



DIGITAL MARKETING IN INDIA- CHALLENGES AND OPPORTUNITIES

M. MALAIARASI ¹ | M. PRIYA DHARSHNI ²

¹ II M.COM (CA), DEPARTMENT OF COMMERCE, E.M.G YADAVA WOMEN'S COLLEGE, MADURAI – 625014.

² II M.COM (CA), DEPARTMENT OF COMMERCE, E.M.G YADAVA WOMEN'S COLLEGE, MADURAI – 625014.

ABSTRACT:

This paper analyzes the notion of digital marketing in India and its challenges and opportunities. Information technology has malformed the way people work. Electronic commerce has unbridled hitherto another revolution which is changing the tactic in which businesses buy and sell products and services. The internet has given a helping hand to e-commerce. Digital marketing, which is also called online or internet marketing, involves the use of interactive, virtual spaces for the sake of promoting and selling goods and services. The main aim of digital marketing is to make the customers interact with various brands through the use of technology on internet. The digital tools and sites the people use play an ever-growing role in their lives. In fact, new synchronous, internet - based communication expertise had contributed to the restructuration of 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. The marketing opportunities curtail from introduction of this new, virtual space is the next focal point of deliberation. The study continues with challenges such as problems of security, privacy, etc., evolving in the arena of digital marketing.

KEYWORDS:

DIGITAL MARKETING, OPPORTUNITIES, CHALLENGES, INTERNET.

INTRODUCTION:

Digital marketing is a term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. The key objective is to promote brand image of the company, build more and more prospective customers and increase the sale of goods and services by adopting various digital techniques which are available in today era.

Digital marketing is the use of digital channels to promote or market products and services to consumers and businesses. In present era, manufacturers are using digital marketing as a tool to attract more and more untapped customers in both rural and urban areas.

The main advantage of digital marketing is that a targeted audience can be reached in a cost – effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games, and any other form of digital media.

OBJECTIVES OF THE STUDY:

1. To study the concept of digital marketing in India.

2. To emphasize on the challenges and opportunities of digital marketing.

REVIEW OF LITERATURE:

Rowley (2004, p.26). The digital revolution has impacted consumers and businesses alike. Over the past decade technology and the way it is used has changed drastically. The internet, once purely a source of information has become a place where people meet to share their stories and experiences, a platform for discussion and debate, a source of entertainment and much more. Furthermore, the web has several important marketing aspects that enable companies to boost their performance: 24 hours online; multimedia compatible; integration ready.

Ayaz S. Peerbhoy (2010), founder – director of MAA advertising agency, Bombay - Bangalore describes that, “The concept of digital marketing as understood in the Indian conditions can be explained still further in terms of its effectiveness on and receptivity by the consumers and the markets if proper scientific research methods and techniques are applied. To advertising points, the author research is a part of the marketing activities “built - in - progress”.

Vachhani (2016) analysed the idea of digital marketing in India and its challenges and opportunities in the expanding area of e - marketing. The study indicates the growth of e- marketing depends on the growth of business ethics and on the consumer protection laws. Moreover, the problem of lack of personal contact, security and privacy are the major challenges of digital marketing.

METHODOLOGY:

This study has analyze through mainly secondary data. The required secondary data were collected from the journals, research papers, websites, various reports, newspapers and articles published online.

DIGITAL MARKETING AND DIGITAL INDIA

Digital India is an initiative by the Government of India to ensure that Government services are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity. It was launched on July 1, 2015 by Prime Minister Narendra Modi. Digital India has three core components. These include:

- The creation of digital infrastructure
- Delivering services digitally
- Digital literacy

Impact of Digital India by 2019

- Broadband in 2.5 lakhs villages, universal phone connectivity
- Net Zero Imports by 2020
- Job creation: Direct 1.7 Cr. And Indirect at least 8.5 Cr.
- India to be leader in IT use in services health, education, banking

A two -way platform will be created where both the service providers and the consumers stand to benefit.

Hence, the main focus of Digital India is to make the people of India to be digital and therefore marketing companies should focus on Digital Marketing for marketing of their products and services.



DIGITAL MEDIA AND DIGITAL MARKETING

With the explosion of smart phones and other mobile devices it's important for businesses across the world to adopt an effective mobile strategy.

Global Smartphone Sales is estimated to grow from 1.5 billion in 2015 to 1.7 billion by 2017, according to the latest report from Strategy Analytics. What is more interesting is that India will leapfrog US to become the second largest Smartphone market by 2017. China, India and US, together, will account for nearly 50 percent of global Smartphone market by 2017.

The rapid evolution of digital media has created new

opportunities and avenues for advertising and marketing. Fueled by the proliferation of devices to access digital media, this has led to the exponential growth of digital advertising.

Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what the company says about their brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than company. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.



OPPORTUNITIES AND CHALLENGES:

DIGITAL DISRUPTION FROM WITHIN:-

Disruption is the term of the game, with reputable players being persistently displaced by newcomers that are digital groups. If you can't beat them, join them at their own game. Existing companies need to disrupt themselves, like Steve Jobs when he stopped making their best-selling iPod to introduce a newer version of it.

SHOW-ROOMING IS A BIG CHALLENGE FOR RETAILERS, AS CONSUMERS CONTINUE TO INCREASE THEIR ONLINE SHOPPING:-

But lately, there's also been a drift towards web rooming, with people checking out items online before buying them in the store. And once people essentially come to shop, retailers have the opportunity to keep them there and up sell, or make them long term customers. Using the Internet of Things and beacons provides opportunities here.

THE INTERNET OF THINGS (IOT):-

Using beacons and Oculus solutions to expand customer experiences, the Internet of Things is linking people and devices with each other in an unparallel way, creating rich potentials for consumer engagement. Timing is the crucial element here; if you're too early you could fail, and if you're too late, you're too late; you may lose your industry, and ultimately fail.

DIGITAL WORKFORCES AND NEW WAYS OF WORKING:-

Startups these days can work with very small in house teams, yet still take on the big boys by using the web and technology to generate teams per project. This way of working can be very rewarding because employees are not

trapped in a company, but work only on projects they care about, and where their passion makes a huge difference to the outcome. In a world where less than 1 in 7 people are engaged at work, this could spell the end of multinational corporations as we know them.

CHALLENGES:

PROLIFERATION OF DIGITAL CHALLENGES:-

Consumers use multiple digital challenges and a variety of devices that use different protocols, specifications and interfaces-and they interact with those devices in different ways and for different purposes.

INTENSIFYING COMPETITION:-

Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumer's attention.

CONCLUSION:

Research determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites."As more shoppers are using social media (e.g., Twitter, Face book, MySpace, and LinkedIn). Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand.

Now-days the customers purchase the products online. They easily get the information about the product and compare the products and order without going to a retail shop or a shopping mall. It shows that the consumers prefer buying online rather than going to retail shops and shopping malls.

So with change in the buying behavior of the customer the marketing companies have to change their marketing strategies, and should adopt Digital marketing platform for marketing of their products and services.

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