personalization:** By building a profile of their purchasing history and preferences, internet marketing will help a business to personalize offers for customers. You can do this by tracking the product information and web pages that helps to prospect, visit and make targeted offers which reflect their interests.
7. **Increases 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 an order form by mail. This will increase the impulse rate of purchasing power resulting in an increase of revenue for business organizations and an excellent return on their investments.

8. Always available to consumers

Using internet marketing techniques businesses can give their consumers a 24 hour outlet for finding the products they want, in physical outlets shopping is done in only normal working hours which impact the work schedule and lifestyle of the customers.

Challenges of E- Marketing

A. 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.

B. 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.

C. Impersonal service: Electronic methods of providing customer service are used by businesses which are operating online, such as posting and emailing info on the website to answer possible user questions. Sometimes customers perceived this to 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 is also taken into consideration, so that customers

can talk to real people when they have inquiries about problems that need instant answer.

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

E. 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

F. Customer Expectations: Never before customers had expected too much. Managing your customer expectations is vital to marketers, because if you don't 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 customer is treated as a king of 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.

G. Traditional advertising dollars

The discrepancy between the amount 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.

Opportunities of E-Marketing:

In the digital age, Internet marketing is more important than ever before, this the opportunities of E-Marketing is summarized as follow

1. Higher customer appeal:

The businesses have the advantage of appealing to consumers in a medium that can bring results quickly. Internet marketing gives them a range of choices to market their business to the selected audience. Thus the strategy and overall

effectiveness of marketing campaigns depend on business goals and the amount the business wish to invest in internet based marketing.

2. Reaching more customers:

Business will then appear in search results when a consumer uses search. 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 profess customers will see that you are reputable and will be more likely to choose you for the products.

3. 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.

4. 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.

5. Cost-Effective Advertising:

Traditional marketing strategies can be quite costly. By harnessing an effective E-marketing campaign you can reach out to the wider audience using free tools such as Twitter, Facebook, Blogs, or E-mailing. Advertising on the web and maintaining your online presence is one of the most cost effective ways of reaching customers, which in turn increases sales for very little investment. One can also sell products online in addition to marketing one's product online.

Benefits of E-marketing

- 1) Extremely low risk
- 2) Faster response to both marketers and the. end user
- 3) Opens the possibility to a market of one through personalization
- 4) Increased ability to measure and collect data

- 5) Boundless Universal accessibility
- 6) Increased interactivity
- 7) Reduction in costs through automation and. use of electronic media
- 8) Increased exposure of products and services

Conclusion

Internet has revolutionized every aspect of life including economy and marketing. Introducing major techniques and methods of E-marketing, this study has shed light upon opportunities and challenges of E-marketing. The major advantages E-marketing has are its Empowering effect, Elimination of geographic barriers, 24 hours / seven days availability, Cost-affectivity, Track ability, and Personalization. However, implementation of E-marketing in the field of marketing involves special disadvantages such as Problem of integrity, Lack of face-to-face contact, Security and Privacy, Lack of trust. Unless these dual characteristic of Internet have not been taken into consideration, it cannot be deployed to its full advantage. An E-marketing framework informed by insights from such a consideration would guarantee its financial objectives. On the other hand the technology driven approach of E-marketing leaves certain businesses vulnerable and overly dependent upon technology.

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