

Challenges in Digital Marketing in India

Ms. Jamuna Rani B.

Assistant Professor

Department of Commerce & Management

MMK & SDM Mahila Mahavidyalaya,

Krishnamurthypuram, Mysuru-570004

Abstract

This paper indicates and emphasizes the digital marketing as the potentially emerging trend in the 21st century. The primary objective of this paper is to find out the challenges of digital marketing in India. In this competitive age, it's not enough to just know the consumers, marketers should also discover when, where and how the consumers are most receptive to marketing message. Digital marketing encompasses all marketing efforts that use an electronic device or the Internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers. This study has described various elements of digital marketing, effectiveness of it and the challenges currently facing by the digital marketers such as security and privacy, customer expectations, lack of trust, impersonal services and many more. This conceptual paper suggests the way to face the challenges in digital marketing in India. On the basis of this analysis some recommendations are given to promote digital marketing in India and helping the people to become a successful entrepreneur.

Keywords: Challenges in digital marketing in India, lack of Security and privacy, customer expectations, lack trust, Impersonal services.

Introduction

Digital Marketing is a part of a Digital Economy. India is a fast moving nation towards digital economy and this movement has been accelerated with the demonetization of the Indian Currency in the last quarter of year 2016. With it various government digital payment promotion schemes has been launched. Digital market requires digital promotion and marketing strategies. The telecom sector is also playing an important role in the digitalization movement. Recent launch of reliance telecom Jio with the free & unlimited internet facilities has played a revolutionary role. The other prominent companies like Airtel,

**On
Digital Marketing and Career Opportunity
Held on March 11th 2019**

Idea, Vodaphone& BSNL are also offering attractive internet plans. Indian banks are also providing more customer friendly & secure money transaction services. Now Indian consumer is spending more time on social media and Internet surfing. Thus the visibility of any product is more through digital medium than traditional marketing techniques. Digital marketing techniques include Content Marketing, Marketing Automation, Social Media, Email Marketing and Website Design. The key players role players and infrastructure providers in Digitization of an Economy are government, banking system, Shopping Portal in India, Internet Service Providers and Software Service Providers.

The world is used to conducting business and commerce on signed paper documents. Electronic documents and messages, without familiar signatures and marks have changed the scene of trade. Consumers want to be assured that the electronic world is safe. Therefore there is a genuine expectation that e-commerce system offers some level of reliability. This includes integrity, confidentiality and non- “Skill Development: The Key to Economic Prosperity”

Meaning of Digital Marketing

The use of the Internet and other digital media and technology to support modern marketing has given rise to a wide range of labels and jargon created by both academics and professionals. It has been called digital marketing, Internet marketing, e-marketing and web marketing and these alternative terms have varied through time.

In simple words we define digital marketing is “Achieving marketing objectives through applying digital technologies and media”. So, digital marketing is about utilizing digital technology to achieve marketing objectives. There is no essential need for digital marketing to always be separate from the marketing department as a whole, as the objectives of both are the same. However for now it remains a useful term because digital marketing requires a certain skill set to utilize the digital technology effectively.

Objectives of the Study

- 1.To analyze the challenges of Digital Marketing.
2. To discuss about the suggestions to improve digital marketing in India.

Research Methodology

The main objective of the study is to know the challenges in Digital Marketing in India. This study is mainly based on the secondary source in from various research papers, websites, textbooks and e-Books.

Literature Review

AnjaliVachhani (2016)in her article on “digital marketing in India and its challenges & opportunities ahead” have analyzed, this field needs relentless learning. One cannot oversee the fact that it is a technology-determined approach. There is a dreadful need to keep abreast of the latest developments in the field of computer science and information technology. Poorly created and executed programs create mistrust amongst clients and marketers. Spam, identity theft, meddling advertising, technical snags, not keeping terms with contract / agreements, gap between ordered products and actual deliveries have created profound mistrust in e marketing. Hence the growth of e-marketing depends also on the growth of business ethics on the one hand and consumer protection laws on the other. In other words, the significance of „credibility“ in business in general and e-marketing in particular is enormous which can be addressed with skill development in the field of information technologies, while one has to adopt caution.

M.Sekar, R.Geetha(2013) in her studies challenges and Opportunities of E-marketing, analyzed that Digital marketing is filled with many complicated challenges that can put you off track, confuse you, and prevent you from succeeding. Reports and eBooks that attempt to give you a one-size-fits-all approach tend to miss a very important point; successful internet marketing requires you to be a dynamic, intelligent, and flexible. So a set of static, unchangeable plans is unlikely to make you successful. That is exactly why this blog was drafted. Instead of giving you a paint-by-numbers approach, I’ve given you a set of rules that will provide you with a firm, workable framework within which you can build a successful business. At the same time, these rules will leave you with the flexibility to remain responsive and to come up with dynamic responses to dynamic problems. And with that, I leave you to build your online marketing business.

Niharika (2015) in her article, titled A Study Of Internet Marketing In India: Challenges and Opportunities, have analyzed the status of digital marketing and have opinioned that, in the next few years, online marketing in India will strengthen even further. However, long-

**On
Digital Marketing and Career Opportunity
Held on March 11th 2019**

standing sustainability directly depends on factors like changes in the market, innovations and interactivity by market players. Owing to increased penetration of credit cards and easy access of computing witnessed a promising growth. Moreover, bargain-hunting consumers are latching on this trend as Internet retailers are known to offer products at special discounted prices compared to store-based retailers. Consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

Digital marketing in India: facts and figures, challenges, and education.

India has emerged as the fastest growing major economy in the world per the Central Statistics Organization and the International Monetary Fund. Today 34.8 percent of India's population is using the Internet, and this figure is about to reach 55 percent or more by 2025. At the same time, the average age of an Internet user today is 24 years old or younger, which makes it obvious that only a minority of the working people in India use the Internet for business on a daily basis. This fact leads us to a logical conclusion: the Golden Age of digital marketing in India is yet to come, although some very promising changes are occurring there. In 2016, about 19 percent of the average Indian marketers' budget was allocated to online marketing activities. However a quarter of these marketers plan to increase their investment in digital marketing activities by more than 21 percent in 2017.

Challenges in Digital Marketing in India

1. **Trust issues while making the purchase-** While ecommerce companies like flipkart and Amazon are slowly changing the trend, the number is significantly huge when it comes to users purchasing online as they are only used to make a purchase from traditional stores.
2. **Less Social Media Engagement-** Twitter being the second most highly trafficked social media website is still getting less engagement from India compared to other countries.
3. **Digital Marketing is still a New Concept-** We Indians take a while to digest new ideas and technologies as there are always some fraud companies or online spammers that create negativity.
4. **Not Acceptable** - Internet as a virtual marketplace is still not very acceptable to orthodox buyers who prefer physical interaction and physical review of goods/

services before buying them. Building up the trust that interactions in the virtual world are real and honest is an ongoing process and it would require some more time to achieve this dependence on internet marketers.

5. **Possibility of fraud-** The Internet is a place where it may be difficult at times to ascertain the identity and credentials of a potential customer. This could prove to be a big problem if not handled well. There are multiple instances of financial fraud where the victim was really unable to take any step purely because the identity of the fraudster could not be ascertained. Obviously, the entrepreneur needs to take every step very carefully.
6. **Cost Effective-** Internet marketing is not always free. Hardware safety and quality assurance, software that facilitates the unique business requirements, setting up or tagging with online payment channels, online distribution costs, maintenance of site and upgrading are all the requirements for a successful sustaining business on the net.
7. **Competition-** There is a lot of competition in e-marketing. People are trying hard to promote diverse products and locate the right niche audience. Since Internet marketers do not have faces, it is very difficult to identify with their brand and services unless their sites are exceptionally designed to facilitate more and more user participation and understanding. Marking your presence through your brand and USP could be virtually challenging and time taking process.
8. **No comparison shopping-** Professional service fees are generally within the sole control of the provider, based on whatever factors are relevant to that provider. Overhead, educational debt, insurance, and licensing expenses all factor into what, for example, a lawyer charges as an hourly fee. There is more pricing flexibility than with a fixed good, and it is all but impossible to conduct “apples to apples” comparisons. Customers are forced to evaluate a matrix of factors and prioritize those that are most important to them to make a choice. One service provider may be more expensive, but does the extra certification they hold justify the price? The lack of ability to compare service providers by a single factor (price, or location) can frustrate customers and cause them to feel that they are being duped in some way.

**On
Digital Marketing and Career Opportunity
Held on March 11th 2019**

9. **Intangibility-** Unlike companies selling tangible goods, there is usually nothing potential customers can see or touch. The deliverable may be clear and vivid in the provider's mind, but abstract and amorphous in the client's.
10. **Lack of immediacy-** Unlike software-as-service or other technology, there is usually not an immediate result. There is no "installation finished" or "conversion successful" pop-up that appears within moments of hiring, for example, an architect.

Suggestions: Every challenge, though, can be minimized and even overcome with good digital marketing. Here's how:

1. Data is your new best friend:

Digital tools can measure who's coming to your site, what they look at, what people are searching for online, where your best client prospects are located geographically, and even what kind of device they use to access the internet. This hard data, combined with reasonable inferences, can give you a very specific, and qualified, audience to market to. This saves you the time and expense of marketing to people who are not likely to be good clients, and, for regulated industries, it can also evidence your efforts to follow the applicable rules about advertising. Data will tell you who is in the market for your services and the best ways to reach those people.

2. Tell people what you do:

Professional service providers tend to think what they do is obvious, because they live it day in and out. I've also heard professionals protest marketing because "if I have to explain what I do then that person won't be a good client." Would that every prospective client innately knew the value of your services, but the reality is that they don't. Use your website and landing pages to spell out what you do, how the client will benefit, why you're qualified, and how you're different from other providers in your industry.

3. Tell people who you are:

It's important that their expectations of what that will be like are both informed and realistic. The best way to set these expectations in advance is through your marketing. Include a short bio and a picture on your website. Use the design and content of your marketing to subtly tell people about your working style. For example, if you aren't a people person and would prefer to accomplish the job with as little human contact as possible (and assuming you can't hire someone else to be the client contact), use colors, typefaces, and copy that suggest stoicism

and distance. Focus your biography on your professional academic achievements. If, on the other hand, you are someone who is generally upbeat and loves working with people, consider using bright colors, mildly effusive and generous language, and details about your non-work self (your hobbies, your influences, your pets) in your marketing materials.

Conclusion

“Digital marketing” doesn’t have to be unseemly or undercut your professional status. When done correctly, it can help grow awareness of your business to qualified clients, increase revenues, and help you stay afloat in times of economic downturn. As we all are experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal from the sellers around India. Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. Today we all are connected through whatsapp and face book and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business.

References

- 1 <http://www.abhishek.info/digital-marketing-challenges-and-opportunities/>
- 2 <https://www.scribd.com/document/336877331/digital-marketing-in-india-and-its-challenges-opportunities-ahead>
https://www.researchgate.net/publication/280218346_challenges_and_opportunities_of_e-marketing
- 3 <http://data.conferenceworld.in/ICRISEM2/P1127-1135.pdf>
- 4 <https://www.semrush.com/blog/state-of-digital-marketing-in-india/>
- 5 Marketing Management – Karunakaran
- 6 Marketing Management - Philip Kotler
- 7 <https://visionarymarketing.com/en/blog/2016/07/six-digital-marketing-challenges-overcome/>