Chapter 12
Growing E-Marketing Trends in India

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ABSTRACT

Internet growth in India is increasing at an alarming rate, which is indicating a fast growth future for the many e-marketing companies in India. The young population of the country prefers the new technology. The phenomenon is not only confined to urban India but has also spread to rural India. Due to the popularity of Internet usage, there will be a big boom of e-commerce market in India. Young buyers of India prefer to buy online due to easy mode of transaction, preferred mode of payment, safe delivery, and effective after sales service, in terms of return and refund policy. These changing shopping habits of the consumer open the door of opportunity for many e-marketing companies in India. The consumer in India buys many products online, from food to non-food categories. This is explored in this chapter.

INTRODUCTION

As e-marketing is basically an internet enabled transaction process, hence it has a global reach. Today internet user across the globe is increasing spontaneously including India. Sitting across at any place of globe, consumer can order their choice of product and received the same during a stipulated time period.

This kind of transaction cost is too less for the consumer and also he/she saves time (Berryman et al, 1998). Consumer also saves money from transportation cost to go to a market place, parking cost, entry fees where applicable in the big shopping complex etc. On the other hand internet is now a convenient tool to handle easily according to the consumer’s wish and cost towards using the high speed internet in India is extremely cheap.

As e-marketing is just click based model, hence rate of conversion from offline mode of shopping to online mode of shopping in India is increasing periodically. Once a consumer finalizes the product in the company’s web page then only a click matters the future and growth of the company (Berryman et al, 1998).

Latest information about the products is highly personal in nature as the information are supposed to send to the consumer in his/her e-mail addresses. Hence based on their need they will order for the product. As online transactions is one-to-one
marketing, hence it suited to the buyers and all the transactions are held in a tight privacy. Consumer enjoys the privacy of shopping and continues to a part of the shopping for a long time.

THEORETICAL APPROACH

Benefits to Customers through E-Marketing

Many new buyers are adding themselves to the online mode of shopping due to easy, protected, and lesser cost of internet usage. Online companies are respecting the consumer’s privacy. Online transaction symbolizes the scope of shopping with freedom. Hence online companies first try to persuade the consumer about the availability of the product near to their hand and then tempt them to buy through various sales plans where they succeed. Consumer enjoys his/her free time to spend behind the online shopping (Chaffey et al, 2006). There is no pressure from the seller’s end. All the transactions are highly secured and can be taken place at any point of time according to the consumers wish. Choice of a particular brand also goes to consumer as he/she will select the same according to the search he/she had made in due course of time. Companies can further strengthened the scope by uploading more and more latest category of the product the consumer is looking for. Door step delivery of the consignment is another strong benefit of the company, where he/she has been assured about the delivery of the item by any means. Under no circumstances online companies can lost the consumer’s items. Many new features in the company’s webpage enhances the knowledge of the consumer and according to the modify version of the technology consumers also updated themselves. Taking care of the consumer queries through 24x7 ways in also improves the value of online shopping (Chaffey et al, 2006).

Merits: De-Merits of E-Marketing

Low startup cost i.e. initial investment to start the venture attracts low funds. It encourages immediate action i.e. the decision making process is highly authentic and quick. Easy mode of maintaining the relationship with customer. Provides great opportunity to target consumers with many kinds of personalization services. Sometime it creates difficulty to contact the consumers due to server problem or wrong e-mail id provided by the consumers. Initial link with consumers bring a smile in the face of e-marketing companies, but subsequently it is very difficult to retain the consumers as they are always not prepared to shop through online due to low internet presence and non-habitudinal nature of many Indian consumers.

It is very difficult to segment the consumers according to their product preference, brand they like, preferred price, level of after-sales service they are looking for in an e-commerce platform. Due to this every registered consumer in the internet database may not be a prospect consumer.

Bringing additional resources like merchandising and man power in to the board is a herculean task for the e-marketing company (Quelch and Klein, 1996).

Reasons Behind the Growing Popularity of E-Marketing Companies in India: Internet Evaluation in India

Today India is third largest internet user country after China and USA. According to TRAI (Telecom Regulatory Authority of India) the total number of internet subscribers in India was 165 million by the end of 31st March, 2013. Out of the above users, three fourth of India’s online community is below the age of 35. In terms of gender basis, male under the age 35 and female in between the age of 35 to 44 are the heavy users of internet. Today most popular search engine among Indians...