

# Digital Marketing in India: Emerging Trends and Challenges

**Mrs. Rebecca Theodore**

Asst. Professor,  
Dept. of Management Studies, Bishop Cotton Women's Christian College B'lore  
[rebecca.theodore@hotmail.com](mailto:rebecca.theodore@hotmail.com), Ph: 9945165358

**Mrs. Leena Jyotsna Raymond**

Asst. Professor,  
Dept. of Management Studies, Bishop Cotton Women's Christian College, B'lore  
[Leena\\_augustine@yahoo.co](mailto:Leena_augustine@yahoo.co), Ph: 9945013131

**Mrs. Porkodi S**

Asst. Professor  
Dept. of Commerce, Bishop Cotton Women's Christian College, B'lore  
[Porkodi.a@gmail.com](mailto:Porkodi.a@gmail.com), Ph: 9535280035

## Article Info

Volume 82

Page Number: 13160 - 13164

Publication Issue:

January-February 2020

## Abstract

Marketing is at the core of all business activities. The Digital marketing is a diverse marketing platform used by most of the business for marketing all types of products and services. Digital marketing is a broad term which refers to the promotion of products or brands via one or more forms of electronic media. For instance, advertising mediums that might be used as part of the digital marketing strategy of a business could include publicity efforts made via the Internet, social media, mobile phones and electronic billboards, along with digital, television and radio channels. Digital marketing, alias online or Internet marketing, involves the use of interactive, virtual spaces for the sake of promoting and selling goods and services. Internet-based communication had improved the major economic sectors including marketing. Being cost-effective, flexible, and fast and enjoying an on exceptional global reach, digital marketing has brought about different businesses absurd gains. Tendency of increasingly local search and people's habit of searching on the Digital tools has been leading to developing an innovative digital marketing in the present era. This new technique embroils its special disadvantages, e.g. lack of personal contact, security and privacy, etc. which should be taken account for. Information technology has malformed the way people work.

There are many benefits of using digital marketing platform to market the company's products and services. At the same time, there are some challenges that a marketer using the digital marketing strategy has to face. The challenges are as follows:

\*Proliferation of channels\*Intensity in competition. \*Exploding data volumes.

This paper analyses the notion of Digital Marketing in India and its challenges and opportunities ahead.

## Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 24 February 2020

**Keywords:** Digital Marketing, Proliferation, competition, Exploding data volumes.

## I. INTRODUCTION

With more than 200 million Internet users, India was the third-largest online market and declaring itself as a market not to be ignored on the global

stage. Of the millions of Internet users in India, come from the 25-35 age brackets of those who use the Internet at home or at work what makes the 38 percent usage of internet, a percentage that

was higher than any other age group surveyed. Additionally, men dominated internet usage with 61percent to women 's 39 percent. 5.5 hours, it is the average daily online usage in the country amongst internet users. India shares the characteristics of other global Internet users is its passion for social media, with Facebook being the most popular social networking site with a 60 percent active reach. Other popular networks include Google+, Twitter and LinkedIn. Social media and communication also proved popular with mobile phone users in the country with the number of monthly active users of WhatsApp reaching 72 million. Cost-effectiveness and interactivity is the most striking aspect of future digital marketing in India. The future of digital marketing in India is bright and beautiful. Future Media is a Digital Marketing Agency in India that makes simple to reach your target audience with distinctive online marketing strategy. The future of digital marketing will be rooted in how marketers and platforms create ways for new and traditional media to play together.

## II. OPPORTUNITIES OF E-MARKETING IN INDIA

### Empowering effect

One of the advantages of online marketing is its ability to give enabling outcome mainly on the small businesses, because " internet can extent market reach and operational efficiency of small and medium enterprises. Internet has created extraordinary opportunities for small businesses to engage in national and international marketing campaigns. Email marketing, blogging, launching web-sites, etc are among the easily affordable inter-fostered channels that can provide small business with the ability to survive and compete. Three major benefits provided to potential buyers are as follows:

- 1. Convenience:** Customers can order products through online 24 /7 wherever they are.
- 2. Information:** Customers can find reams of comparative information about companies, products, competitors, and prices.

**3. Fewer hassles:** Customers don 't has to face sales people and they also don 't have to wait in line.

### Internet marketing also provides a number of benefits to marketers

- 1. Quick adjustments to market conditions:** Companies can add products to their offering quickly and can change prices and descriptions.
- 2. Lower costs:** On-line marketers can avoid the expense of maintaining a store and the costs of rent, insurance, and utilities. They can produce digital catalogues which reduces the cost of printing and mailing paper catalogues.
- 3. Relationship building:** On-line marketers can dialogue with consumers and learn from them.
- 4. Audience sizing:** Marketers can learn how many people visited their on-line site and how many stopped at particular places on the site. This information can help improve offers and ads.

## III. CHALLENGES IN E-MARKETING

### Problem of integration

One of major problems with marketing campaigns is that they take up several offline and online promotional channels such as press, brochure, catalogue, TV, cell phone, e-mail, internet, social media etc, but lack a comprehensive, harmonizing marketing structure. Each item is used separately and accomplished as a different task not as a part of an integrated campaign. This aims at the realization of specified objectives. This deficiency can be compensated by synchronizing the different traditional and internet age modes of marketing communication as moments of an integrated organization.

### Lack of face-to-face contact

Internet dealings involve no live and personal interaction. That is why some customers consider electronic modes of providing customer service impersonal and enjoy the experience of shopping in physical store. They like better to talk to store personnel in a face to face conduct, touch the related product with their hands, and socialize with other ones. Virtual market place cannot provide for this function of offline shopping and

lacks personal interaction. For the types of products that rely heavily on building personal relationship between buyers and sellers such as the selling of life insurance, and the type of products that requires physical examination, Internet marketing maybe less appropriate.

**Security and Privacy**

Now a day’s customer’s data can easily be shared with other companies’ without asking for their authorization. The more crucial personal data such as usernames and are not protected from hackers.

**Lack of trust**

Online trust means consumer perceptions of how the site would deliver on expectations, how believable the site's information is, and how much confidence the site commands. In spite of the rapid growth of online dealings a number of people still suspect electronic methods of paying and still have doubt whether the purchased items will be delivered or not. On the other hand occurrence of online fraud has made customers hold negative or doubtful attitudes towards online transactions.

**A bad reputation**

E-marketing creates a bad reputation because half-baked metrics such as click-through rates (CTRs) still paint a picture of inefficacy and failure. Plenty of evidence shows that the Web is the most cost effective branding medium available, but the Net's reputation will need to be rebuilt one success at a time.

**New Layer of E-mail Filtering**

Gmail's Priority Inbox and Facebook's Social Inbox may result in mail ending up in folders that are rarely reviewed. This potentially has a knock on effect on our opening rates and other performance metrics.

We have to ensure that our customer is opening, clicking, sharing, and forwarding our emails; this helps with complex relevancy scoring that will ensure the message finds its way into a higher priority destination. It leads to the end of the one-way communication and opens up some exciting

opportunities for on message interaction with customers.

**Trigger-Based E-mail**

"Right message to right person at right time" has been a maxim of the direct marketing industry for years. The "right time" might be a window of two minutes. In time, the role of trigger based e-mail that can engage and interact after a specific action, perhaps reviewing a promotional Web page, will be increasingly critical.

**TOP 10 MARKETING CHALLENGES**

MARKETING CHALLENGES	% MARKETERS W/ CHALLENGES		
	B2B	B2C	OVERALL
AWARENESS/TRAFFIC	23	19	21
LEAD GENERATION	17	9	13
SOCIAL MEDIA	7	17	12
TARGETTING	6	10	8
CONVERTING LEADS TO CUSTOMERS	4	8	6
BUDGET	2	8	5
KEEPING UP W/MARKETING TRENDS	3	5	4
BRANDING/ BRAND RECOGNITION	4	2	3
CONTENT CREATION	2	2	2
INCREASING/PROVING ROI	3	1	2

**IV. CHALLENGES FACING DIGITAL MARKETERS**

There are many benefits of using digital marketing platform to market the company’s products and services. There are some challenges also that a marketer using the digital marketing strategy has to face. The challenges are as follows:

\*Proliferation of channels. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces. They interact with such devices in different ways for different purposes.

\*Intensity in competition. Digital channels are cheap, compared with traditional media, which makes them within reach of every business of

every size, practically. As a result, it's becoming harder to capture consumers' attention.

\*Exploding data volumes. Consumers leave behind a bulk of data in digital channels. It's very difficult to get a handle on all those data's, and find the right data within exploding data volumes which can help us to make the right decisions.

## V. SUGGESTIONS TO IMPROVE E-MARKETING

### Catering to consumer interest

When a company advocates for its customers, the Customers will in turn advocate for the company. To become successful, a company has to apply any means to satisfy its customer's needs and interests. It is already proved that many firms of different sizes and business fields were using different techniques to fulfill customer's needs and interests, by using variety of examples. Still costs, quality and diversification of commodities have to be taken into consideration to advocate customers in general.

### Focus on gender

The purchasing habits of male customers are different from female customers in e-commerce. Male consumers prefer fast loading speed websites and secured websites. But, female customers have confidence to purchase via the Internet. This can be considered as a big difference between males and females in perceiving Internet marketing.

Renovating the consumer experience is a digital priority. The growing consumer behavior change and the innovative digital marketing trends is a never-ending process. An enhanced global outlook will foster a richer understanding of the dynamics of consumer Behavior.

### Consumer privacy

Many customers feel confident to make an order when they have made a few purchases. They are afraid that the privacy can be revealed and misused without their acknowledgment.

If buyers do not trust the company which provides online sales services, they will never attempt to make any online buying decisions. E-marketing helps consumers to have more different means to search for products' designs, functions, features, and specifications, prices etc. so that they can compare the products and services before giving their final decisions.

A company and its website will always gain customers' trust easily if a recognized third party certifies that the website is secured. Guarantee terms and conditions will also contribute to build trust in customers' minds. The study may bring more precise results if the participants come from different group ages.

## VI. EMERGING DIGITAL MARKETING TRENDS

**Internet of Things (IoT):** The concept behind the IoT is a network of physical objects can be used in collecting and exchanging data without human-to-human and human-to-computer interaction. By 2020, hopefully, each household is predicted to have all Internet connected devices.

**Augmented Reality:** Augmentation refers to a real-time view with augmented elements which made possible by computer generated sensory inputs (i.e. audio, graphics, video, etc.). A good examples of this technology is App, when consumers are presented with brand related information. It can really improve how marketers interact with their target consumers.

**Wearable technologies:** Considering that very few people can access them will gain real traction in about 4-5 years. When they do, digital marketers will be able to capitalize on our attitudes, behaviors, patterns, and trends. These technologies are interwoven in the daily lives of consumers thereby tracking will be much easier.

**Mobile:** The evolution of mobile devices is a prime factor influencing the marketing world. As the focus is shifting to smaller screens, brands will be able to strike up a more personalized relationship with their customers by leveraging the

power of mobile. Mobile app is available for all business. The domination of the web by mobile will lead to companies realizing that an app is a necessity not an option.

**Transparency:** Transparency will explain brand-customer relationships. Currently, customers are seeking more engagement from brands. If this trend continues, then customers becoming more demanding in their expectation of transparency. Genuine brands – which follows “walk the talk” and create real value will be rewarded. The brands that still haven’t made their customer dealings transparent are headed to a future of doom.

## VII. CONCLUSION

The development of e-marketing and social media advertising has led to many businesses opportunities in recent years. Renovating the consumer experience is a digital priority. The growing consumer behavior change and the innovative digital marketing trends is a never ending process. An enhanced global outlook will foster a richer understanding of the dynamics of consumer Behavior .The paper clearly shows that E-marketing impacts in various numbers of ways upon businesses. If used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost manner and can provide promotion to a wide range of products and services.

This paper deliberated the challenges and the opportunities in all expanding area of e-marketing. This field needs relentless learning. One cannot refuse that it is a technology determined approach. There is a dreadful need to keep abreast of the new and latest developments in the field of computer science and information technology.

## VIII. REFERENCES

- [1] <http://www.pwc.in/press-releases/the-indian-entertainment-and-media-industry-to-grow.http>
- [2] <http://seoscorpio.com/internet-marketing-in-india.ph>

- [3] <http://www.netcoremarketingcloud.com/blog/email-marketing/whats-future-digitalmarketing-india/>
- [4] <http://elargirindia.com/about/digital-marketing/>
- [5] [https://en.wikipedia.org/wiki/Digital\\_marketing](https://en.wikipedia.org/wiki/Digital_marketing) JanuszWielki, 15th Bled Electronic Commerce Conference eReality: Constructing the eEconomy,Bled, Slovenia, June 17 - 19, 2002
- [6] S.RWiner, New Communications Approaches in Marketing: Issues and Research Directions. *Journal of Interactive Marketing*.Volume 23, 2009, pp.108-117.
- [7] F. Garzotto, F. Sorce, D. Bolchini and T. Yang, Empirical investigation of web design attributes affecting brand perception, *Proc. 6th Nordic Conference on HumanComputer interaction: Extending Boundaries* (Reykjavik, Iceland, October 16 - 20, 2010). NordiCHI '10. ACM, New York, NY, pp.188-197