



A CONCEPTUAL STUDY ON OPPORTUNITIES AND CHALLENGES OF E-MARKETING IN INDIA

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RESEARCH ARTICLE



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Abstract

Internet usage is becoming important in many aspects of life and business in the age of globalisation. Nowadays, the internet is well known for providing consumers with a wide range of services relating to different sectors. It is a flexible feature that can assist you in finishing a variety of activities quickly and simply with a few clicks. E-marketing, often known as internet marketing, entails the use of engaging, virtual environments in order to advertise and sell products and services. E-marketing is expanding quickly and changing consumer and market behaviour. This has compelled businesses to use e-marketing as their primary form of advertising and work to satisfactorily address the expectations of their target customers. This study examines the opportunities and challenges involved in e-marketing. The study identified and came to the conclusion that e-marketing is the way of the future since it has benefited from the recent technical advancements that are beneficial not only to the customers but also to the marketers who can reach large customer segments with ease.

Keywords: *E-marketing, Customer, Online platform, Digital marketing, Internet*

1. Introduction

The rapid development of digital media has given rise to new advertising and marketing options. Online marketing, internet marketing, and web marketing are common names for digital marketing. Electronic commerce is the practise of trading goods or services using computer networks, such as the Internet (E-commerce). Technologies including mobile commerce, supply chain management, processing of inventory management systems, Internet marketing, electronic funds transfers, online transactions, electronic data exchange (EDI), and automated data gathering systems are all used in electronic commerce. While other technologies, including e-mail, may also be used, the World Wide Web is primarily where modern electronic commerce takes place. Email, websites, micro-sites, search engine marketing, co-registration, search engine optimization, mobile marketing, and other technology-based techniques are all examples of e-marketing. E-marketing, often known as electronic marketing, is the use of marketing strategies and principles on electronic media, particularly the Internet.

A lot of times, the terms “e-marketing,” “internet marketing,” “web marketing,” “digital marketing,” “online marketing,” and “search engine marketing” are used interchangeably. E-marketing is the practise of promoting a brand online. Due to the additional channels and marketing tools made available by the Internet, it contains a greater variety of marketing components than traditional commercial marketing. E-marketing refers to all the operations a company carries out online with the intent of luring new customers, maintaining existing ones, and strengthening its brand identification. In this essay, we create a framework to aid academics in discovering the potential and issues surrounding internet marketing. The goals of your e-marketing campaign are stated in your e-marketing objectives. They define the motivations behind your company’s desire to go online and give you the ability to gauge and track the success of your online marketing initiatives. Additionally, they encourage concentrating on important areas and developing plans of action to assist in achieving desired goals. Depending on their unique situations, several businesses may come up with different e-marketing objectives.

2. Background of the Study

Through its fusion with IT-enabled services, marketing has experienced a paradigm shift in the twenty-first century. The Internet is used by e-marketing as a communication and distribution channel. One of the best ways to stay in touch with customers is through e-marketing. It is typically affordable and, if done well, can contribute to the development of brand awareness and

customer loyalty. The emergence of the internet era gave rise to incredible new opportunities. India has also jumped on board, and the statistics speak for themselves. In India, the Internet is expanding at a rate of between 50–100% annually. Millions of individuals now have access to a huge array of entertainment and information on the Internet after it was first developed as a communication and information sharing tool for scientists. The World Wide Web, a component of the Internet, has given rise to a new communication technology that is yet largely unexplored for commercial use. Achieving marketing objectives through the application of digital technologies is a simple definition of e-marketing. The goal of the current work is to investigate the advantages and disadvantages of e-marketing in India.

3. Definition and Concept of E-Marketing

E-marketing is the promotion of goods or services using electronic means, such as a website or the internet. E-marketing, usually referred to as electronic marketing, is also known as web marketing, digital marketing, or online marketing. It also covers customer relationship management using e-mail or wireless media in addition to Internet marketing. A variety of technologies are used in this sort of marketing to link companies with their customers. Electronic marketing, often known as E-Marketing or Internet marketing is one of the newest methods being used to promote products in the globalised world of marketing. Internet marketing and online marketing are two terms that are frequently used interchangeably to refer to e-marketing. E-marketing refers to all the operations a company carries out online with the intent of luring new customers, maintaining existing ones, and strengthening its brand identification. E-marketing is the process of planning and carrying out the creation, distribution, promotion, and pricing of goods and services in a computerised, networked environment, such as the Internet and the World Wide Web, to promote exchanges and meet consumer expectations. Compared to traditional marketing, it has two clear benefits. E-marketing lowers operational costs for firms while giving clients more convenience and more affordable prices.

4. Latest E-Marketing Trends in India

India marketers have recognised the potential of email marketing (53%), social media marketing (66%), and websites (54%) according to research done by Octane to understand the most recent developments in email marketing. These three e-Marketing activities were ranked as the top three by Indian marketers. According to the State of Online Marketing in India 2016 analysis by Octane Research, Search Marketing (52%) and Mobile/SMS Marketing (45%) are not far behind. Despite this, the survey shows that marketers are paying more attention to the digital domain, yet 36% of Indian marketers are unwilling to invest more than 10% of their budget on e-marketing. E-Marketing, according to 46% of Indian marketers, accounts for 30% or more of their overall revenue. Compared to last year, there has been a modest reduction, although 25% of marketers said that between 10% and 30% of their revenue came from e-marketing. India may wind up being the hub of the already underway services-led growth potential in South Asia as a result of the expanding tendency of small and medium-sized businesses selling their products online.

5. Importance of E-Marketing

E-marketing relies on a number of strategies, the most significant of which is search engine marketing or marketing via advertising and e-mails, as well as interactive advertising. If knowledge of and mastery over the application of contemporary technologies are available, all mechanisms can contribute to the development of marketing. As a result of the shift from traditional to electronic trade, the Internet has emerged as the environment supporting e-marketing and the main engine of economic growth across the globe. E-marketing enables genuinely tailored marketing, unlike TV or print advertising, and provides firms of any size with affordable access to the mass market. The following are some advantages of e-marketing:

- **Personalization:** If the customer database is connected to the website, visitors can be greeted with pertinent offers each time they arrive. The more they purchase, the more they can hone their target market and client profile.
- **Global reach:** Anyone with internet access can access a website. With only a minimal investment, this enables the discovery of new markets and worldwide competition.
- **Lower cost:** E-marketing campaigns that are well thought out and precisely targeted can reach the correct consumers for a lot less money than conventional marketing strategies.
- **Quantifiable results:** It is simpler to determine the campaign's success when promoting via email or banner ads. Marketers have access to comprehensive data on consumer reactions to advertising.
- **One-to-one marketing:** e-marketing enables instantaneous communication with customers who are interested in products and services. For instance, many people travel with their cell phones and PDAs. When you combine this with e-personalized marketing's element, you may develop incredibly effective, targeted programmes.
- **More engaging campaigns:** Interactive campaigns may be created using music, images, and videos thanks to e-marketing. Any game or quiz that the marketers think the customers will enjoy can be sent to them.
- **Marketing around-the-clock:** website allows customer to learn about your products even when your office is closed.

6. Opportunities of E-Marketing

There are numerous other alternatives for internet marketing that increase the effectiveness of online businesses.

- **Availability:** All products are listed in order on websites, making it easier for customers to choose items quickly than in physical stores where they would have to wander around seeking for items. Additionally, customers have more options and a wider variety of brands on websites like ASOS, which are less likely to be available in general stores.
- **Better pricing:** Online stores typically offer a wider range of products at lower costs than physical stores, which helps customers who can purchase the same product offered in stores at a lower price. Customers can compare pricing supplied online with those of other, less ethical enterprises, which is another benefit of online commerce.
- **Cheaper:** Since doing business online is less expensive, businesses can save money. To rent or purchase physical stores, they do not need to spend a significant sum of money. Additionally, internet firms can use the web to publicise their operations, which is less expensive and may reach millions of individuals.
- **24/7 Presence:** Similar to real establishments, online businesses don't have set hours for opening and shutting down. There are no problems with the way the business operates.
- Giving the user new and significantly updated information in a simple and comfortable way and the accessibility of images, movies, and audio files on the internet without additional fees.

Additional advantages include the flexibility of using the Internet at their convenience and the ability to compare brands, prices, and purchase goods and services without having to interact with any salespeople. E-marketing is now necessary to keep up with the times and to keep the organisation in the digital environment first before moving into the actual world due to these many offerings.

7. Advantages of E-Marketing

Customers can access market data from their computers or mobile devices and buy products or find services without leaving their homes twenty-four hours a day, seven days a week (24/7), as businesses now offer e-marketing and online purchasing. By reading advertisements online or in emails, downloading e-coupons, viewing product images, comparing pricing, and making purchases with a few mouse clicks, consumers can save the time and money required to physically visit a store. In addition, e-businesses can lower the cost of physical shop space and distribution networks, passing the savings on to customers.

The following benefits of e-marketing are emphasised among its many benefits:

- A very low cost of distribution due to the ease with which all consumers can be reached via the network, given that they have access to the service in a digital setting.
- The potential for direct consumer-business interviews, which lowers marketing expenses.
- A worthwhile time investment that improves business effectiveness in the digital environment.
- Direct transfer of sales responsibilities from salespeople to customers by providing order forms and making use of finished and prepared models.
- Gathering data from market surveys and monitoring consumer preferences.
- The potential for cross-company collaboration by starting online conversations between businesses and clients around a specific product.
- E-marketing, promotion, and the potential for expanding into new markets all contribute to the rise of competition based on quality rather than cost, creating prospects for greatness.

8. Challenges of E-Marketing

The following are some of the difficulties with e-marketing that are highlighted:

- **Duplicate Products:** Some online stores that advertise brand-name goods at steep rates really market first - or second-run versions of such goods. Customers who trust you to provide the merchandise are being cheated in this way. Additionally, this approach harms the reputation of the entire web marketing industry.
- **Environmental considerations and their direct connection to e-marketing:** Customers find it challenging to switch the networks and business partners they operate with due to the constant change in the business environment.
- **Rapid technological advancement:** Due to the rapid advancement of technology, it is challenging for consumers to keep up with it and, as a result, comprehend the market.
- **Security and privacy policies:** Users of the network do not trust the electronic payment system because of security and privacy restrictions.
- **Legal and administrative concerns:** These arise as a result of issues with electronic contracts, trademark infringement, copyright, commercial liability, and losing the right to trade secrets that affects businesses.

9. Review of Literature

Allam Jaas (2022) discussed the subject of e-marketing, including its tactics, potential, and digital difficulties, as one of the most effective and capable methods for reaching a large number of customers. Additionally, it looks at the fundamental ideas behind e-marketing, as well as its characteristics, stages, methods, causes for its popularity, and advantages and disadvantages. The descriptive method was utilised in the investigation. The research's key conclusions were that e-marketing must be used in a digital environment that is appropriate for it to function, that it is a requirement of our time due to the Internet's accessibility and

the growth of e-management, and that it must rely on precise, carefully considered strategies in order to be successful. Additionally, according to the research, many strategies can be employed inside the same company depending on how the organization's internal and external environments change, and there is no one approaches that are superior to the others. The study made clear that e-marketing tactics offer a variety of opportunities, including gaining a competitive edge and securing a strategic position in the market.

Prashant Gurudev and Dr. Neha Mathur (2022) explored the use of technology along with increased web and mobile penetration creates an ideal environment for the growth of web-based businesses in India. The country is almost fully transformed. The cost of maintaining a strong web connection has decreased with the advent of 4G services, lower information plan fees, and information card/USB dongle prices. The availability of low-cost cell phones and the expansion of broadband and the internet to the remotest areas will help to increase the web client base, thereby closing the gap between prospective and real web-based clients. Organizations must constantly innovate and adapt to ensure customer loyalty while providing a seamless, rich-in-data experience. This study examined the development of online commerce in India and highlights several problems as well as the variables that would influence the growth and development of e-future trade.

Rajesh Kumar and Ani Smriti (2021) explained that e-commerce and the internet have recently emerged as two of the fastest-growing technological advancements that have a substantial impact on people's daily lives. One of the most recent innovations in the IT and e-commerce industries is e-marketing. E-marketing is thought to have a wide range of applications because it not only supports online marketing but also that through e-mail and wireless media. In this study, the idea of e-marketing was highlighted. The secondary data employed in this study's research were listed in various databases of books, academic papers, and relevant E-marketing articles that were accessible online. The goal of the current study is to describe the current state of e-marketing in India and to look at its prospects and problems.

10. Need for the Study

The purpose of the study is to examine the opportunities and challenges marketing in the digital format. The obstacles that digital marketers must overcome and still must overcome in order to succeed in the fiercely competitive digital world will be revealed by such an investigation. The methods implemented by marketers will also need to be evaluated because they will need to change for the digital form. The benefits and drawbacks of digital marketing must be taken into consideration when developing the tactics. In order to do this, the opportunities and challenges of digital marketing are investigated.

11. Statement of the Problem

One must concede that the government jumped right into the digital revolution despite the fact that the digital format of marketing came in the nation somewhat slowly. Since then, the pace of the digital revolution has increased and remained steady. However, when one thinks about the digital marketing effort that marketers take, one is reminded of the multitude of barriers that limit its development. Overcoming the obstacles is made even more difficult by the fact that digital platform is extremely competitive, survives on razor-thin margins, is constrained by erratic demand and supply dynamics in the market, unpredictable consumer consumption levels, etc. These obstacles must be recognised, and solutions must be developed. Given that consumers are the most significant group linked with the digital world and that their demands should be prioritised, this will inevitably entail an investigation of pros and cons of-marketing.

12. Study Objectives

- To define the concept and importance of E-Marketing
- To analyze the opportunities and challenges of E-Marketing
- To determine the strategies that can be used by marketers to better utilize E-Marketing

13. Scope of the Study

This study will serve as a guideline for e-marketing, explaining its key concepts and methods. The findings of this study will help create an understanding of the primary advantages and disadvantages of e-marketing, which will be helpful for every business that wants to promote its products online but first wants to familiarise itself with its benefits and drawbacks. The study would also be helpful for those who promote their items online but are unsure of what could be improved upon to get better results to take action.

14. Research Methodology

Research Design

The present study has a descriptive research design. Using the statistical programme SPSS 20, descriptive statistics were calculated to look at the respondents' professional and demographic traits.

Target Population: The marketing managers and staff working in the marketing department at the five digital marketing agencies in India that were chosen for the study – iProspect India, WATConsult, Mirum India, BCWebwise, and Pinstorm – are the target population for the current study.

Sample Size: The Sample size of the study is 161 respondents.

Sample Method: A simple random sampling procedure was used to choose the participants in order to address the research purpose.

Variables of the study: Ease of Access, Returns & Refunds, Cyber Crime, Customer Dissatisfaction, Marketing Strategies and Purchase Behaviour are the chosen study variables.

Questionnaire and Tools: A standardised questionnaire was given to the 161 respondents, and data were collected using a five-point Likert scale (1 Strongly Disagree to 5 Strongly Agree). Utilizing both descriptive and inferential statistics, the data collected was examined. Based on the needed data, the statistical methods employed in the current study included ANOVA and factor analysis.

Data collection: A systematic questionnaire was used to gather primary data, covering several aspects of the study issues. While the secondary material was gathered from books, other sources include the internet and other pertinent papers including periodicals, journals, and websites.

15. Data Analysis

One – Way ANOVA

H₀₁ – Age do not have significant relationship between marketing strategies, customer dissatisfaction, returns & refunds, ease of access, cybercrime and purchase behaviour.

Table – 1: One –Way ANOVA (Age)

Factors	F-value	Significant	Inference
Ease of Access	1.267	0.288	NS
Returns and Refund	1.713	0.167	NS
Cyber Crime	6.926	0.000	S
Customer Dissatisfaction	0.127	0.944	NS
Marketing Strategies	2.923	0.036	S
Purchase Behaviour	2.416	0.068	NS

@5% level; S-Significant, NS – Not Significant

Inference:

The research variables of cybercrime and marketing strategies are significantly correlated with age, as shown in table 1, and these relationships are evident. The null hypothesis is accepted for all other factors, however the age factor and the variables related to cybercrime and marketing strategies are rejected since the significant value is less than 5% threshold. It follows that there is a considerable relationship between respondents' ages and cybercrime and marketing strategies. The age of the respondents does not significantly differ from the factors purchase behaviour, customer dissatisfaction, returns & refunds, and ease of access.

One – Way ANOVA

H₀₂ – Monthly income do not have significant relationship between marketing strategies, customer dissatisfaction, returns & refunds, ease of access, cybercrime and purchase behaviour.

Table – 2: One – Way ANOVA (Monthly Income)

Factors	F-value	Significant	Inference
Ease of Access	.260	0.854	NS
Returns and Refund	1.499	0.217	NS
Cyber Crime	2.899	0.037	S
Customer Dissatisfaction	0.679	0.566	NS
Marketing Strategies	0.657	0.580	NS
Purchase Behaviour	4.207	0.007	S

@5% level; S-Significant, NS – Not Significant

Inference:

The research variables of cybercrime and purchase behaviour are significantly correlated with income, as shown in table 2, and these relationships are evident. The null hypothesis is accepted for all other factors, however the income factor and the variables related to cybercrime and purchase behaviour are rejected since the significant value is less than 5% threshold. It follows that there is a considerable relationship between respondents' income with cybercrime and purchase behaviour. The monthly income of the respondents does not significantly differ from the factors marketing strategies, customer dissatisfaction, returns & refunds, and ease of access.

One – Way ANOVA

H₀₃ – Education do not have significant relationship between marketing strategies, customer dissatisfaction, returns & refunds, ease of access, cybercrime and purchase behaviour.

Table – 3: One – Way ANOVA (Education)

Factors	F-value	Significant	Inference
Ease of Access	0.640	0.529	NS
Returns and Refund	0.203	0.817	NS
Cyber Crime	0.453	0.636	NS
Customer Dissatisfaction	2.144	0.121	NS
Marketing Strategies	0.858	0.426	NS
Purchase Behaviour	0.230	0.795	NS

@5% level; S-Significant, NS – Not Significant

Inference:

The research variables of marketing strategies, customer dissatisfaction, returns & refunds, ease of access, cybercrime and purchase behaviour are not significantly correlated with education of the respondents, as shown in table 3, and these relationships are evident. The null hypothesis is accepted for all factors, however the education factor and the variables related to marketing strategies, customer dissatisfaction, returns & refunds, ease of access, cybercrime and purchase behaviour are accepted since the significant value is greater than 5% threshold. It follows that there is a no considerable relationship between respondents' education with marketing strategies, customer dissatisfaction, returns & refunds, ease of access, cybercrime and purchase behaviour.

Factor Analysis

Variables should be somewhat associated, but not fully connected, to provide an effective factor analysis. In order to determine if there were any correlation coefficients over 0.9, the correlation matrix between the variables was scanned. These couldn't be located at all. Second, it is advised that numerous correlations be at least 0.3 or higher. The correlation matrix also demonstrates that this criterion was met. One did not need to think about removing any of the variables from the analysis at this point since they are somewhat connected but not significantly so.

Table – 4: Reliability Statistics

Cronbach Alpha	No. of Items
0.924	18

The Cronbach's Alpha for the 18 items accepted after the exploratory Factor analysis show a good reliability.

Table – 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.819	
Bartlett's Test of Sphericity	Approx. Chi-Square	3430.779
	df	153
	Sig.	0.000

Factor Analysis to be recommended suitable, the Bartlett's Test of Sphericity must be less than 0.05. The above results show that the test is significant and therefore a factor analysis was undertaken.

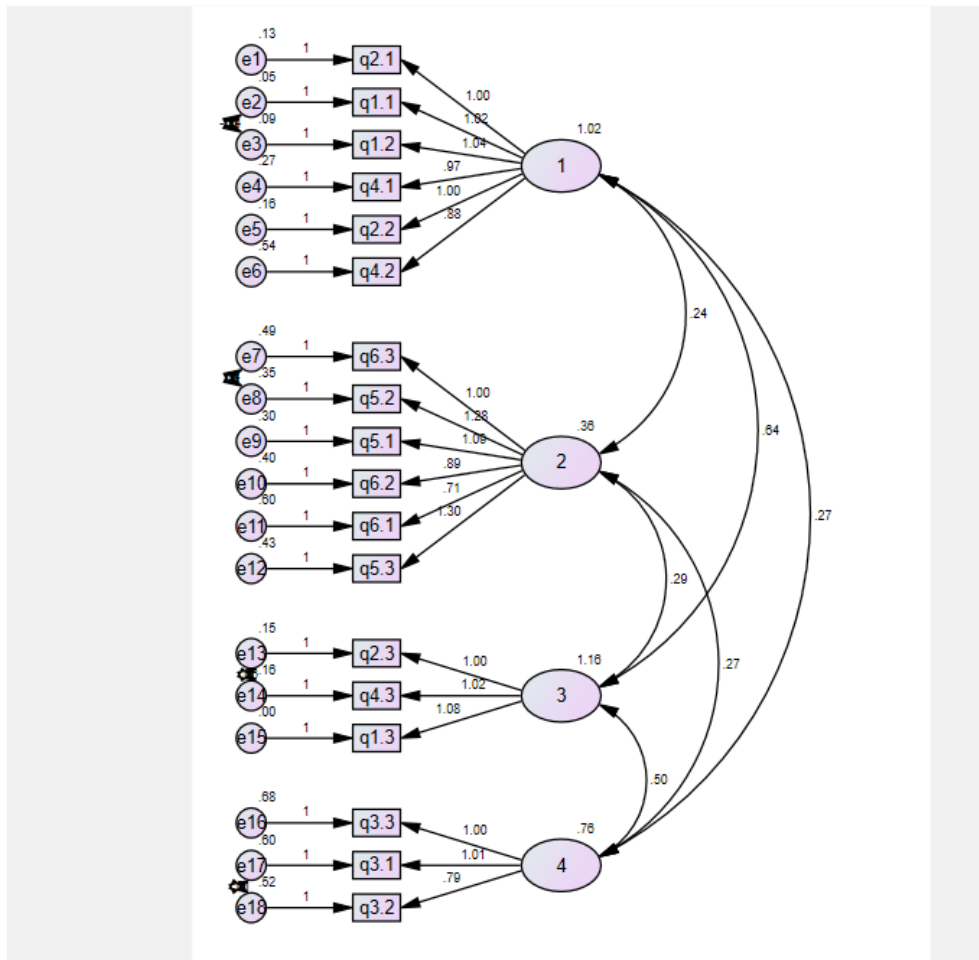
Table – 6: Rotated Component Matrix^a

	Component			
	1	2	3	4
q2.1	.906	.231	.127	.164
q1.1	.902	.241	.133	.188
q1.2	.893	.105	.327	.013
q4.1	.886	.256	.095	.134
q2.2	.874	.117	.345	.026
q4.2	.781	.063	.335	
q5.2	.176	.771		.052
q5.1	.209	.737	.022	.317
q6.3	.162	.734	.115	.192

q5.3	.094	.703	.188	.108
q6.2	.135	.675	.116	.191
q6.1	.048	.658	.208	.366
q2.3	.367	.172	.855	.212
q4.3	.368	.188	.848	.204
q1.3	.399	.197	.840	.233
q3.3	.014	.016	.303	.831
q3.1	.059	.193	.130	.779
q3.2	.257	.260	.046	.698

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a
 Rotation converged in 6 iterations.

Figure – 1: Factor Analysis



Source – AMOS output

Table – 7: Confirmatory Factor Analysis Result (CFA)

Model Parameters	Cut – off Values	The values on model
Cmin/df	Less than 3	2.111
GFI	More than 0.95	0.947
RMR	Less Than 0.05	0.031
CFI	More than 0.95	0.953
RMSEA	Less Than 0.07	0.054
P-Value		0.000

Nearly all of the CFA values are higher, demonstrating an excellent fit for the model.

16. Findings

- ✓ One-way ANOVA test between the study variables and age shows that the age of the respondents does not significantly differ from the factors purchase behaviour, customer dissatisfaction, returns & refunds, and ease of access.
- ✓ One-way ANOVA test between the study variables and monthly income depict that the income of the respondents does not significantly differ from the factors marketing strategies, customer dissatisfaction, returns & refunds, and ease of access.
- ✓ One-way ANOVA test among the study variables and education of the respondents portray that there is a no considerable relationship between respondents' education with marketing strategies, customer dissatisfaction, returns & refunds, ease of access, cybercrime and purchase behaviour.
- ✓ Factor analysis result demonstrates that nearly all of the CFA values are higher, demonstrating an excellent fit for the model.

17. Suggestions

Since most people do not fully trust websites, they are cautious when disclosing personal information online. This is especially true when spammers and con artists target data collection companies. E-businesses must immediately develop a sensible policy and put in place a foolproof security strategy to handle this. Online businesses should think carefully about investing in encryption technology, in particular. Since most people do not fully trust websites, they are cautious when disclosing personal information online. This is especially true when spammers and con artists target data collection companies. E-businesses must immediately develop a sensible policy and put in place a foolproof security strategy to handle this. Online businesses should think carefully about investing in encryption technology, in particular. For businesses who offer their goods and services largely online, this presents a significant difficulty. The challenge for web businesses is to use more creative advertising tactics. It's important to learn how to combine effective copywriting with strong search engine optimization and drive steady visitors.

18. Conclusion

E-marketing demands tactics that take into account the traits of the digital environment as well as more efficient working practises. Due to the latter's capability to perform marketing activities in a record period with lower costs compared to old ways, it also needs the capacity to attract customers and encourage commercial transactions in numerous marketing domains. It often refers to a collection of tactical plans and methods for managing marketing chances by devising strategies to draw customers in and locating channels to get in touch with potential customers for the provided products. In order to attain this goal, it is necessary to look at the organization's complete environment, including a strategic analysis of the electronic environment, making sure that consumer needs are evolving, and analysing the competitive environment. By doing this, the company is better able to respond to the shifting environment and modify its operations accordingly. When picking the best approach to ensure the success of e-marketing and the achievement of objectives in the new digital environment, the company must invest a variety of capabilities and high efficiency. Managers of e-businesses must understand online customer behaviour, e-marketing tactics, expenses, challenges, and benefits of e-marketing, among other things, in order to make e-marketing effective and efficient.

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