



## **E-MARKETING IN INDIA: GATEWAYS AND PITFALLS (CUSTOMER ASPECTS)**

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### **Abstract:**

*In today's world, e-marketing is becoming increasingly popular. Simply put, e-marketing is a combination of two words: e, which refers to the electronic, and marketing, which refers to the purchase and sale of products and services. As a consequence, e-marketing can be described as the purchasing and selling of products and services through the internet. This paper aims to investigate the various benefits that e-marketing provides to consumers, as well as the various drawbacks that e-marketing presents to consumers. Besides, the current study focuses on the various facets of e-marketing's success in India, as well as the various roadblocks to its proper development.*

### **1. Introduction:**

Physical markets, grocery and retail shops, and even massive shopping malls are the most common places where buyers and sellers meet in person. When a customer comes into a shop, he chooses the product that best suits his needs and pays the seller with cash, debit, or credit cards. However, a new buying and selling model has recently emerged, utterly changing the marketing landscape.

"Amazon," the world's largest online marketing store, was incorporated in 1994 and is headquartered in Seattle, Washington. It is an American public company founded by Jeff Bezos that offers on-line marketing services to customers all over the world through its 183,100 employees. Movies, music, video games, laptops, cell phones, clothes, watches, apparel, books, furniture, toys for babies and children, tablets, car parts, cameras, headphones, and speakers are among the main items offered by Amazon.

Pierre Omidyar founded another successful on-line marketing shop, "eBay," in 1995, with headquarters in San Jose, California. It is also an American multinational company with over 34,600 employees that offers products and services globally through the internet. Books, cameras, mobile phones and smart phones, watches, clothes for men, women, youth, and even infants, tv, printers, computers, computers, desktops, toys, sports and games pieces, video games, furniture, and even boats, bikes, and trucks are among the key products supplied by eBay.

Flipkart, an Indian online marketing firm established in 2007 by Sachin Bansal and Binny Bansal, also offers online shopping services throughout India. It employs more than 33,000 people and is based in Bangalore, Karnataka. Mobile phones, computer peripherals, mobile accessories, watches, shoes, sandals, all types of clothing for men and women, headphones, earphones, tablets, television, washing machines, refrigerators, air conditioners, home and office furniture, kitchen and dining items, books and stationery items, automobile parts and accessories, sports and gaiters are only some of the products available.

In 2010, Kunal Bahl and Rohit Bansal launched another successful online marketing store called "Snap deal." This Indian business employs over 5,000 people and is headquartered in New Delhi, India. It provides customers in more than 5,000 cities and towns across India with a selection of 10 million goods from more than 100,000 sellers. Smart phones and tablets, smart phones, printers, televisions, cameras, home

appliances, clothes, and fashion accessories for men and women, toys for babies and children, bags and luggage, watches, sporting and exercise items, car parts, and books are among the main goods sold by this platform.

Commercial sales are now carried out online due to the introduction of e-commerce. E-Commerce has opened yet another door, transforming the way a merchant sells his products and services.

Today's customer has the luxury of purchasing products and services without having to go to a store. This was made possible by the use of internet marketing. The term "online marketing" refers to the use of the internet to purchase and sell products and services.

A customer must follow these basic steps to buy products and services from online marketing:

- On a device or a cell phone, go to the desired e-marketing page. For instance, see [www.flikart.com](http://www.flikart.com) and [www.eBay.com](http://www.eBay.com).
- Choose the desired product from a wide range of options available on the e-store.
- Give the web your delivery address.
- Make a purchase using an on-line account, debit or credit cards, or a combination of both.

## **2. Objective of the Study:**

- Assemble a list of the big online players.
- To investigate the different benefits that users receive from online marketing.
- To illustrate the different disadvantages that on-line marketing presents to a customer.
- To explore the factors that lead to the success of online marketing in India.
- To bring attention to the numerous roadblocks to the proper development of online marketing in India.

## **3. Merits of E-Marketing to Customers:**

Consumers benefit from internet marketing in a variety of areas, the most important of which can be summarized as follows:

- **Price reduction:** Since online marketing is not necessary to sustain retail and wholesale stores, their spending on capital assets is reduced, lowering costs. This cost-cutting aids in the reduction of the costs of products and services, allowing consumers to get their preferred commodity at a cheaper price through online marketing.
- **Saves time and effort:** When a customer uses an online marketing tool, he does not need to visit several retailers and shops to buy his favorite product, saving him valuable time. All a customer has to do is choose his favorite product on the internet, provide his shipping address to the online site, and pay with an online account, debit or credit card, or both.
- **Extensive Scope:** Unlike conventional marketing, online marketing can reach a wide geographic region. Consumers can take advantage of online marketing services in any place where internet access is available.
- **24X7 Marketing:** In comparison to conventional stores, which close at night and on holidays, a customer will order his preferred product 24 hours a day, seven days a week via online marketing.
- **Offers a Wide Range of Products and Services:** Internet marketing stores partner with a vast variety of suppliers and retailers, enabling them to deliver a wide

range of products and services under one roof. A customer can choose his favorite product from a selection of choices provided by these online retailers.

#### **4. De-Merits of E-Marketing to Customers:**

The same way as a coin has two sides, so does internet marketing. Despite the many benefits that online marketing provides to customers, there are a host of drawbacks that consumers must contend with. The below are the main drawbacks that users face as a result of online marketing:

- Unsuitable for Uneducated Users: Internet ads should only be used for educated consumers, and even then only by those who are computer literate.
- Not Acceptable for Customers Who Do Not Have Internet Access: Web advertisement is only appropriate for consumers who live in places where they have access to the internet. The Internet serves as the center for all online purchases. Customers would be unable to make online purchases if they do not have access to the internet.
- Not Suitable for Perishable Goods: Perishable products such as milk, flour, eggs, and other eatable things are not suitable for online marketing.
- No choice for a trial before purchase: Unlike conventional marketing, internet marketing does not encourage you to check out and touch the product before you buy it. A customer buying a shirt from an online retailer, for example, cannot be able to touch and put it on to determine its consistency and match.

#### **5. Key Drives for E-Marketing in India:**

India's internet user base was reported to be 243 million in 2014. The Indian e-commerce industry was worth \$ 3.8 billion in 2009. The Indian e-commerce industry was valued at \$ 12.6 billion in 2013. In 2014, the number of online shoppers in India was reported to be 35 million, with the number expected to rise to 100 million by the end of 2016. The following are some of the main factors that have contributed to the growing popularity of online marketing in India:

- A higher rate of population growth.
- India has a huge number of internet users.
- Indian society's standard of living continues to rise.
- With the launch of broadband for notebooks and desktops, internet quality continues to increase.
- The number of mobile users continues to rise at an exponential rate.
- With the help of 3G and 4G networks, mobile broadband speeds have improved.
- In contrast to typical stores, a wide number of products and services are available.
- 8. Products and services are sold at a reduced cost than in wholesale and discount outlets.

#### **6. Barriers behind Proper Growth of E-Marketing in India:**

India has the world's third-largest internet user base. Despite this, internet penetration in India is poor as compared to other markets such as France, the United States, and the United Kingdom. The biggest impediment to the proper production of online marketing in India can be summarized as follows:

- High Illiteracy Rate: The high rate of illiteracy in India is one of the key factors leading to the slow growth of online marketing. Even today, a large portion of India's population lives in rural or remote areas. There are several places in these areas where access to education is limited or non-existent.

- Limited Technical Education: To perform on-line marketing purchases, one must have adequate computer skills. In India, rural and remote areas have especially limited access to computer knowledge.
- Inappropriate for Slow Internet Areas: Online advertisement is only appropriate for areas with high internet speeds. Slow connections can cause consumers to lose interest in purchasing products online if they have to wait for a long time to download a web page. There are still many places in India where broadband is not accessible.
- Lack of Confidence: Another reason leading to the sluggish growth of online marketing in India is a lack of trust in online payment methods. Many Indian customers still distrust electronic payment methods, causing them to cancel online purchases.
- Hacking Threat: Computer hackers pose a serious threat to web marketing. These hackers can extract sensitive information from online store networks.

## **7. Conclusion:**

This paper aims to conduct a thorough examination of different facets of online marketing. On-line selling is no exception to the adage that a coin has two sides. One of the goals of this paper is to investigate the benefits and drawbacks of online marketing to customers. On the one hand, it denies customers some benefits, such as the ability to touch and try products before making a decision, and it is only useful for consumers with computer skills. On the other hand, it provides various benefits to customers, such as price reductions, time and energy savings, and the inclusion of a massive range of goods under one roof, among others. The preceding discussion demonstrates that on-line marketing is a blessing to shoppers, since “consumers will now enjoy shopping even though they are not at the store” thanks to online marketing. The second section of this paper looks at the benefits and drawbacks of online marketing in India. A high illiteracy rate, limited access to computer education, and a lack of adequate internet speed in certain regions, among other factors, all lead to the leisure development of online marketing in India. Other factors, such as the steady rise in the number of people using computers, tablets, and the internet, the steady rise in the standard of living, the increase in internet speed with the introduction of broadband and 4G networks, and so on, are all contributing to India's growing number of online marketers. Online marketing is gaining traction in India today and will continue to do so in the future as a result of these advantages. The main advantage of online marketing is that it needs no investment in physical shops around the world, which tempts young companies in India to open their online marketing outlets.

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