

## Recent Trends, Upcoming Opportunities and Challenges of Digital Marketing

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### Abstract

The digital marketing is a great revolution in the field of marketing. Due to technological development and increasing in the number of offering the same product with competitive prices it is important to concentrate on digital marketing. In the competitive market and technology advancement with the usage of internet it has shifted the traditional market to digital marketing strategies. Digital marketing grab wide area and in the highly competitive market it involve exploring business model using digital technologies which reduces cost and expand business globally. Today digital marketing have a wider scope of expanding their business in the future as customers are much more satisfied by doing online shopping as they find digital marketing much more safer than traditional marketing. Digital marketing provides an opportunity to the customers to have an idea about the product marketed on the online and can able to do comparison accordingly, so that they are able to enjoy right to choice and can place order at any time, at any place. With the updated technologies and increase in the usage of internet engagement, interconnectivity of consumers is increasing day by day as a result of which consumer behavior changed and organization should understand the behavior of consumer. This research study analyzes the pros and cons of digital marketing in recent era. As a result digital marketing have positive impact on consumer buying behavior, traditional marketing soon should fully be shifted to digital marketing.

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### Introduction

Digital marketing is the recent development in the marketing field in which available digital media are used to market their products of the organization. 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. In fact, "constant" internet usage among adults increased by 5% in just the last three years, according to Pew Research. And although we say it a lot, the way people shop and buy really has changed along with it -- meaning offline marketing isn't as effective as it used to be.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing As digital platforms are increasingly incorporated into marketing plans and everyday life and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to non-Internet channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online.

### **History of Digital marketing in India**

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management. The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime. Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made. Going back to history, International Journal of Advanced Research Foundation reveals the following in 2016. Between 1971 and 1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce. 1979: Michael Aldrich demonstrates the first online shopping system. 1981: Thomson Holidays UK is first business-to-business online shopping system to be installed. 1996: India MART B2B marketplace established in India. 2007: Flipkart was established in India. Every E-marketing or commercial enterprises uses majorly digital means for their marketing purposes. In 2011, the digital marketing statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years. During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field. From 2013 to March 2015, the investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment. The report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing. Total Media, Digital and Mobile Internet Ad Spending in India (2013-2019).

### Objectives of the study

1. To analyse the growth of the digital marketing by using past, current and future data.
2. To analyse the contribution of the digital marketing in total retail sales.
3. To find out the computer crimes that related to the digital marketing.

### Scope of the study

This study will be helpful to the organization to plan for the future about their marketing strategies. So the requirements of the consumers of the digital marketing can be fulfilled. This study also helpful to the researcher for making further study in this area.

### Limitation of the study

The results are only based on the data available, so its highly depends on the quality of the secondary data.

## DATA ANALYSIS AND INTERPRETATION

### RETAIL E-COMMERCE SALES FROM 2014-2021 (IN BILLION U.S DOLLARS)

The following master table provides the data relating to the sales through e-commerce from 2015-2021, share of E-Commerce in global sales, country wise share of E-Commerce share in retails sales of various countries, computer related crime cases registered between 2011 and 2015.

YEAR	SALES (IN BILLION U.S DOLLARS)	SHARE OF E- COMMERCE IN GLOBAL SALE (IN %)
2015	1548	7.4
2016	1845	8.6
2017	2304	10.2
2018	2842	11.9
2019	3453	13.7
2020	4135	15.5
2021	4878	17.5
COUNTRY	SHARE OF E-COMMERCE IN RETAIL SALES IN 2017 (COUNTRY WISE)	
CHINA	23.10%	
UK	19.10%	
SOUTH KOREA	16%	
DENMARK	12.60%	
US	9%	
GERMANY	7.90%	

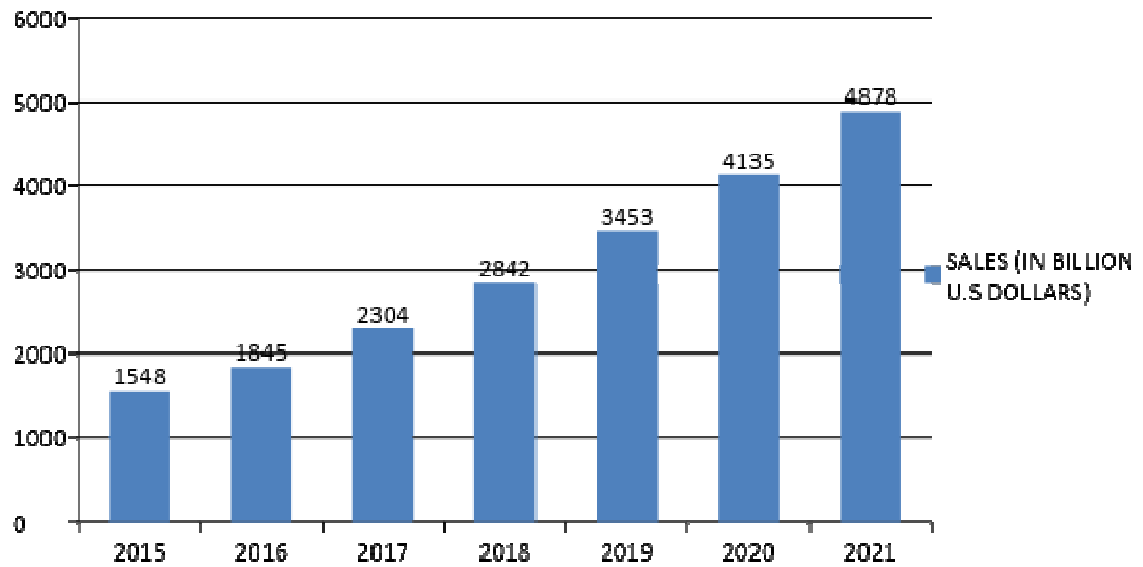
JAPAN	7.40%
ITALY	3.20%
BRAZIL	2.70%
INDIA	2.20%
<b>YEAR</b>	<b>NO OF CRIME CASES REGISTERED (2011-2015)</b>
2011	13301
2012	22060
2013	71780
2014	149254
2015	300000

### INTERPRETATION:

From the above table and chart it is revealed that from the year 2015 to 2018 it has the increasing trend. It is registered that in 2015 the total sales of digital marketing is 1548 U.S billion dollar, it is very lowest sales in the in our selected period of the study. Subsequently it is increased year by year. In 2016 it has increased as 1845 U.S billion dollar, in 2017 the rate of sales is 2304 U.S billion dollar, in 2018 it came up as 2842 U.S billion dollar, in the year of 2019 the total sales has is expected that 3453 U.S billion dollar, in the year of 2020 the expected sales is 4135 U.S billion dollar and the expected sale of 2021 would be 4878 U.S billion dollar. From the above table and chart it is also clear that in all the years of the study period it has the increasing trend of the share of e-commerce in global retail sales. It is registered that in the year 2015 the share of e-commerce in global retail sale is 7.4%, in the year 2016 it has increased as 8.6%, in 2017 it was 10.2%, in 2018 it was 11.9%, it is expected that it would be increased as 13.7% in the year 2019, in 2020 it may be 15.5% and in the year 2021 it will reach 17.5%. The above table explains about the share of e-commerce in retails sales of the selected countries. In this table we identified that China has registered 23.10% share e-commerce in retails sector, followed by UK with 19.10%, South Korea 16%, Denmark 12.60%, US 9% Germany 7.9%, Japan 7.4 %, Italy 3.20%, Brazil 2.70% and India 2.20% share in the retail sales of e-commerce. Above table and chart clearly explains about the number of crime cased has registered in India for the period between 2011-15. In 2011 it is 13301, in 2012 it was 22060, in the year 2013 it is 71780, in 2014 the number of cyber crime cases in India was 149254 and in the year 2015 it was 300000 it was double as in the previous year.

### CHART – I

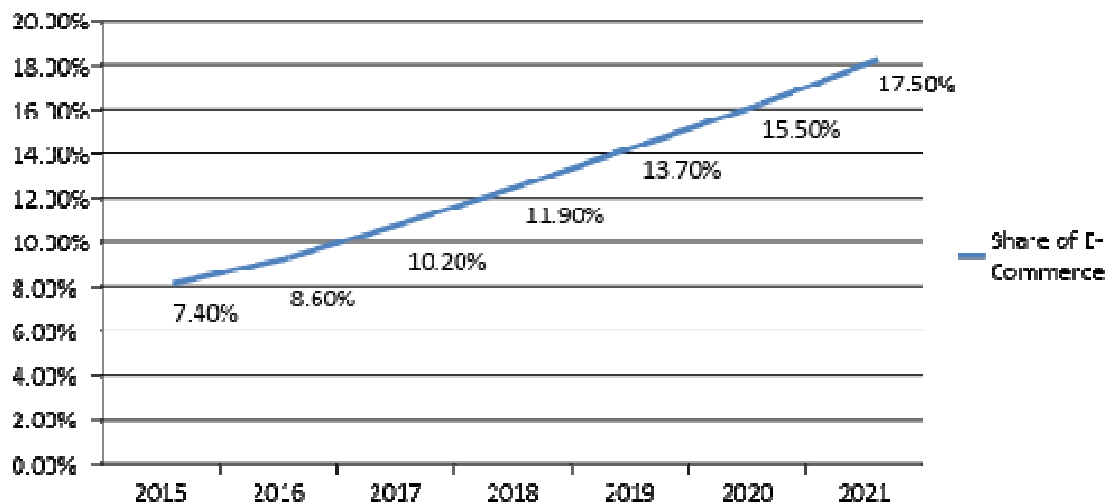
#### GLOBAL RETAIL E-COMMERCE SALES



### CHART – II

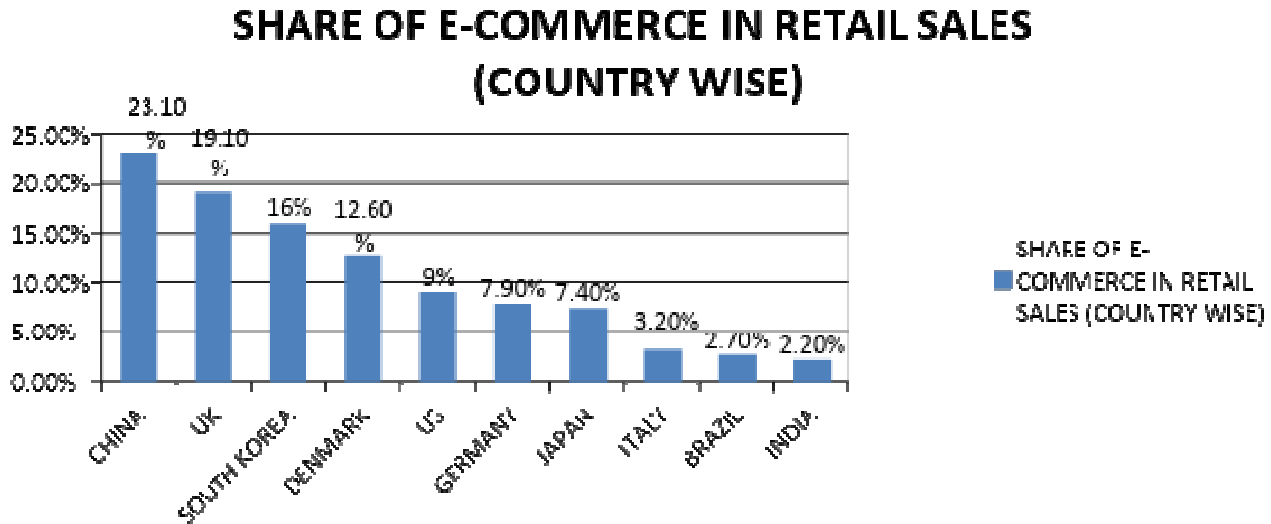
#### SHARE OF E-COMMERCE IN GLOBAL RETAIL SALES

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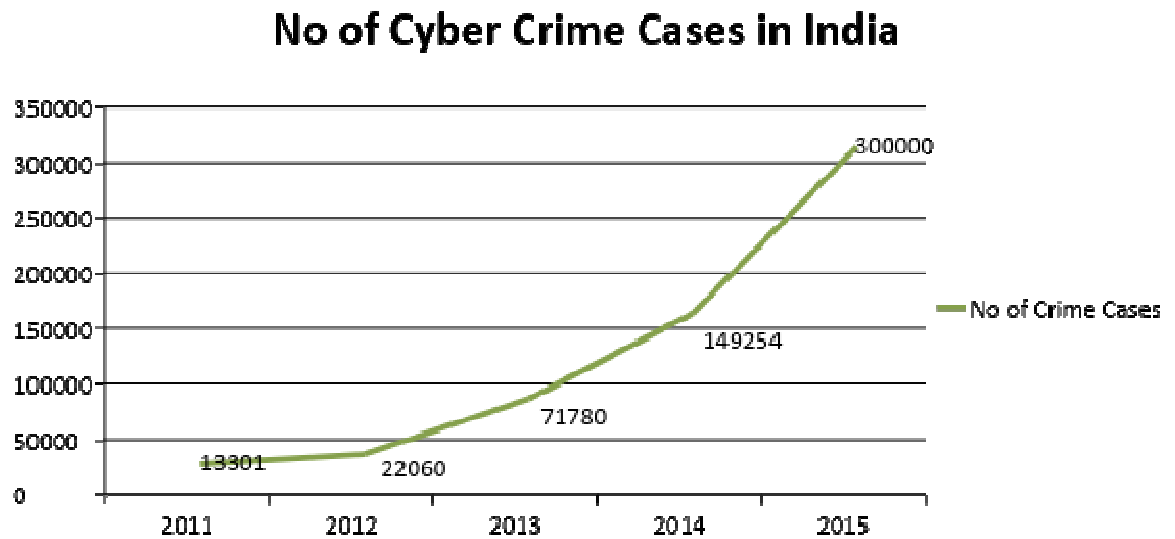
**CHART – III**

**SHARE OF E-COMMERCE IN RETAIL SALES ( COUNTRY WISE)**



**CHART – IV**

**NO OF CYBER CRIME CASES REGISTERED IN INDIA**



**Findings**

- It is found that in all the years of the study period the global sales of the e-commerce are increasing trend.
- In 2018, there was a highest increase in sales compared to the previous period.

- It is noticed that the share of e-commerce in global retail sales is also in increasing trend, in 2018 it has highest change in share to the global retail sales.
- In retail sales of the e-commerce China is in the first place with the 23.10% share and India in the 10<sup>th</sup> place with the share of 2.20%.
- On the basis of cyber-crime in India between 2011-15, 2015 has registered highest number of cybercrime with the 300000 cases.

### **Suggestions**

- The e-commerce sites need to concentrate on the facing the increasing demand for the products in the online market.
- Concerns should be able to provide the quality products even though there is an increase in the sales in e-commerce.
- Concerns should be able to face the global competition and demand.
- On the basis of country wise e-commerce retail sales China has achieved a first place but India got only 10<sup>th</sup> place so we need to create more awareness in the minds of consumers.
- There is also increase in the cyber-crimes so the e-commerce organizations need to provide a highest security to the users privacy.

### **CONCLUSION**

It is concluded that increasing trend of digital marketing sales and other things are good. It will create a bright future for the organizations they are involving in the online trading activities. But also there is maximum chances for some of the online issues that users need to face in the future period. It gives a way to the e-commerce concerns for their security related plans.

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