

## 2. Challenges in Online Marketing

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### Abstract

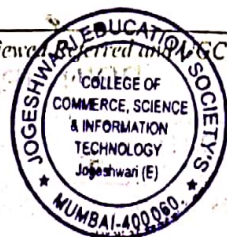
Online marketing is a process of marketing any brands using internet. Great deal of attention has been focused on opportunities in online marketing with little attention on real challenges companies are facing going digital. There are so many problems faced with the internet that marketers must understand & respond to few of those like change in customers taste, preferences as per changing trend, lack of trust with unknown virtual traders, limited web-access for low income groups especially in rural areas, continued high cost broadband connections, technology gap between user & providers, security of privacy. This paper focuses on challenges in online marketing for marketers and customers, and solutions to tackle the challenges for improvement in online marketing.

**Key Words** – online marketing, internet, challenges,

### Introduction to Online Marketing

Marketing is identifying needs, taste, preferences of the customers. It is the process of managing the flow of products from point of origin to the point of consumption to the end user. Online marketing is a tool that has made buying and selling of goods and services through internet. Technology has been changing day by day so to meet customers' requirements through online it is a challenging task as there is lot of competition in online market. Now-a-days internet has become essential part of everyone's life whether it is home or office. These technologies have made life comfortable as compared to traditional marketing. Marketer has an advantage as he doesn't have to invest so much as compared to other mode of business like setting up a physical store. Minimum amount is required to start the business as there is no need to pay rent, salary etc. The utmost important benefit to online marketer is he will be his own boss controlling future security. There are many benefits to customers as well like they can shop at any time & any were enjoying discounts, offers, cashback and most importantly getting goods & services delivered at right price and right time. Once the customer gets satisfied from the product or service it develops trust towards companies offering different products online. These days many

PART - II Peer Reviewed and SC Listed Journal No. : 40776



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