

‘ONLINE MARKETING - CHALLENGES IN FUTURE’

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ABSTRACT

Introduction

Information technology has transformed the way people work. Electronic commerce has unleashed yet another revolution which is changing the way businesses buy and sell products and services. The internet gave another boost to e-commerce. Internet marketing or online marketing refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce,

Objectives of the Study

- To review the present status of online trading in retailing in India.
- To identify the problems in online trading in retailing from the point of view of providers and consumers.
- To provide suggestions to popularize online trading and increase the profitability of online retail companies in India.

Indian Scenario

Snapdeal an online market place wants to be India’s first profitable e-commerce company and its largest mobile commerce company. This suggests that mobile will be a big driver in future. Others are eBay, Flipkart and Amazon.

There are problems in online trading from the point of view of providers and consumers. The biggest problem is cybercrime and absence of protection of personal data. The online retail companies have problem of profitability and absence of sustainable development.

KEYWORDS: Electronic Commerce, Online Market, Social Media Marketing