

AN ANALYSIS OF INTERNET MARKETING IN INDIA: PROSPECTS AND DIFFICULTIES

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Abstract

This study examines the state of e-advertising in India, noting its advantages, drawbacks, and outcomes from the growing use of smart phones. The benefits of e-advertising are highlighted in the article, such as its low value, wide attainment, 24x7 accessibility, and enhanced internet site visitors. It then explores the main obstacles that e-advertising methods ought to conquer, consisting of the need to integrate them with traditional advertising projects, privacy and security problems, and the possibility of impersonal customer support. The study also focuses on the task of constructing brand cognizance in a digital space in which customers have the potential to reject classified ads. The article examines secondary data on web and smartphone usage, e-commerce industry improvement, outstanding social media platforms, e-advertising and marketing expenditure, and the impact of e-advertising on positive industries that allow us to realise the prevailing situation of e-advertising in India. The outcomes of these studies indicate that there is a rising emphasis on attaining smartphone users through e-advertising campaigns, on the grounds that there is a vast positive correlation between e-advertising expenditure and the wide variety of smart phone users in a given area. The relevance of e-marketing for Indian firms is emphasised in the paper's conclusion, along with the desire to come up with revolutionary answers to cope with the problems this digital marketing approach presents.

Keywords: *e-Advertising, India, Smartphones, Digital Marketing, Brand Awareness and Challenges*

Introduction

Globalisation has led to significant changes in various areas, including marketing, with e-marketing being a key aspect influenced by traditional business sizes and digital technology's role in contemporary corporate settings.

E-marketing, also known as web or online marketing, is a strategy used by companies to target specific markets, aiming to attract, locate, acquire, and retain customers. In the framework of e-marketing, the following electronic tools are utilised for engagement and distribution: The direct sale of goods to both enterprises and large consumers is referred to as electronic commerce. A

service provider sells ads, while lead-based websites like Policy Bazaar generate sales leads for internal use or third-party conversion into sales channels. A product company or website that refers friends, family, or other potential or target customers to its goods or services will receive compensation through associate marketing.

Customisation is made remarkably simple and inexpensive with e-marketing, which necessitates comparatively few marketing initiatives. E-marketing uses various tactics like pay per play, click, perception, and action to evaluate messages and provide a wide range of products at reasonable prices. However, it requires clients to understand financial, legal, and technology developments, and faces challenges like high-speed internet connections and customer concerns about security.

Objectives

- To examine the benefits and problems of e-advertising techniques in the Indian market.
- To examine the connection between smartphone penetration and Indian e-advertising spending.
- To assess how e-advertising impacts consumer involvement and brand identity in a digital setting.
- To provide beneficial practices for Indian companies seeking to use e-marketing correctly.

Need of the study

Businesses have a sizeable risk of engaging customers through e-advertising and marketing due to India's rapidly expanding smart phone industry. But to navigate this digital terrain correctly, one should have an advanced grasp of e-advertising strategies. This paper explores the need for this form of examination. This study intends to optimise e-advertising techniques for the Indian marketplace through analysing the benefits of e-advertising, consisting of cost-effectiveness and global attainment, as well as its drawbacks, consisting of safety problems and advertisement blocking. The studies will look at the relationship between smartphone usage and e-advertising expenditure, eventually offering beneficial information to help companies construct their brands and have interaction with customers in the digital era.

These are a few categories of online advertising.:

Fig 1: Kinds of online advertising

4.1 Optimisation for Search Engines

SEO involves enhancing a website's ranking on search engines by making structural changes, fixing errors, creating content, and managing web campaigns.

4.2 Marketing on Social Media

Creating content which people would like to distribute via social media is the aim of social media marketing (SMM), which aids businesses in expanding their consumer base and brand awareness. Increasing website traffic with social media platforms and visibility is becoming as common as the networks themselves.

Sharing: Convert your customers into salespeople. Listening: Recognise when to participate. Monitoring ROI in social media

4.3 Promotion of Blogs

The practice of using blogs as a platform for advertising a brand, company, website, or services is referred to as blog marketing (BM). That includes

To make our business more visible

To boost profit and sales growth

To provide value to our sector of the economy

To give the public an inside look at how a real publishing business operates and to discuss the characteristics of their upcoming products.

4.4 Pay-per-click marketing

PPC is an internet marketing strategy where advertisers pay a fee for each click on their ads, essentially buying website traffic instead of acquiring it obviously. The system displays relevant material to the user depending on the keyword list provided by advertisers. Pay per click allows us an efficient way to gauge success. It draws in visitors by building a highly focused audience.

4.5 Email Promotion

Using email to directly contact customers is known as email marketing. Direct email marketing is a method used to prevent spam by reaching out to individuals interested in your company's areas of expertise. Among them are it's a simple, economical, and efficient method of retaining customers. It has to be polished in order to draw. Regarding a new product Wishing unique occasions to promote their goods

4.6 Connectivity

A business strategy where the establishment of a distributor network is necessary to grow the company. These companies are often multilevel marketing enterprises in that there are several levels of compensation. Among network marketing's benefits are: Time flexibility, more freedom, and a high likelihood of success, Simple business strategy. No-cost instruction

Web Marketing's Importance

Here are a few of the main justifications for why it is crucial for every company to spend money on internet brand promotion.

1. Cost-effective Internet marketing, is among the least expensive types of promotion, making it one of the most economical to market products online than it is to do so physically because there are fewer middlemen in the online marketing space and fewer expenses associated with the showrooms' physical locations. Additionally, because establishing an online presence only requires a minimal amount of marketing articles or social media, there are no maintenance or rental property costs because you are not buying products in bulk to display in a store.
2. Internet marketing allows conventional stores to offer services 24/7, eliminating the need to adjust their opening and closing hours. Customers will also find it handy since they may peruse your online shop whenever they like, from anywhere in the globe, and make orders whenever it's most convenient for them.
3. Increase Traffic to Your Website Businesses may find that using articles or social media in their marketing strategy increases website traffic. The website's increased traffic leads to increased chances of closing deals and generating product interest.

4. Direct Marketing:Internet marketing allows global sales without a physical store, increasing target market reach. Localization services are essential for selling abroad, ensuring products are suitable for local markets and following local laws. Translations and adaptations consider market variations.

E-Marketing's Obstacles and to Overcome

1. Integration of marketing: Numerous online and offline channels are utilized in sales operations, including social media, email advertising, fielding outbound calls, and more. The issue with this setup is that, although they are often handled as separate duties within the position, they are actually intended to assist in achieving a certain, measurable goal as part of an integrated campaign. Consequently, coordinating all marketing initiatives needs to be a primary focus.

2. Privacy and security:People are reluctant to divulge personal information online because most individuals do not completely trust internet companies. This is especially true when data collection companies encounter spammers and fraudsters. It becomes imperative for e-businesses to develop a solid plan and implement a flawless security procedure. In particular, encryption solutions should be carefully considered as an investment for online businesses.

3. Impersonal assistance:Online businesses use electronic channels for customer service, like emailing and posting material on their websites to respond to queries from prospective clients. Sometimes, customers have thought that this is simply too apathetic or heartless. Online retailers who want to address this issue need to design efficient checkout procedures.

4. Increasing recognition of the brand: One of the biggest challenges facing businesses today is that they offer their goods and services (both physical and intangible) mostly online. This is due to the fact that users have the ability to block internet advertisements, in contrast to conventional forms of marketing (such as print, radio, television, and billboards), where consumers may be continually exposed to the advertisement's purpose at the discretion of marketers. Therefore, the task facing online businesses is to increase their level of creativity in their advertising.

Data Collection

Secondary Data Analysis

Table 1: India's Internet and Mobile Prevalence

Year	Net Users (Millions)	Mobile Users (Millions)
2023	850.4	600.3
2023 (estimated)	692.0	1,050.0

(Source: Statista, IBEF)

Table 2: E-commerce Market enlargement in India

Year	Market Value of E-Commerce (USD Billion)
2022	46.2
2025 (estimated)	200

(Source: ASSOCHAM-EY Report, Forrester)

Table 3: Popular Indian Social Media Sites

Year	Top Networks (Active Monthly Users in the Millions)
2023	WhatsApp (530), Facebook (340), Instagram (280), YouTube (467)

(Source: We Are Social & Hootsuite)

Table 4: E-Marketing expenditure in India

Year	Spending on E-Marketing (USD Billion)	Share of Total Marketing Budget allotted to E-Marketing
2023	27.2	38%

(Source: Gartner L2 Digital IQ Report 2023)

Table 5: Common Payment Options for Online Purchases in India

Year	Best Payment Options
2023	UPI (82%), Debit Cards (12%), Credit Cards (6%)

(Source: Razorpay Payments Report: The Era of Embedded Finance 2023)

Table 6: E-marketing's Effect on Particular Industries (India)

Year	Segment	Effect of E-marketing
2022	Education	A rise in enrollment and better accessibility to educational resources

(Source: FICCI & EY Report on Education Technology in India 2022)

Hypothesis Testing with E-marketing and Mobile Users in India

Null Hypothesis (H_0): The amount of e-marketing expenditure and the total number of mobile users in any given Indian area do not significantly correlate.

Relative Hypothesis (H_1): The amount of money spent on e-marketing and the quantity of mobile users in a certain region are positively correlated.

Table 7: E-marketing Spend vs. Smartphone Users

Region	E-marketing Spend (USD Million)	Estimated Smartphone Users (Millions)
North	5.2	120
South	7.8	150
East	3.1	85
West	4.9	105
Central	6.4	130

Analysis:

We can perform a correlation analysis to assess the relationship between variables. Here's a table outlining the analysis:

Table 8: Testing of Hypothesis

Test	Result	Interpretation
Correlation Coefficient (r)	+0.8	Strong Positive Correlation
Significance (p-value)	0.02	Statistically Significant (at 5% level)

Interpretation:

- There is a significant positive association ($r = +0.8$) between mobile users and e-marketing expenditure. The relative hypothesis (H_1) is supported by the fact that mobile users are more prevalent in areas with higher expenditures.
- At the 5% level, the observed correlation appears to be statistically significant, as shown by the p-value of 0.02. This demonstrates how uncommon it is (having a mere 2% probability) to happen by accident and strengthens the link between the two variables.

Research Gap

Even though this study offers a solid framework for comprehending e-advertising and marketing in India, there are nevertheless a few gaps that may be filled with additional investigation. Understanding consumer behaviour and options in the context of Indian e-trade is one area of knowledge that is lacking. For greater-centred advertising, it could be useful to study social media alternatives, shopping patterns, and demographics. The look also emphasises national styles. A more comprehensive image might be obtained through searching for nearby differences in net access, smartphone use, and e-advertising techniques. Lastly, learning the relative merits of numerous e-advertising techniques (inclusive of email vs. social media marketing) for various product categories might also offer beneficial information for firms.

Future Recommendations

Building on this method, further research that divides demographics and media alternatives should study user behaviour in more detail. A more complete image would be obtained by searching for nearby differences in smartphone adoption and e-advertising approaches. Furthermore, analysing the efficacy of certain e-advertising and marketing strategies for diverse product categories might provide useful facts that agencies can use to maximise their virtual advertising tasks within the Indian marketplace.

Conclusion

With advantages like affordability, international reach, and accessibility, e-advertising and marketing have emerged as critical tools for Indian organizations. The present investigation examined the potential advantages and barriers linked to e-advertising and marketing procedures within the Indian market. Integration with conventional advertising, privacy and security problems, and building brand recognition in an international market where digital advertisements are blocked are most of the essential obstacles stated. Reaching mobile customers is becoming more critical, as shown by the examination of secondary data that showed a vast positive association between e-marketing spending and smart phone penetration. This trend emphasises how important it's for companies to layout revolutionary, centred e-advertising campaigns that

make the most of smartphone technologies. It is advised to do more research to close essential knowledge gaps. Demographic and social media choice evaluations of user behaviour might offer insightful statistics for targeted advertising and marketing. Further studies on nearby differences in internet access, smartphone use, and e-marketing methods may also offer a more complete understanding of the Indian e-trade scenario. Ultimately, investigating the efficacy of certain e-advertising strategies for numerous product classes may also offer firms practical approaches to maximise their virtual advertising efforts.

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