

Opportunities And Challenges Of E- Marketing In India

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ABSTRACT

Now a days, technology has been spreading across areas like business, productivity, Enhance communication and Heighten purchasing capacity. Over 4.33 billion people were active internet users on 2019. Internet is very useful for all the people. E- Marketing is internet marketing or E-Commerce or online marketing. It is connected with business to business, business to consumer, consumer to business. E- Marketing is very big challenge in to days business to meet their potential customer and make to the satisfaction. This paper is analyzing of E- Marketing opportunities and challenges in India. The paper has identified which is challenges in modern technology and concluded that E- Marketing is the opportunities as it has been used like business especially in online purchases.

Keywords: Challenges and opportunities, Internet, E- Commerce, E- Marketing, Customer, Digital.

1. INTRODUCTION

E- Marketing is the buying and selling of transaction through internet, web or any other digital devices. It is helpful and services to the consumer. It is more attracting to the customer and minimum cost mode of communication. E marketing is more popular in the world and most of them liked email, internet and web processing like online purchasing.

Today Marketer is clear observed which is good or not good for the customers. E-Marketing is an important and famous trend in the area of business and information technology presentations in the past decade. It is connected with producer to ultimate consumer such as consumer to business(C2B), Business to consumer(B2C) and Business to Business(B2B) internet in the future. It creates satisfaction for the consumer and builds close relationships with them.

2. OBJECTIVES OF THE STUDY

1. To identified the e marketing challenges and opportunities
2. To study on history of e-marketing
3. To analyze the growth of e-marketing

3 DATA COLLECTION

This paper is using secondary data only. Secondary data has been gathered from books, journals, Research articles, and related websites.

4. IMPORTANCE OF THE STUDY

2013 to 2019 period is the golden period of the internet. India has the biggest population growth throughout the world. Internet users and subscribers are increased day by day in India like E-Marketing, social media, and other department's activities. This paper is dealing with online purchasing which are opportunities and challenges in e-marketing and also sales changes of different countries in an internet transaction.

5. SCOPE OF THE STUDY

E- Commerce is the global application. It is use ful for all kinds of people like buyer and seller, consumer to consumer, business to consumer, Banking sectors, online payment, train e ticket payment, electronic bill payment etc., Most of the people use internet and E-Commerce which have common to all kinds of people and business.

6. REVIEW OF LITERATURE

An expert has expected and expressed the opinion which is concepts and theories related to E-marketing. Following Experts opinions and thoughts are given below.

Dr. Subho Ray, President of IAMAI (Internet and Mobile Association of India). He said that E-Marketing has connected with a wider group of consumers in India. E-Marketing is the sustainable growth of the economy and its key driver of e-commerce. It is helpful to consumers and other sector groups such as the Agricultural and Railway department also. The Internet will be spreading over to different departments. Hence, people and Governments must create an internet marketing environment for temporal paths.

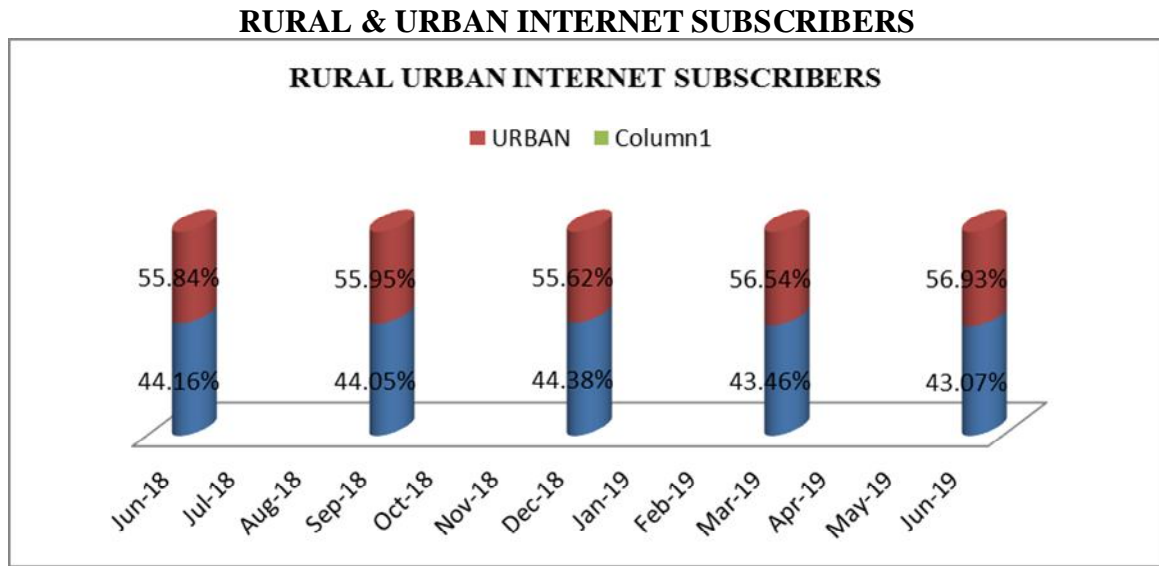
KOTLER PHILIP(2000)

He says that marketing practice has been in many stages. They are Entrepreneurial marketing, Formulated marketing, and Intrepreneurial marketing. Every stage has given distinct marketing concepts. It is refreshing marketing plans and forecasting and buildup social and ethical concepts in their business. It creates a marketing environment like globalization, internet marketing, and Telecommunication so on.

THE PROFILE OF E-MARKETING

1. The ARPANET has created artificial intelligence laboratory sale for students in 1971 or 1972. It is earliest technology of commerce.
2. First online purchasing on 1979
3. 1981: First business to business transaction in UK
4. B2B Market was started in India 1996
5. 2007: Flip kart was established in India
6. Internet subscribers per 100 populations in females and males. 2017: male 61 and female 39. 2018: male 58 and female 42.
7. Rural and urban internet subscribers. Jun 2018: urban 55.84% , Rural 44.16% , Sep 2018 Urban 55.95% Rural 44.05% , Dec- 2018: Urban 55.62% , Rural 44.38%

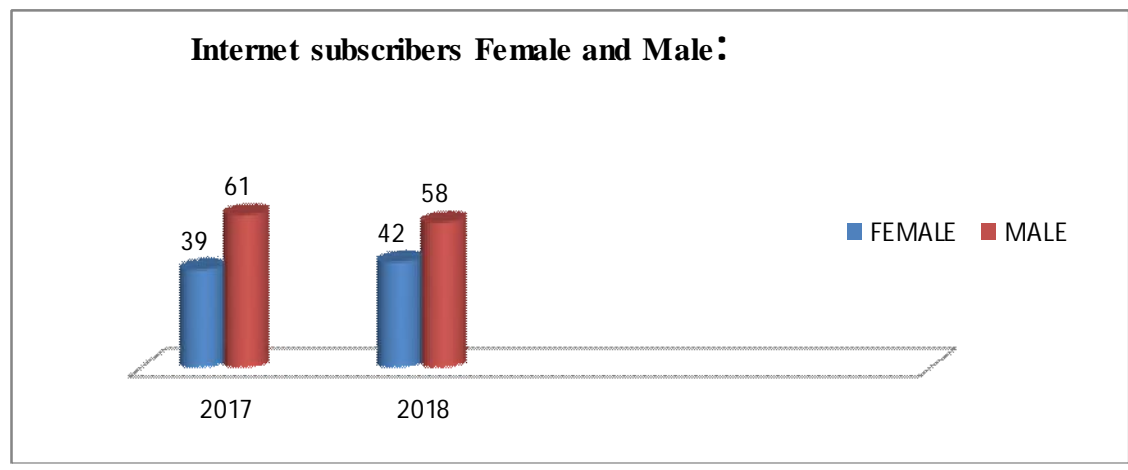
Mar – 2019 Urban 56.54% Rural 43.46%, Jun-2019 Urban 56.93% Rural 43.07%.



Source: TRAI Performance indicators

FIG 1

Internet subscribers per 100 population in Female and Male



Source: KANTAR IMRB- 21st edition ICUBE 2019

FIG 2

7. GROWTH OF E-MARKETING

E-Marketing and smartphone users are increasing day by day activation in India. Internet marketing is expected in India 829 million in 2020, in 2018 December 604.21 million. April

2017 US\$125 billion. Online marketing is expected 51% of the annual rate in the world. It is expected that from 2017 US\$39 billion and US\$120 billion in 2020.

- E-Marketing sales in India 2015-2019: It is shows that, 2015: 58.50%, 2016: 65.30%, 2017: 71.80%, 2018: 75.30%, 2019: 77.60%.
- Internet subscribers in March 2018: Mobile wireless 33%, internet subscribers per 100 population 3%, internet users (mn) 35% and broadband users 29%.
- Internet subscribers in March 2019: Mobile wireless 33%, internet subscribers per 100 population 3%, internet users (mn) 34% and broadband users 30%.
- Overall internet user in India 2018: 29%, 2019: 30%, and others : 41%.
- Sales changes in Six countries from 2018 to 2019: China 27.3%.US 14%, UK 10.09%, India 31.09% and South korea 18.17%.

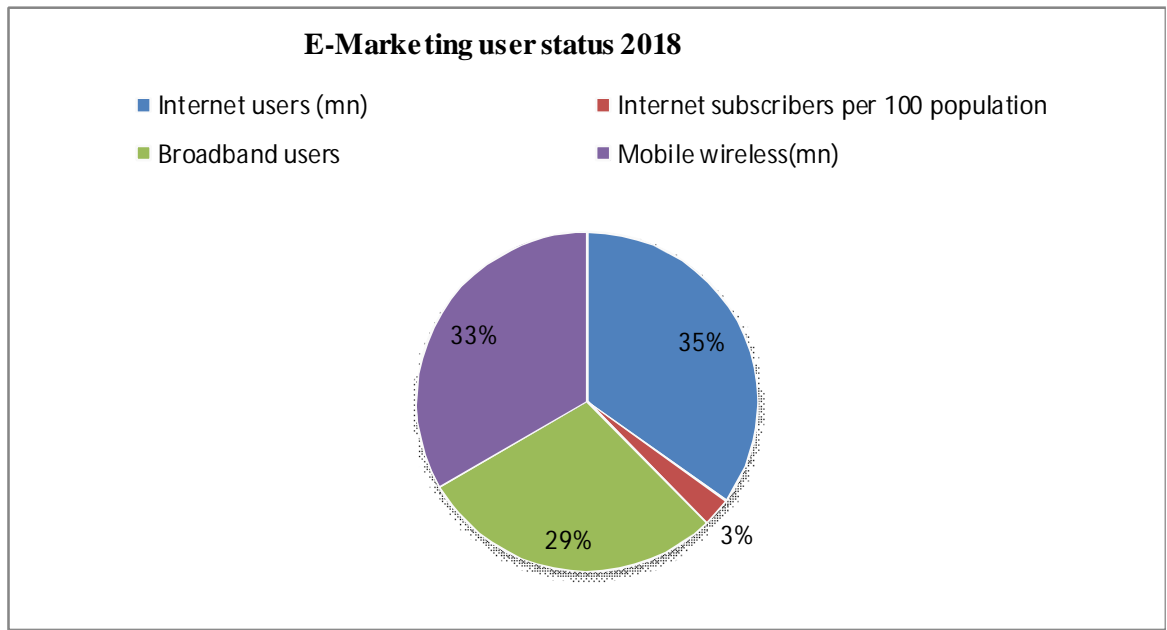
E- MARKETING SALES IN INDIA, 2015-2019



Sources: e-marketer, Dec 2016.

FIG 3

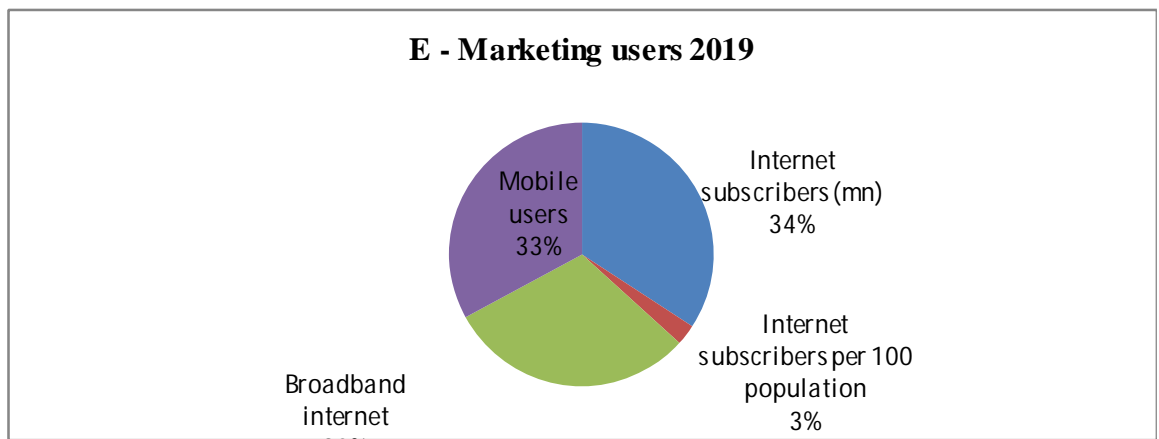
**E – MARKETING USER STATUS
35% INTERNET SUBSCRIBERS (MN) MARCH 2018**



Source: TRAI Performance indicators

FIG 4

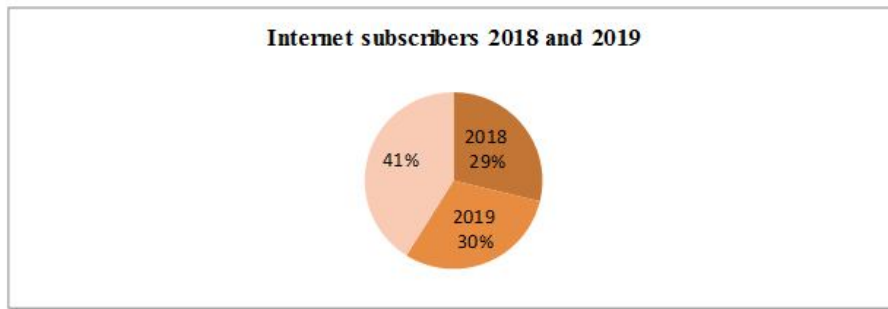
35% INTERNET SUBSCRIBERS (MN) MARCH 2019



Source: TRAI Performance indicators

FIG 5

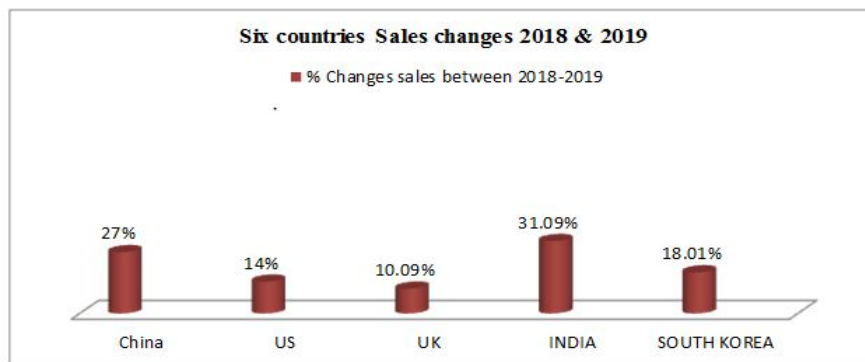
30 % OF TOTAL INTERNET SUBSCRIBERS 2019



Source: TRAI Performance indicators

FIG 5

31.9 % SALES CHANGES STATUS BETWEEN 2018&2019 IN INDIA



Sources: E- Marketer, May 2019(Global Ecommerce 2019)

FIG 5

8. CHALLENGES OF E-MARKETING

New technology

E- Marketing is evolving by new technology like online payment, internet advertising, mobile phones and social media etc. Technology is most powerful tools for all kinds of business which is made use best way of opportunities in online transactions.

Lack of face to face conduct

E – Marketing is connected with B2B, B2C, and C2B through internet and social media. Customer is not possible to direct approach and face to face buying and selling transactions while store purchasing is possible to face to face conduct with buyer and seller.

Lack of Guarantee:

Internet users are increasing day-by-day throughout the world and on the other side hackers, information misuses are formed that without asking prior permission.

Lack of confidence:

Marketing is making good conduct and confidence with buyer and seller. Online marketing is lacking confidence and trust between B2B and B2C which is making as pessimistic and disparate thoughts to the people.

Lack of Education:

E- Marketing process is continuing educate for all kinds of people. Literacy rates stood at 82.14% for men in 2011 and 65.46% for women. In 21st century, E-Marketing is new methods and strategies in the world.

Lack of E- Marketing knowledge:

Internet Marketing does not know and understanding like rural and illiterate peoples so we need introduced online marketing process.

9. OPPORTUNITIES OF E-MARKETING

1. E-Marketing is familiar and speedily reached the world. Internet users are increasing day by day in India which means that buying and selling transactions through by web and digital services. Throughout the world inviting E-Marketing.
2. Marketers are thinking about how to make more profit and increase sales. In this case E-Marketing has reached more people. It is helpful to sellers and customer also without spending the cost.
3. 4.33 billion People were active internet users in 2019. CIA has the report 8% internet users in the world and Aberdeen groups is reporting internet access 17% of world wide populations.
4. Internet advertising is a good kind method of accessing the people like social media, E-Mail, and online advertising which is make buying motives to present and ultimate customers.
5. Many people are liked that kind of online payment option which is make it reducing time and cost.
6. Online business can be access 24/7 times. It is not fixing the time of opening and closing.

10. SUGGESTIONS

1. Online and offline advertising are mixed. It should be separate online forums like face book and social media.
2. Internet advertising should be flexible and moderate to all the people.
3. Most people have not understood online purchase procedure. So, it should create awareness particularly among rural people.
4. E-Marketing software and Technology should be easily handled by consumer and illustrate consumer.
5. It is suggested that Indian Government is having GST relaxation to online purchasing. It can be increased sales in E-Marketing.
6. Indian government should be maintaining legal formalities to E- Marketing.
7. E -Marketing should be knowledgeable of new technology like RFID and Online payment option.

11. CONCLUSION

This paper shows how E-Marketing has become a major challenge and also create new opportunities in the new business ventures. India has huge number of customers like China and USA. E-Marketing should be clearly understandable by the way of development. Now a days, Internet advertising and social media has helpful to E- Marketing which is satisfied to present and potential customers. Most rural peoples did not know new technology in Online purchasing

method. It is a danger for the whole development of business. It is clear to conclude that, E-Marketing should be maintained fact, securely, confident and making awareness to the present and ultimate customer otherwise, It should not be making highly satisfied to the customer.

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