CHALLENGES OF ONLINE CONSUMERSIN DIGITAL MARKETING

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ABSTRACT
The digital era presents marketers with both new opportunities and challenges. Digital marketing generates demand and discovers creative ways to meet consumers by using the power of the internet. Stated differently, digital marketing refers to the strategy wherein marketers use electronic media for product sales and advertising. This research aims to study the impact of Digital Marketing, and how it's an important tool for marketers and consumers. The issues that the digital marketing industry is currently facing can be resolved in several ways, such as building consumer trust, creating engaging content, utilizing new technology, and staying current with market developments. Companies that embrace creativity and adaptability can set themselves up for long-term success in the digital age.
Keywords:digital marketing, new opportunities,consumers,problems,challenges

INTRODUCTION

Digital marketing refers to using digital channels and technologies to promote products, services, or brands. It encompasses various online strategies and tactics to reach and engage with potential customers[1]. For any company, marketing plays a crucial role in establishing a relationship between the customers and the company's offersin the market. Marketing is the first impression of customers and how they learn about a company's products or services. If a product is marketed or promoted to the right target audience, then it will yield the desired result and attract customers to buy the product[2]. Any type of marketing can help the business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. There were 5 billion internet users globally in April 2023 alone[3]. The Indian digital marketing market attained a value of USD 5,118.55 million in 2023. The market is further assessed to grow at a CAGR of 30.3% during 2024-2032 to reach a value of USD 55,372.78 million by 2032. The market's primary driver is the growing global population's increasing affinity towards the digital channels of media[4]

PROBLEMS OF DIGITAL MARKETING

➢ **Ad Fraud:** According to few estimates, up to 20% of all digital ad impressions are false, making ad fraud a significant issue for the digital marketing sector. Ad fraud can manifest itself in a variety of ways, such as ad stacking, bot traffic, and click fraud.

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[1]https://www.bing.com/search?q=what+is+digital+marketing+in+india&qs=n&form=QBRE&sp=1&lq=0&pq=what+is+digital+marketing+in+india&sc=1134&sk=&cvid=89545C644A08494DBFAF35173D75456B&ghsh=0&ghacc=0&ghpl=&showconv=1
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➢ **False Information and News:** The emergence of social media has made it easier for false information and news to proliferate. Digital marketers must exercise caution to prevent spreading misleading information and to make sure that their advertisements do not appear next to fraudulent news articles.

➢ **Ad filters:** According to few other estimates, up to 30% of internet users have installed an ad blocker. Ad filters are getting more and more common. Reaching their target demographic becomes more challenging for digital marketers as a result.

➢ **Fragmented Channels:** It might be challenging to develop a coherent marketing plan because there are so many distinct digital channels available to marketers nowadays. Marketers must choose which channels to concentrate on and how to develop a message that is consistent across all of them.

➢ **Competition:** As the digital marketing sector expands, there is a growing amount of competition. Small and medium-sized enterprises may find it challenging to compete with larger firms that have larger budgets as a result.

➢ **Computing ROI:** It can be challenging to determine the Return on Investment (ROI) of digital marketing initiatives, particularly for smaller companies. Marketers must devise methods for evaluating the efficacy of their efforts and defending their expenditures to interested parties.

➢ **Lack of Trust:** Lastly, the field of digital marketing is seeing a decline in trust. Customers are growing more dubious of the messages they get and more conscious of the strategies employed by marketers. This implies that to gain the audience's trust, marketers must be genuine and open.

➢ **Brand Safety:** Advertisers must make sure that suitable and safe spaces are used to display their commercials. Placing advertisements next to objectionable or divisive content can harm a brand's reputation.

➢ **Complexity:** Managing a variety of technologies, platforms, and channels is making digital marketing more and more complicated. Because of this, marketers may find it challenging to stay up to date, which could result in errors or lost chances.

➢ **Talent Shortage:** Many businesses in the digital marketing sector are finding it difficult to hire qualified individuals who can keep up with the quickly evolving nature of the field.

➢ **Ad Visibility:** Advertisers must ensure that the group of people who are intended to see their advertisement. Reduced campaign efficacy and lost ad expenditure might result from low ad visibility rates.

REVIEW OF LITERATURE

Mohammed T. Nuseir., et al. (2023) explored market segmentation in the digital era to improve customer experience tools. In addition, the study determines which strategy has been suggested to be the most optimized for enhancing Customer Experience. The results of SLR identify different contemporary marketing strategies such as eWOM, emailing, affiliate marketing, search engine optimization, social media marketing, and corporate blogging.

AfrinaYasmin., et al. (2022) described various forms of digital marketing, theireffectiveness and the impact it has on a firm's sales. The examined sample consists of one hundred fifty firms and fifty executives randomly selected to prove the effectiveness of digital marketing. They find out that marketers are faced with new challenges and opportunities in this digital age.

OBJECTIVES OF THE STUDY

The following are the main objectives of the study:

- To depict the concepts of digital marketing in the modern era.
- To analyse the issues and challengesof digital marketing.

*To study the remedial measures that can be taken to eradicate the challenges of digital marketing

REMEDIAL MEASURES

❖ **Wide Broadcasting:**
Businesses in towns should engage in digital marketing related to broadcasting as even in these locations there are prospective customers.

❖ **Reliable rapport with customers:**
Businesses should keep a reliable rapport with customers by delivering precise quality and quantity,which includes advertisements, which would result in long-term financial gain for the business.

❖ **Employ more creative techniques:**
Since hundreds of businesses use digital marketing, advertisers need to employ more creative techniques to draw in new customers and hold onto their current clientto increase their market share.

❖ **Privacy:**
For customers to feel more at ease with digital marketing, a secure network is crucial, so there should be a proper gateway for the customers for secured transactions.

❖ **Give people an opportunity for training and growth:**
Companies can help current employees increase their digital marketing skills by offering them opportunities for training and development.

❖ **Collaborate with educational establishments:**
Companies and educational institutions can collaborate to draw in fresh talent and give students chances to get real-world experience in the business.

❖ **Check the content's accuracy before sharing:**
Promoter information should only be factually correct and dependable; everything else should be verified.

❖ **Keep an eye on social media sites to identify and correct disinformation:**
In order to spot misleading information and take action to correct it, marketers should actively watch social media sites.

CONCLUSION

There are many problems and challenges faced bydigital marketing sector today. In the ever-changing digital landscape, organisations need to adapt to be relevant and successful. This includes everything from privacy issues and data security to competitiveness and consumer behaviour. However, marketers may overcome these challenges and accomplish their objectives if they have the appropriate tactics and resources.The problems facing the digital marketing sector today can be addressed in several ways, including developing consumer trust, producing interesting content, utilising new technologies, and keeping up with industry changes. Businesses may position themselves for long-term success in the digital age by embracing innovation and change.

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