



# E-Marketing Strategies in India: Digital Opportunities and Challenges

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## Abstract

The subject of this article is e-marketing, which is one of the most effective and powerful tools for reaching as many consumers as possible. It covers methods, opportunities, and digital obstacles. It also looks at the fundamental ideas behind e-marketing, as well as its characteristics, stages, and methods, as well as the causes of its growth and advantages and disadvantages. The descriptive approach was the basis for the investigation. The research's most significant conclusions were that, in order to effectively apply e-marketing, a suitable digital environment must be provided; that e-marketing is now a necessity due to the widespread use of e-management and the Internet; and that the effectiveness of e-marketing depends on precise, well-researched strategies. Additionally, the research has shown that there is no superior strategy than the other and that multiple strategies can be employed inside the same organisation depending on how the organization's internal and external environments change. Instead, the organisation resorts to strategies at the expense of other strategies because of the nature of the environment and the set objectives. The successful selection of a strategy should be based on analyses and studies of different information inputs and outputs as well as the veracity and practical ability of the objectives to be reflected. The study also made it clear that using e-marketing techniques offers a variety of benefits, including gaining a competitive edge and a key position in the industry. Additionally, it has demonstrated that even though e-marketing works, there are still a lot of obstacles to overcome in order to counteract the detrimental effects of building client confidence, encouraging them to use their services, and fostering a culture of digital communication.

**Keywords:** E-Marketing, Strategies of E-Marketing, Opportunities, Challenges of Marketing, Digital Environment

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## Introduction

Amidst the noteworthy advancements in Information and Communications Technology (ICT), several establishments are striving to implement the most recent advancements in organisational and business administration. With the introduction of the Internet, which has greatly impacted communication and information exchange while offering a multitude of services like: facilitating business exchanges and improving relationships with customers and agents, the goal is to provide accuracy and speed while also facilitating practical procedures. Thus, it serves as an

interactive channel for communication between businesses and their clients—even amongst clients. Because of the Internet's effective services, many institutions are investing in this field. The Internet is a strategic focus of the organization's activity, particularly for commercial and marketing roles, which are the main drivers on which decision makers depend in enterprises. Stated differently, it is regarded as a fundamental component of the marketing process because it makes possible the creation of a fresh mode of client communication, which advances the company's sales.





### Digital Marketing Strategies

The majority of businesses now employ "electronic marketing," which emerged as a result of Internet use, to conduct a variety of online business activities, including trading, buying, and selling. These businesses aim to benefit from the different services that search cues and networks offer, which have helped to open up new markets and boost revenue. Additionally, because most successful and eminent institutions own the technologies, these devices have established themselves as a vital pillar of competitiveness and progress. Due to the transaction market's importance in establishing and accomplishing the objectives of contemporary institutions, e-marketing is one of the contemporary notions that has become ingrained in the industry. It is a business strategy in and of itself, with the unique quality of accomplishing several objectives concurrently. This starts with satisfying the wants of the client in order to generate profit for the product through a variety of tactics appropriate for the digital sphere. It is now a need due to the significant role this integration has played in facilitating and rationalising the numerous activities and marketing efforts. Additionally, it enhanced the organization's perception in the minds of people and made consumer search processes easier, all of which helped the company

establish a strategic position that allowed it to dominate the trade and business market and fend off competition. The foundation of e-marketing is a variety of techniques, the most significant of which being advertising via search engines, emails, and interactive advertising. The Internet has evolved into the environment supporting e-marketing and the primary tool driving economic growth in all countries of the world in the context of globalisation. All mechanisms contribute to the development of marketing if expertise and control over the use of modern technologies are available. This has changed the form of world trade from traditional to electronic.

The usage of e-marketing necessitates more efficient working techniques and tactics that align with the features of the digital environment. Because these methods can accomplish marketing activities faster and at a lower cost than traditional ways, they also require the ability to draw in clients and encourage commercial transactions in a variety of marketing domains. In general, it refers to a collection of operational plans and guidelines for managing marketing opportunities by creating strategies to draw in customers and identifying channels for getting in touch with them about the supplied goods.



In order to reach this goal, it is necessary to conduct an examination of the organization's entire environment, including a competitive analysis, a strategic study of the electronic environment, and an assurance of the evolving needs of customers. By doing this, the organisation is better able to adjust its work to the changing environment and respond to it. It is important to note that e-marketing operators have access to a variety of e-marketing techniques, which are based on the characteristics of their target audience, including their wants, trends, and environment. The effectiveness of these strategies depends on the organization's ability to choose the right ones, carry them out successfully, put plans into practice, and embrace an adaptable and flexible approach to managing marketing activities.

The organisation must use a variety of abilities and high levels of efficiency to choose the best plan in order to accomplish goals in the new digital environment and guarantee the success of e-marketing. Thus, we will attempt to address the following queries in this study: What kind of tactics are available to help e-marketing fulfil its potential? What are the new digital environment's opportunities and challenges? In addition, what advantages and disadvantages does the new digital world present?

**Questions for Research**

The present investigation aims to investigate the following queries: ~ What kinds of e-marketing tactics exist? What developmental stages are they in?

What are the digital environment's strategic e-marketing implementation skills? What standards does a strategic choice follow?

What are the advantages and disadvantages of using e-marketing techniques in the online world?

**Objectives of the Study**

1. To study the current status of e-marketing in India and the challenges of e-marketing.
2. To study the various opportunities of e-marketing and highlighting what e-marketing contribution in business growth
3. Explaining what the components of the e-marketing strategy and addressing the types of strategies adopted in e-marketing.
4. The strategic implementation of e-marketing required to achieve success and highlighting the opportunities offered by e-marketing strategies, other than underlining the various challenges faced in the digital environment.

**The Importance of the Study**

Because it tackles one of the most important and relevant subjects right now—e-marketing in its strategic context—this study is significant. It considers the fact that several

businesses now use the Internet as a strategic tool, and that communication technology can significantly support marketing plans. It offers channels for businesses to communicate with customers and learn about their preferences



and orientations. Since internet services are known for their accuracy and quickness, they offer excellent potential for increasing sales and aid in the formulation of marketing strategies. However, the digital environment presents hurdles for these techniques to succeed.

### **Methodology Adopted in the Study**

The study uses the descriptive approach since it is one of the methods used to examine contemporary issues and subjects. It requires in-depth reading before moving on to the process of description and analysis in order to provide a collection of fundamental findings utilising the surveying method. Furthermore, since e-marketing is a significant and contemporary topic that still requires more study, studies, and a new field of knowledge, using this methodology is very crucial.

The study initially defines the basic concepts related to electronic marketing, showing its advantages and multiple stages, and its multiple mechanisms. It then addresses the reasons for the spread of e-marketing, showing its pros and cons, the strategies required for e-marketing, the skills of implementing these strategies, and the challenges of e-marketing in developing countries.

### **Literary Review**

In their analysis of the opportunities and risks associated with digital marketing in developing nations, Kaur and Sandhu (2022) covered issues like awareness, education, privacy, the Internet, and other issues that the digital market in nations like Nigeria and India faces. They talked about the difficulties and advancements in digital marketing in particular. They insisted that, in spite of the pressing need to stay current with computer science and information technology, certain programmes and applications—like identity theft, invasive advertising, and technical obstacles like non-compliance with contract/agreement terms and the discrepancy between required and actual products—cause mistrust among consumers and marketers. In electronic marketing, a great deal of mistrust has been fostered by all these causes. Therefore, the expansion of

consumer protection legislation and work ethics on the one hand are necessary for the growth of digital marketing on the other. Building information technology skills can help with the crucial issue of "credibility" in company, especially e-marketing, where it is essential. While traditional marketing strategies like public relations, direct mail, and advertising will still be used by firms, e-marketing brings something completely new to the mix and is especially cost-effective and flexible for small enterprises.

The topic of the influence of the electronic environment on the marketing process was covered by Devi and Micom (2020). They discuss and evaluate the application of various instruments and methods, concentrating on the new problems that arise in the modern world. The results demonstrated that, when applied skillfully, e-marketing has a multitude of significant effects on business. A vast array of goods and services can be promoted using e-marketing campaigns and tactics, which can reach consumers quickly and affordably. Additionally, e-marketing gives businesses access to customer data to a degree that has been extremely difficult to attain via traditional marketing techniques in the past. E-marketing's advancement through social media advertising has led to a rise in business in recent years. Companies need to be aware of a number of significant drawbacks associated with e-marketing, despite its potential for global reach, speed, and information gathering. Some businesses suffer from being unduly dependent on technology as a result of the technology-driven e-marketing strategy. Furthermore, it might make more customers than ever feel even more unsatisfied. Furthermore, it can result in negative reviews, which could seriously undermine some e-marketing initiatives and procedures. Nevertheless, in spite of these issues, academics come to the conclusion that e-marketing, as a whole, is a good thing for businesses, and that, in spite of certain hazards, its effects have been mainly favourable.

### **Advantages of E-Marketing**

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The following are some of the benefits of e-marketing that are highlighted:

- Extremely cheap costs for distribution capacity since it is simple to reach every customer via the network, given that the customer has access to the service in the digital environment.
- Direct interviews between businesses and customers, which also lowers marketing expenses.
- A worthwhile time investment that boosts businesses' efficacy in the digital world.
- Moving sales responsibilities from salespeople to the consumer directly through the provision of order forms and the use of ready-made, complete models.
- Gathering data from market surveys and honouring consumer preferences.
- the potential for communication between the various businesses by facilitating online discussions on a certain product between businesses and consumers.
- Opportunities for excellence are created by increased competition based on specialisation rather than price, which is facilitated by promotion, the potential to enter new markets, and e-marketing.

#### **Drawbacks of E-Marketing**

Among e-marketing's disadvantages, the following are particularly noteworthy:

- Environmental variables and their direct impact on e-marketing: clients find it challenging to switch business partners and networks they service due to the ever-changing business environment.
- Rapid technical development: Customers find it challenging to keep up with the rapid advancements in technology, which ultimately affects their understanding of the market.
- Security and privacy regulations: Users of the network lack confidence in the electronic payment system.

Legal and administrative issues arise from concerns that businesses have over the legality of electronic contracts, trademark infringement, copyright, commercial liability, and loss of intellectual property rights.

#### **E-Marketing Strategy**

The following points highlight some of the characteristics of the e-marketing strategy:

– It necessitates scanning or analysing the internal and external surroundings.

– A precise articulation of the intended goals and vision is necessary.

– A fresh formulation and careful selection of viable strategic alternatives are used to construct the strategy. The marketing plan ought to adapt to the market's and the structure's changes. This suggests that e-marketing strategies must be adaptable and scalable to keep up with the evolving digital landscape in order to be successful.

Conditions for Modifying E-Marketing Plans: When designing an e-marketing strategy, which integrates the organization's marketing and technology strategies, there are a number of factors to take into account, such as:

- Access to data regarding the formal and objective attributes of the product.

- The usefulness of market target information for new products.

- Using historical and present experiences to inform the innovative creation of new services.

**The E-Marketing Strategy's Elements**  
Since the strategy is a long-term plan, it reflects both the necessary means and a set of goals that must be met. Market segmentation, market segment targeting, and market positioning are the three main components of any marketing plan. Due to the accessibility of communication technologies, e-marketing allows for more thorough market segmentation and effortless information gathering. As a result, the marketing strategy is developed more swiftly. In addition to the potential for increased synergy between marketing strategies and the overarching strategy of the business and its operations, e-marketing and the use of Internet technologies enable sellers to track and monitor marketing initiatives.

#### **Phases of the E-Marketing Strategies' Development**

Based on versions created by Chaffey in 2002, Internet Marketing Consulting argued in 2009 that the development of an e-marketing strategy goes through four stages. These are the following:

- Strategic analysis: this refers to the examination of the organization's market

position and internal and external sources as well as its numerous processes and activities in e-marketing.

– Examination of the suitable setting: This component includes requests from customers, the actions of competitors, and market ranking; it does not include the organization's operating environment as a whole. It also includes technological, social, political, and economic aspects. The creation of an electronic marketing plan that considers internal source analysis, the impact of electronic marketing, sources and financial cost, quality, strengths, weaknesses, and sources of technological infrastructure forms the foundation of the internal and external environment analysis process.

– The micro-Internet environment comprises the following: competitor analysis or electronic competition monitoring to attract and keep customers interested due to the dynamic nature of the Internet; future estimates of customer requests for e-commerce services in various market sectors; and analysis and evaluation of demand and customer activity on the Internet.

#### **Strategic Objectives and Approaches**

The accomplishment of the organization's goals depends on a number of factors. Clarity, application, compatibility, and harmony are these. In addition, the goals ought to be measurable, realistic, and in harmony with the current political, social, and legal environment. The time standard for scheme completion, the quantitative standard (which shows achievement ratio figures and is compared with the planned), the qualitative standard (which shows the quality of achievement and the level of efficiency in performance through the implementation stages), and the degree of flexibility and adaptability of the objectives according to internal and external conditions should all be noted as the three criteria for measuring objectives.

Outlining the plan: Choosing the right strategy based on the situational requirements is what this step entails, keeping in mind that there are other approaches that may be employed in electronic marketing. Since the Internet has made it possible for anyone to market a wide

range of services and goods without exception, a variety of strategies are used in conjunction with the nature of the product and the size of the organisation to ensure the fastest, highest quality, and easiest way to implement the strategy in the best way possible and for an extended period of time. Since strategic planning is the foundation of marketing strategies in general and aids in the diagnosis of possible issues, it is necessary for the success of e-marketing plans as well.

#### **Factors Affecting the Selection of the Strategic Option, Competencies, and Difficulties.**

In line with the organization's management philosophy, capabilities, and desired outcomes, a strategic alternative or decision is selected from among the options available as the strategic option for the organisation. Generally speaking, the following three elements influence which strategic option is chosen: Internal factors: These include the organisational structure and its potential for modification, the use of the Internet for marketing, the identification of roles and responsibilities to ensure the implementation of e-marketing activities, executive culture, and management style. These factors are related to the human and physical qualifications that provide the requirements to ensure the implementation of marketing activities. Each of these elements helps determine the organization's e-marketing strategy's pillars of strength and weakness. External factors: These are elements of the external environment that are connected to the organization's activities and e-marketing and that reveal opportunities and risks.

Developing an e-marketing plan is closely related to this environment in order to take advantage of suitable opportunities in various markets and adjust to any dangers. Special variables: These are administrative and personal factors meant for strategic managers, and they play a significant role in the strategic decision-making process while pursuing e-marketing. It is evident that making a strategic decision necessitates thorough analyses of the internal and external environments as well as the goals that must be met, particularly in light of the challenges

presented by the digital environment and the fierce competition between institutions.

**E-marketing Strategic Implementation Skills:** These abilities stand for carrying out procedures that involve organising events or carrying out marketing strategy-applying operations. They also involve turning decisions into useful actions. Long-term strategic plans require a strategic component in their implementation process, and a flexible and adaptable approach to marketing activity management is necessary for successful strategy implementation. The success of the e-marketing industry depends on having highly effective abilities for the smooth implementation of electronic marketing programmes, given the unique character of the industry and the Internet environment.

#### **Concluding remarks and suggestions**

Effective strategic planning and the selection of tactics appropriate for marketing activity are necessary for e-marketing success. Planning and the use of communication technology are combined in e-marketing plans, and this complementary relationship can assist organisations monitor possible issues and dangers while giving them chances to achieve excellence and establish a strategic position in the market. This means that in order to ensure the success of these strategies, the organisation must prepare its promotional mix by attending to the most important components of the strategy and giving the necessary resources.

It can be stated that the following are the study's most important findings: – The establishment of a suitable digital environment is necessary for the implementation of e-marketing. E-marketing has become essential in the present period due to the availability of the Internet and the growth of e-management.

– E-marketing success depends on using well-considered and meticulously planned methods.

– Within an organisation, multiple strategies can be employed based on how the internal and external environments of the organisation evolve. The organisation may choose to prioritise some strategies above others based on the goals it has set and the

characteristics of the surrounding environment. However, there is no greater strategy than any other.

– Selecting the best course of action requires careful consideration of the correctness and practicality of the objectives, as well as analytical research on a variety of information inputs and outputs.

– Several opportunities arise from using e-marketing tactics, including gaining a competitive edge and a strategic position in the market. A variety of abilities are required for e-marketing strategy implementation to be successful.

– Even if e-marketing works, there are still a lot of obstacles that require increased efforts to address the negative consequences of building consumers' trust, motivating them to use their services, and fostering a culture of digital communication.

Identifying the digital environment to learn about the many advancements in this field is one of the most crucial tips and ideas that can be provided in this regard.

– The necessity of studying the digital landscape before deciding on and creating e-marketing tactics.

– To gain from industrialised nations' experience in this area.

– The necessity of disseminating electronic culture through several communication channels in order to promote electronic consumer behaviour. To mitigate the threats that could arise in the digital environment, electronic vigilance is required.

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