

The Review on the Changing Landscape through Online Marketing within a Rapidly Changing Global Setting

Aakash Yadav¹, Qureshi Muntajib², Shinde Pranay³

Asst. Professor¹ and FYIT^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

Abstract: *The E-revolution has emerged as a prominent and significant movement in the business, marketing, and IT sectors in recent years. E-marketing, usually referred to as online marketing, is the practice of selling goods and services through the use of digital technology. Although traditional marketing methods are still in use, online marketing provides firms with a competitive advantage by utilizing additional channels and advanced marketing mechanisms available on the internet. Given the current era of globalization, online marketing is demonstrating its potential in the field of international marketing as well. E-marketing has been increasingly popular in specific countries, such as India. Web marketing is the term used in the United States to describe online marketing. Although digital marketing has become the prevailing term in the UK and globally, particularly since 2013, numerous businesses in local and international markets are achieving favorable outcomes through online marketing. Its extensive reach, convenience, adaptability, and cost-effectiveness make it suitable for all types of businesses. In recent years, there has been a rapid increase in the use of online marketing, enabling both local and global organizations to establish unprecedented connections, share information, and cooperate with their customers. Online marketing has created a more modern and imaginative marketing environment that is filled with numerous problems. With significant obstacles arise significant opportunity. This article provides a concise explanation of online marketing, with a primary focus on the issues that arise in an ever-changing global setting. Considering potential strategies to address forthcoming obstacles; a resolution is offered.*

Keywords: E-revolution, Online marketing, e-marketing, competitive advantage, global landscape, difficulties and opportunities

I. INTRODUCTION

Online marketing, also known as e-marketing, online marketing, or digital marketing, involves the use of marketing principles and strategies through electronic media, particularly the internet. It includes a broader range of marketing components compared to traditional marketing approaches. The advent of the e-revolution or digital revolution has opened up new opportunities for marketing on a global scale. Web marketing is the term used in the United States to describe online marketing. In both the UK and around the world, the term "digital marketing" has become widely used, particularly since 2013. Many businesses in local and international markets are experiencing favorable outcomes through online marketing. Its extensive reach, convenience, adaptability, and cost-effectiveness make it suitable for all types of businesses. Companies worldwide utilize the 5s framework to establish efficient web marketing objectives.

1. E-commerce - utilizing the internet as a platform to market and distribute products and services.
2. Utilize - employing the internet to cater to customers.
3. Utilize the internet as a means of communication to engage with both current and prospective customers.
4. Save - utilizing the internet to reduce expenses.
5. Sizzle - leveraging the internet to establish and enhance brand value.

The emergence of internet marketing has been a prominent and significant trend in the business, marketing, and IT sectors in recent years. It has transformed the way businesses promote their products, and the emergence of social media presents exciting opportunities for global enterprises to engage with their clients and customers.

Facebook has a daily active user base of around 1.13 billion people worldwide, and a monthly active user base of 1.57 billion people (Facebook, 2016). Every day, there are 100 million active users on Snapchat, who collectively watch over 10 billion videos. Twitter has about 310 million active users as of 2016.

Mobile technology is a crucial component of the digital era, alongside social media. Cisco anticipates a surge in the number of mobile-connected devices to reach 11.6 billion by 2020, resulting in an eightfold increase in mobile traffic compared to 2015. It is anticipated that by 2020, approximately 75% of global mobile data traffic would be reached, according to Cisco's report in 2016. The advent of digital technology and its accompanying infrastructure has ushered in a new age in marketing. The significant growth in digital media has positioned the Internet as a crucial marketplace. According to the US Department of Commerce (2016), online consumer spending in the United States exceeded \$92.8 billion in the first quarter of 2016. Additionally, there has been a significant increase in demand for information items like books, magazines, and software, with growth rates ranging from 25% to 50% (Albuquerque et al., 2012; Leiflang et al., 2014). Online marketing provides potential to establish new foreign markets without the need for representatives, sales offices, agents, or physical infrastructure. In the age of globalization, online marketing has greatly facilitated international marketing tactics by effectively eliminating distance obstacles and virtually bringing firms and their customers closer together.

II. LITERATURE REVIEW

An extensive literature review is conducted on the concepts and principles associated with e-marketing. A multitude of industry professionals, researchers, and businesspeople have articulated their perspectives on e-marketing as a potent method for client attraction. According to multiple experts, the internet is no longer considered a unique method, particularly in terms of social and economic status. It surpasses mass media in terms of influence due to its complete integration into modern life and its interactive nature. Online media has permeated nearly every facet of life.

In today's fast-paced and chaotic world, it is unsurprising that consumers turn to the internet for researching and purchasing things, as their lives become increasingly busy and disorganized. This is according to NS Muthukumaran, the director of online research at The Nyson Company in India. J Suresh Reddy has authored articles in the Indian Journal of Marketing. The article is titled "Impact of Ecommerce on Marketing."

Marketing is a highly impactful corporate function that is greatly influenced by the rise of information technologies. Internet companies are offering novel means of communication and connectivity. It has the ability to establish a more economically efficient connection with clients in sales, marketing, and customer service. Businesses can utilize the internet to consistently deliver information, services, and assistance in order to effectively handle their global clientele. Additionally, it fosters constructive dialogues with individuals, which can serve as a basis for enduring connections and promote repeat purchases. Despite the advent of online shopping, clients are able to conveniently purchase their belongings from the comfort of their homes, overcoming geographical limitations. It is possible to purchase a wide range of goods and services from any location across the globe.

Vikas Bondar has released an article on sales and marketing tactics, affirming that the Internet is highly advantageous. The internet provides abundant information to individuals to meet their needs. This is the optimal method for comparing the products that we require. If our intention is to make a purchase, it would be most advantageous for us to examine websites and access online retail establishments.

In addition, it is possible to design our own webpage without incurring significant expenses. Where should we allocate this information? The answer can be derived from the ubiquitous advertisement, which is prominently displayed on various platforms such as television, the internet, newspapers, and more. Over time, our access to new and intriguing information continues to increase, and in the future, the utilization of the internet will expand even further.

Dr. Subho Ray, President of IAMAI, stated that the customer plays a crucial role in driving the e-commerce economy and expressed satisfaction with its significant growth in India.

This area is unique in that it has occasionally had a hostile policy climate, but at all other times it has operated under a neutral policy environment. Online consumers tend to remain loyal to e-commerce platforms they are acquainted with.

Muthukumaran stated that attaining internet shoppers and ensuring a nice purchasing experience for them will be advantageous in the long run.

Advantages of utilizing online marketing in international operations:

The main advantage of e-marketing is to decrease expenses and enhance accessibility. E-marketing platforms typically have lower costs compared to other marketing platforms that involve in-person interactions or the use of intermediaries/distributors (Watson et al., 2002). Furthermore, e-marketing businesses enable the targeting of customers who may otherwise be unreachable, particularly across international borders. The temporary and local boundaries of the current distribution channels are reduced. E-marketing platforms enhance accessibility and save expenses. The marketing agency has the capacity to offer customers a limitless amount of information. Without human involvement, technology offers a distinct advantage compared to other means of communication due to its ability to convey a large amount of information. Crucially, information can be presented in a manner that allows customers to effortlessly comprehend and assimilate it. Additionally, you can enhance conversations by optimizing material specifically for the e-marketing firm. When clients belong to diverse cultures and nationalities, it is important for businesses to consider their unique requirements and preferences in designing products and services. Ultimately, the e-marketing platform facilitates interactions between customers and organizations that typically necessitate direct interaction with a human.

Online marketing presents various challenges in the context of international business:

Global trade

The internet has facilitated global access to products and services, allowing clients to conveniently access them from the comfort of their own living room or any location where they have a computer. Surplus revenue is sent overseas and beyond the jurisdiction where this new channel is permitted, which can ultimately have a significant influence on our national economy and global commerce. Regarding culture and traditions, we share many aspects with people from other countries, although there are certain distinctions that are commonly referred to as diversity within unity. The major difficulty to successful international trading and creating relationships with consumers from other cultures lies in comprehending this diversity.

The challenge of marketing integration

One of the primary challenges associated with marketing campaigns is the utilization of numerous offline and online promotional channels, including print media, brochures, catalogues, television, mobile devices, emails, internet, and social media platforms. There is an absence of a cohesive marketing framework. Each item is utilized individually and executed as an independent task, rather than as a component of the integrated campaign, with the aim of achieving distinct and particular objectives. This incongruity can be resolved by a holistic approach that aligns the different methods of marketing communication in both traditional and digital eras as cohesive elements of an integrated business. It is important to understand that, similar to physical marketing, all parts of online marketing are unparalleled and often interdependent. Managing the omni-channel reality presents challenges when implementing e-marketing in an international environment.

Electronic Customer Relationship Management (E-CRM)

Companies engaged in international business must ensure that customers perceive a strong alignment between the services they receive and their specific needs. One way to achieve this is by customizing the e-CRM system. This involves creating specialized and comprehensive profiles for each customer within the e-CRM system, which accurately reflect their required services. Furthermore, the company should strive to identify the optimal e-CRM system from the customers' perspective, surpassing their expectations. This can be accomplished by soliciting feedback from customers regarding their preferences or by conducting research panels to study their interests, strategies, and viewpoints. The selection of a diverse sample group from various locations where the target customers are located will enhance the current e-CRM system.

Issues regarding the protection of personal information and safeguarding digital systems

Ensuring user security necessitates the safeguarding of personal information. To achieve this, it is imperative to establish common standards pertaining to privacy settings and the protection of personal data. Consequently, the task of establishing appropriate standards and safeguarding the confidentiality of user's personal information becomes a challenge for new media. In their research, Chung W. and Paynter J. (2002) concluded that companies must have

privacy policy statements on their websites to safeguard consumer privacy information and prevent its misuse. The authors also discussed various solutions, including legislation, self-regulation, and technical measures, which should be combined to maximize effectiveness in protecting customer privacy.

Lack of confidence

Identity theft, spam, intrusive advertisements, and technical vulnerabilities have caused widespread distrust in marketing. This lack of trust is closely tied to concerns about security and privacy, which poses a significant obstacle to the growth of online marketing. As a result, the study of online trust has become increasingly important and its impact on internet marketing strategies has grown. Despite the rapid increase in online transactions, many people still have reservations about electronic payment methods and question whether their purchases will be delivered. Additionally, the prevalence of online fraud has further fueled negative attitudes towards online transactions, particularly those conducted across borders. Marketers and IT managers face the challenge of creating a more trustworthy online environment in order to attract and retain customers.

Lack of personalization in the service provided

Online businesses utilize electronic methods to deliver customer service, such as posting and emailing information on their website to address user inquiries. However, customers may perceive this approach as impersonal or lacking control. To address this issue, companies should establish streamlined checkout procedures for online sales. Additionally, call handling services should be implemented to allow customers to speak with real individuals for immediate assistance with urgent problems.

Unethical tactics and copyright policy

The advent of the Internet has given rise to a significant number of unscrupulous businesses. Among the various policies associated with new media, copyright policy is particularly relevant. The Internet allows for the widespread sharing of intellectual and creative works, which is a major advantage. However, due to the challenges of applying traditional copyright laws to online content, it is necessary to find ways to compensate creators for their intellectual and creative efforts.

Fulfilling the expectations of consumers

Approximately 15% of digital marketers surveyed identified their primary challenge as meeting the expectations of a constantly connected consumer base. The influence of consumer-generated content has increased significantly, with 80% of individuals conducting thorough online research before making significant purchasing decisions. Additionally, 46% of consumers rely on social media for such research. It is crucial for marketers to not only understand current consumer preferences, but also to anticipate trends and demands on a global scale in order to strategically time their campaigns and create viral sensations.

Internet measurements

Measuring the Return on Investment (ROI) in online marketing poses a significant challenge in the field of digital marketing. According to Leeflang et al. (2014), marketing executives struggle to comprehend online metrics and translate them into practical insights, particularly in terms of financial impact.

One major difficulty in measuring the actual return on investment (ROI) in digital marketing is determining the key performance indicators (KPIs). Many companies and organizations rely on the last-click method, which only considers the medium used for the final sale. This approach overlooks the customer journey and the various factors that influence their decision before making the final click. As a result, this method produces inaccurate and misleading metrics.

Skill shortage

The rapid expansion in digital media is creating a digital talent gap. (Manyika, et al., 2011, p. 11) estimate that 440,000–490,000 of analytically trained people will be needed in the USA in 2018 to analyze customer data, create digital advertisements, develop Web sites, and perform statistical analyses, however, the supply is only 300,000 of these talents. Hence there is a 50–60% gap relative to the 2018 supply. Hiring more skilled talent was necessary for organizations to effectively manage their digital marketing, while other organizations prefer outsourcing to media agencies. However, both solutions provide some disadvantages. Hiring in-house skills can be a challenge because most talents have excellent analytical skills but there is a strong knowledge and understanding in marketing, which can lead to some problems between marketing and analysis. On the other hand, completely outsourcing can be a challenge as the analytics has become a strategic asset for companies. It is even more essential to manage this talent gap while practicing

e-marketing in International business as the digital marketers must be skilled enough to avoid cultural bias and consider true the characteristics of target audience while formulating the content & style of e-campaigns.

III. CONCLUSION

This paper discusses the significant obstacles in the continuously growing field of e-marketing. Inadequately designed and implemented programs lead to distrust among clients and marketers. Issues such as spam, identity theft, intrusive advertising, technical glitches, failure to comply with contracts/agreements, and discrepancies between ordered products and actual deliveries have resulted in deep-seated mistrust in international e-marketing. We are now in a new era where digital media and channels are rapidly becoming widespread. Our study has identified ten major challenges in international e-marketing.

Despite the global reach, speed, and access to information provided by e-marketing, there are several important disadvantages that businesses should consider. The technology-driven nature of e-marketing can make businesses vulnerable and overly reliant on technology, giving dissatisfied consumers more power. There is also a significant risk of negative reviews that can disrupt e-marketing campaigns and operations. However, despite these challenges, it is advisable to conclude that e-marketing can have a positive impact on businesses overall. Well-designed online marketing strategies can turn these challenges into opportunities and be highly beneficial for businesses operating in a rapidly changing global environment.

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