



A STUDY ON IMPACT OF E-MARKETING ON INDIAN SOCIETY

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Abstract :

Presented research paper focus on impact of E-Marketing on Indian Society. Focal point of the research paper is to find scope of E-Marketing in India. Reliance Jio made revolution in telecom sector which stimulated Indian Market to develop E-Marketing. Rate of smart users increased in India. Indian Consumer behavior also responding towards this type of marketing. Various sectors in India are influenced by E-Marketing such as transport, hospitality, education, consumer goods, lifestyles, health etc. Government has been launched and implemented such schemes, subsidies which will provide boost to Indian E-Market.

Key Words - E-Marketing, Internet, Business and Services, Indian Society

Introduction :

With the rapid development of mobile technologies in the last decade, there are many benefits offered to both businesses and individuals. Use of Internet increasing in Indian people's life. The amount of time that Indian internet users devote to surfing the Net continues to increase. The internet has become essential for communication, information, and entertainment in Indian people of all ages, incomes, education levels and occupations, such that it represents an ordinary, typical tool of everyday life. Among the BRICS nation, India has been the fastest growing market adding over 18 million internet users and the shoppers and compete in today's competitive market. A complete view of every customer is needed to deliver personalized service, build customer loyalty and increase revenue. Examples of web marketing include contextual ads on search engine results pages, banner ads, blogs, rich media ads, social network advertising, online classified advertising etc.

Literature Review :

E- Marketing is virtual electronic place where consumers can make commercial transactions at their convenience by reducing cost and physical stress. Digitalization of consumer transactions using electronic media like websites, email, Wi-Fi technologies. Different ways for marketing business online includes search engine optimization, social media, Online advertising, affiliate marketing, websites and so on. Evolution of E marketing is another concept which is used by society directly and indirectly. E marketing turned from computers to smart phones and Ipads for better convenience. As the era changed dynamically new trends were emerged to satisfy the needs of various customers. For making internet marketing successful strategies are used. 6 Cs of E Marketing includes Cost reduction,

capability, competitive advantage, communications improvement, control, consumers service improvement which will help for better internet marketing (Basics of E-Marketing, Vachhani and Bhayani). E commerce includes E marketing concept. From Indian e commerce perspective, it will reach at US\$ 99 billion by 2024. As comparing with 2019 this is increased by 27 % of CAGR (Compounding Annual Growth Rate). Online penetration of retail is expected to reach 10.7 % by 2024 which is 4.7 % in 2019. Huge investments made by foreign players in Indian marketing are giving boost for E Marketing. Along with E marketing ancillary services are also getting markets. Personalized developed for specific customers, assisted marketing, low subscription for E- Marketing these services are making this market attractive for every customer. Differentiating product categories, special geographic focuses, digital marketing, fund raising capabilities all these things are making concept of E Marketing even broader. All government initiatives, increasing awareness, investments are some of the drivers which are promoting E Marketing directly or indirectly. There are some factors which are working as growth drivers for E Marketing includes growth of logistics and warehouse, internet content availability in local language, mobile marketing, increased advertisement, consumer spending, payments modernization (India Brand Equity Foundation, E Commerce.)

Concept of E-marketing :

“A virtual electronic place (Market) where consumers accomplish commercial transactions at their convenience by minimizing several costs and physical stress”. Through different online activities customer’s relation with business is maintained. These activities improve ideas, products and services which ultimately provide the satisfaction to customer and business also.

OBJECTIVES OF THE STUDY :

1. To study impact of e-marketing on Indian Society.
2. To find why e-marketing is necessary in India.
3. To study Indian customer purchase behavior changes.

Research Methodology :

This study focuses on the impact of E-Marketing on Indian Society. Changing behavior of marketing from traditional to modern perspective is analyzed. The analytical research methodology has vital importance in this research study. Presented study uses international journals for authentication of information. Related research papers emphasis on recent developments in strategies of marketing. Arrangement of paper follows logical sequence for easy understanding E marketing for common reader. Government websites are considered for collection of data so that exact figures can be figure out. For the purpose of conceptual study concepts are studied from authorized books.

Benefits of E-Marketing :

E marketing is very cost efficient and cost effectiveness. Because of this type of marketing, we as a marketer can control the cost of product which help in increase the profit margin. When the products are marketed through electronic medium, barrier of physical shop

easily dismissed. This result into saving of rent, electricity and labor charges. Through e marketing, time from customer's point of view easily saved they don't have to go anywhere for buying products. Another benefit of E marketing is about space. In today's crowded world it is very difficult to manage large space for business. But E marketing doesn't require space for selling its products, just small space which facilitate storage of products is also accepted from seller's point of view. Though there are no physical shops in the concept of E Marketing, order is placed in such way that each small detail is analyzed by buyer. The ordering process is done thorough smartphones, personal computer, laptops etc. so it become very interactive mode. New technologies and its implementations play vital role in administration and selling and distribution process of E marketing.

Impact of e-marketing on Indian Society

The impact of Internet penetration on not just the consumer behavior and lifestyle, but also on the way business will be conducted in India by 2020. Due to Phenomenally increasing accessibility of Internet Via mobile phones coupled with availability of Technologies like Radio Frequency Identification (RFID), Augmented Reality and Cloud Computing, Mobile phones will become the prospective unique identifier of an individual in both real and Digital world and would bring about convergence of both the worlds.

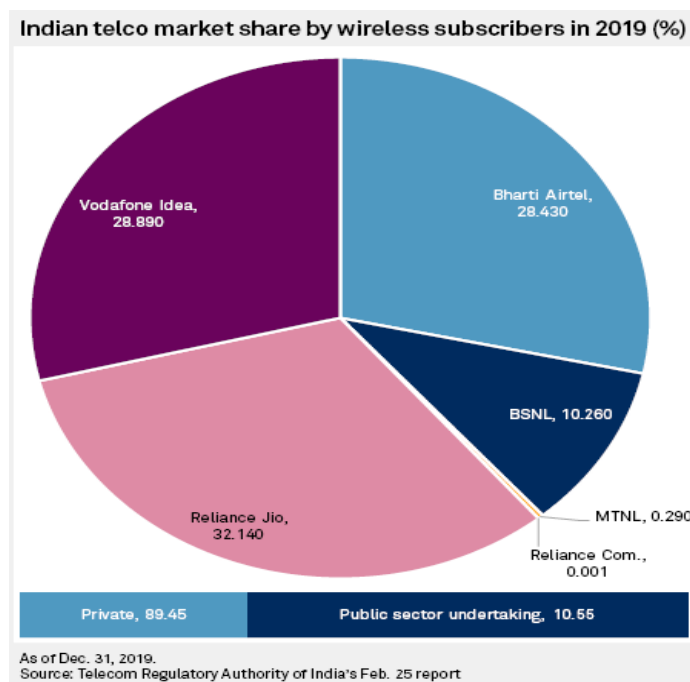


Diagram No. 01

Role of Reliance Jio in E-Marketing in India.

- Reliance Jio launched such a scheme which made an evolutionary change in the Internet world of India.

- Initially Jio offered free internet to its customers.
- Because of above point internet user increased tremendously.
- This was biggest turnaround for E Marketing in India.

Let us see the use of Internet and Consumer behavior:

- As of August 2020, the number of internet connections in India significantly increased to ~760 million, driven by the ‘Digital India’ programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless.
- Internet penetration in rural India is expected to grow at a rate of 45% by 2021 compared to the current rate of 22%.
- Number of active internet users in the country is the second-highest globally and is also one of the largest data consumers globally. It has the highest data usage per Smartphone at an average of 10.40 GB per month.
- According to Bain & Company report, India’s social commerce gross merchandise value (GMV) stood at ~US\$ 2 billion in 2020. By 2025, it is expected to reach US\$ 20 billion, with a potentially monumental jump to US\$ 70 billion by 2030, owing to high mobile usage.

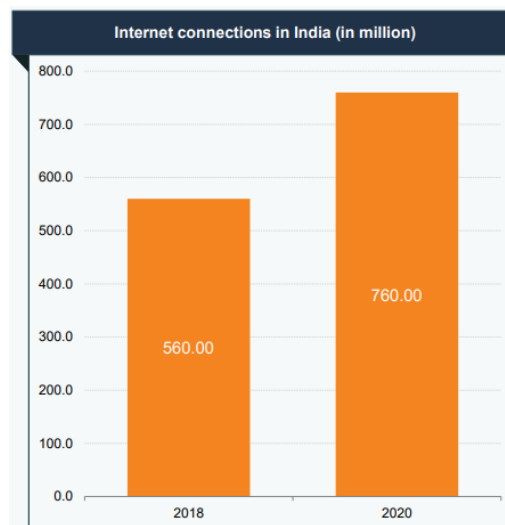


Diagram No. 02

Aspects Impacted by E-Marketing.

1. Transport services:

Now days these services are under developing in India. But growth of this service is emerging very rapidly. Let’s see some examples.

Ola & Uber

Uber and its competitors have several distinct advantages over traditional taxis.

Instead of chasing down a taxi on a street—or calling and waiting half an hour for a car service—e-hail app users are able to hail a car from any location and have it arrive within minutes.

Because the passenger's credit card is linked to the e-hail account, no cash changes hands. Upon arrival at the destination, the driver brings the ride to a halt and the passenger can simply walk out of the car. A receipt is sent via email.

2. **Health:**

Doctors are also giving their services through INTERNET. Domestic Doctors are taking help of foreign doctors to perform Complex surgeries In India. In some cases patients take online appointments of doctor and doctor counsel to the patient through video conference.

3. **Education:**

Internet is deep ocean of Knowledge. Internet is becoming emerging source for teaching and learning both. Due to ease and convenience E learning is getting popularity by teachers and students in India.

Example. Byjus academy, Unacademy, White hat Jr.

4. **Lifestyle and Grocery :**

Flipcart , Amazon, Snapdeal & Others: These are some examples of famous brands of E-Marketing in India. Due to these platforms Indian society got new opportunities for marketing purpose. Consumer gets more varieties groceries, Home appliances, fashionable lifestyles, foot wares at one platform. These platforms decreased delivery time, prices of both buyer and seller simultaneously.

5. **Vegetable Vendors:**

Vegetable vendors are also using E- marketing strategy. They purchase such types of Paid apps for sell vegetables and fruits. They advertise through this app and customers place purchase order and get home delivery easily.

Examples - Big Basket

6. **Food delivery Services:**

E marketing provides fabulous services of food delivery effectively. Due to these online systems, time required for reaching food in the hands of consumers also decreased. This E Marketing helps Hotel owners, Food delivery company and consumers. Various types of foods are available at single platform.

Here are some **Examples** –

Zomato, Swiggy, Food Panda

7. **Fitness and Health:** People are now aware of health and fitness (Physical and Mental).

Because of E marketing Physical and Yoga training is possible at the ease of individual.

Examples :- Zumba, Aerobics, dances, Mediation.

Analysis of Online and Offline Retail in India.



Diagram No. 03

- 1st diagram shows that in 2020, online market is 5 % out of total Indian market.
- 2nd diagram shows that in 2030, it will increase up to 8 % of total Indian market.

GOVERNMENT INITIATIVES

- Government initiatives like Digital India is constantly introducing people to online modes of commerce.
- Favorable FDI policy is attracting key players.
- The Government has proposed “National E-commerce Policy” and has set up a lawful agenda on cross-border data flow where no data will be shared with a foreign Government agency without prior authorization from the Indian Government

INCREASING AWARENESS

- As the awareness of using internet is increasing, more and more people are getting drawn to Ecommerce.
- Whether it’s sellers, buyers, users or investors, more and more people are adapting to the use doing commerce online

INVESTMENT

- India is the land of occasions and Increasing FDI inflow, domestic investment, and support from key industrial players is helping the growth of E-commerce

3. Above diagrams shows that Indian Market has big Opportunity for E Market.

Growth drivers for E-Marketing

Government Policy Towards E Marketing :

- In India, 100% FDI is permitted in the B2B E-commerce.
- As per the new guidelines on FDI in E-commerce, 100% FDI under automatic route is permitted in the marketplace model of Ecommerce.
- Heavy investment made by the Government of India in rolling out fiber network for 5G will help boost E-commerce in India.

Conclusion and Findings :

1. In Indian market there is more scope for E Marketing.
2. Reliance Jio stimulated Indian E-Marketing by providing cheap internet services. Because of these opportunities for E-Marketer increased tremendously.
3. Internet users and Smartphone users increasing in India. The proliferation of mobile devices combined with internet access via affordable broadband solutions and mobile data is a key factor driving the tremendous growth in India's E-commerce sector. Smartphone users in India are expected to reach at 983 million by 2023.
4. Government imitative with subsidy. As the government's schemes—such as Production Related Incentive (PLI) progress to impact the overall electronic manufacturing ecosystem.
5. Government is positive for Foreign Direct Investment in E-Marketing.

Suggestions :

1. Government should try to use E-Marketed products in their offices to boost E-Marketing.
2. Portion of retail marketers is large in India so subsidies should be provided to these retailers.
3. Awareness of this type of marketing be popularized in rural and backward areas.
4. E-Marketer must provide strong cyber protection for avoid cybercrimes.
5. Different tax concessions and reliefs should be given to Foreign Direct Investors (FII).

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