



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## E-Marketing And Its Benefits And Challenges: A Study W.R.T. Urban Bengaluru

**Naveena V.**

Research Scholar, Dept. of Commerce  
BEST Innovation University, Gownvaripalli  
Gorantla Mandal, Sri Sathya Sai District, AP  
Reg. No. 2022WPCM007

**Dr. E. A. Parameswara Gupta,**

M.Com., MBA, LLB, M.Phil, Ph.D.

M.Com. Co-ordinator, Dept. Post Graduate Studies in Commerce  
AES National Degree College, Gowribidanuru - 561208  
Chikkaballapura District, Karnataka

### Abstract

**Purpose :** Online shopping is a type of electronic commerce that offers consumers to buy goods and services directly from sellers over internet. Advances in technology is allowing sellers to approach customers faster, easier and cheaper. Digital marketing is used by all businesses as it is efficient and effective and its polarity growing day-by-day. The purpose of this paper is to probe whether the demographic profile of the respondents impacts on the study and the study also attempts to study the benefits of digitalisation and challenges of digitalisation.

**Design of the study :** A prefabricated questionnaire was administered as schedule as the sample was small and also avoids delay, incomplete and reject. Interviews were conducted by the researcher at Bengaluru with 50 digital customers. The participants of the study belongs Jayanagar, Malleshwaram, Indiranagar, Rajajiniagar and Banashankari. Chi-square, contingency co-efficient and weighted arithmetic mean statistical tools were performed to analyse the data.

**Findings of the study :** The study found that all the demographic profile of respondents positively and significantly varying with high degree of relationship. Further, the benefits after ranking found to be in the order, eco-friendly transaction; enhanced reliability and reduces risk and widened public trust. Further, the study also found the challenges of digitalisation which involves in the order privacy and security cyber crime and electronic fraud, and challenging of attaining app perfection.

**Key words :** Digital marketing, internet, eco-friendly mobility, trust, competitive advantage, cost, privacy.

### Introduction:

E-business and digital marketing has revolutionalised business communication with clients and markets through sales changes to establish deeper relationship for enhanced competitive position (Diyar Waysi Naaman et al. 2025).

Improving client happiness is becoming exact need in order to get success in the competitive business world. The development of digital technology has allowed the emergence of a new environment of social interaction that facilitates and demands at the same time a profound transformation of the marketing

strategy (Alshurideu et al. 2021). The competitive force and need of the market forced the modern marketers to shift gradually the traditional methods, approaches and tools for performing the business activities (Veleva, V.V. 2020). E-business is growing exponentially with more than 3 million new websites appearing in the internet every month (Net Craft December Web Survey, 2009). Digital marketing at present is one of the latest strategy and many companies are investing heavily (Lee et al. 2022). It can be used by anyone, anywhere. As a result, modern digitally blessed advertising makes it possible to reach demographics anywhere on the earth (Somanchi Hari Krishna et al. 2022). On account of occurring severe changes in the economic environment, different institutions are striving to maintain a permanent position, attract more customers and enhance their branches, and extending their influence in many markets. Therefore different organisations design different marketing strategies by framing different plans and programs to ensure the quick progress of their products and service ensuring customer satisfaction (Mustafa Naeem Sabeeh et al. 2024).

## State of the problem

Digitalisation is progressive and rapidly used after popularisation of AI. A huge data created by multi formats through newspapers, books, CD-ROMs, radio and TV programmes and it is very difficult to store and preserve the data and that is possible through digitalisation which is an electronic process of covering information for an analogue format to the digital format. It converts any fixed or analogue into electronic format through scanning applying by using different techniques. Its criticalness lies in creating new different techniques for attracting and engaging customers in order to attain high level of customer satisfaction. Digitalisation is significant as it reaches better every customer, can compete with large corporations, enhances brand awareness and sales, attain ideal customer. Amidst plenty benefits of digitalisation there are problems like cybercrime and commercial frauds, not sufficiently made a dent in rural areas. But these problems are going to kept to side on account enhancement in education level of customers and enhanced living standards. These are forcing now that all customers must use the digitalisation as it is highly beneficial. There are innumerable who would like to spend more time on the internet and the make use of more digital platform loads to ever developing function in their lives.

## Review of Literature

Joraje Moreno - Gomez (2023) focused on three marketing capabilities, marketing communication, marketing innovation and marketing uniqueness for creating customer best value and competitiveness. Data was gathered during 2019 from Global competitiveness project. The study found that marketing strategies increase competitiveness for firms. The study further validates the great relevance of the implementation of one or communication tools that allow the organisation to improve the frequency quality of sales.

Xiuli Ma et al. (2024) stated that an account of regular development in technology, the traditional marketing methods no longer meet the needs of social consumption and more aware consumers need more innovative personalised marketing strategies. The main intention of the study is to promote the healthy and long term development of e-commerce enterprises in the context of big data through improved marketing strategy. The study found that integrity of the marketing plan of the new commerce enterprises marketing is higher than that of traditional e-commerce enterprises. Further, the study also found in the new e-commerce companies the transaction risk of marketing strategy is 12.4% & marketing information push is 90.7%, 92% of 100 respondents in the survey are more satisfied. The researchers suggested that every enterprise should strive to implement marketing strategies in an innovative spirit.

Vijaya Sachin Bhosale (2020) expressed that the reasons behind the quick growth of e-commerce is digital marketing. Digital marketing as per the authors is advertisement of goods and service through different forms of electronic device. Digital marketing is a subgroup of marketing which uses digital technology to place quad trade goods. The research paper discussed different strategies of e-marketing and benefits of digital marketing. Further, the study also study the different challenges of digital marketers. Some of the specific benefits of digital marketing which includes, cost-efficient, enhanced exposure, saves line, brand building. The changes in the product reaches the consumers easily 9 effectively them the traditional marketing. The researchers further expressed about the reasons for the growth of digital marketing like:

Spreading advertisement effectively, page can be updated anytime, online advertisement works 24 hours a day; online advertisement can effectively use the convergence of text, audio graphics and animation.

Veera Viswanath et al., (2025) started that e-marketing encompasses a wide array of techniques and tools used to promote products or services through online platforms and different digital platforms. It has, as per researchers, transcended geographical boundaries and has evolved into one of the main factors in business strategy. The primary aim of the qualitative review is to collect evaluate and amalgamate the existing knowledge about e-marketing strategies and their impact on revenue and customer loyalty. The study also depended on secondary data. The results of the study show that e-marketing or electronic marketing is a key element in the marketing strategy of modern companies.

The research work by S. Kumar (2024) provides a comprehensive overview of existing literature that highlights the importance of e-commerce in widening operational efficiency and reaching a wider customer base. Further, the study by examining different scholarly works, synthesizes insights on the factors influencing e-commerce adoption, including organisational readiness, consumer behaviour and technological infrastructure. The paper in addition to outline the objectives, presents targeted strategies designed to enhance e-commerce adoption in different industries.

Mustafa Naeem Sabeeh et al. (2024) examined the role of digital marketing in customer satisfaction at Al-Warith, Al-Anbiya University and Al-Zahra University at Karbala. The study addressed a real problem that directly affects the educational sector in the relationship. Data was gathered through administration of questionnaires and random sampling technique was used. The study concluded that there is a positive and significant relationship between the use of digital marketing and customer satisfaction. The researchers suggested many recommendations including expanding the use of digital marketing as a successful strategy for achieving customer satisfaction and offering training to the staff members. Further, the researchers stressed the need for undertaking extensive research to decide marketing tactics and best practices that these colleges might employ to raise the customer satisfaction.

Diyar Waysi Naaman et al. (2025) study on literature review tries to show a comprehensive picture of the existing e-business market and show how the industry needs to focus on digital transformation in order to be effective. Further, the study uncovers how business can be contrary forced to busy some form of innovation in response to the changes taking place within the market alongside the needs of the consumers. The analysis of recent literature is par the researchers suggests to formulate strategies targeting customer engagement via social commerce focused on customer cocreation. These strategies help in attaining the needed level of customer loyalty in the modern competitive market place.

### Objectives of the study

1. To study the impact created by demographics of respondents on digital marketing.
2. To analyse the benefits of digitalisation.
3. To study the challenges of digitalisation.

### Hypotheses

- $H_{01}$  : There exist no significant variation in the data of demographics and do not impact on the study of digitalisation.
- $H_{02}$  : There is no significant variations in the drivers of benefits and hence there are no benefits of digitalisation.
- $H_{03}$  : There are no challenges faced by digitalisation in the study area.

### Research questions

1. What are the main reasons behind demographics not supporting the study on digitalisation?
2. What are the benefits of digitalisation ?
3. What are the challenges of digitalisation ?

## Research Methodology

**Data Source :** The study depends upon both primary and secondary data. Primary data gathered by a well administration of previously known questionnaire and the researcher conduct direct interviews with the respondent customer convenient sampling technique was used. The secondary sources include books, journals and internet.

**Coverage of the study :** The study covered the Bengaluru Urban areas like Jayanagar, maleshwaram, Indiranagar, Rajajinagar and Banashankari. The respondent include employees of government and private sector, self employed, business and house respondents.

**Data analysis :** In order to analyse the data presented in the form of tables, chi-square, contingency coefficient and weighted arithmetic mean statistical tools were performed. These tools were applied because they are sample to calculate easy and relevant for the analysis.

## Survey Findings

Table-1 & Fig-1 are highlights data about demographic profile of respondents. There are 45 males and 5 females. Out of 50 respondents, 45 are married, 3 remained single and 2 divorcees. Age data reveals that 22 belongs to the age group of 30-35 years, 18 to the 25-30 years, 7 to the > 35 years and 3 to the group of 20-25 years. 22 are degree holders, 9 PG degree holders, 8 professionals, 5 completed PUC, 3 each 10th Standard and Technical. Further the table reveals 25 are working in private sector, 8 each in public sector and business. 5 self employed and 4 housewives. Income data reveals that 30 respondents income ranges in between Rs. 8K to 1 Lakh, 10 to the income range 60K - 80K, 7 to the 40K-60K and 3 to the 20K - 40K. All the demographic variables are significantly varying with high degree of relationship between the related the variables.

Table 2 discloses data about benefits of digitalisation to measure the benefits of digitalisation weighted arithmetic mean was performed with 3 point Likert scale and corresponding weights 3, 2 and 1. The opinion of respondents is defined as 'f' and the multiplication of weights and frequencies to defined as 'fw'. Weighted Arithmetic Mean obtained by dividing the sum of 'fw' by the sum of 'w', i.e.  $3+2+1 = 6$ . There are 17 statements which explains about the advantage of digitalisation. 'WA' is ranked by considering the highest value Accordingly the first ranked benefit of digitalisation is : Eco friendly transaction, the second ranked one is enhances reliability and reduces risk and third rank awarded to widened public trust.

Table - 3 provides data about the challenges of digitalisation. To measure these challenges weighted Arithmetic Mean was performed. The bipolar opinions are marked as 'f' and the multiplication of weights and opinions is defined as 'fw' and 'WA' obtained by dividing 'fw' by the 'w' i.e.,  $3 + 2 + 1 = 6$ . The ranking is performed on the basis of strength of "WA". Accordingly the first rank was awarded to privacy and security challenge, the second rank was given to the challenge of cybercrime and electronic commercial fraud and third ranked challenge as per the study is, challenge of attaining app perfection.

## Survey Discussion:

Digitalisation of marketing services amongst the competitors has been very common now-a-day. As a strategy digitalisation empowers the businesses to stay in the market competing with rivals. Digitalisation of marketing has become a common practice amongst the urban population and slowly occupying even rural customers. More aware customers demand digitalisation as it is going to save time and cost. The study remote that all demographics are well supporting the study on digitalisation . Further the study found benefits are derived from digitalised marketing of goods and services which includes, eco-friendly nature, enhances reliability and reduces risk and widened reliability and reduces risk and widened public trust. Further the study also found about challenges of digitalisation which includes in the order, privacy and security challenges, cyber crime & electronic commercial fraud and challenge of attaining app perfection. The collected data well represented in the form of tables and suitable quantitative techniques were performed to analyse the data.

## Conclusion:

Over the past a few years digital marketing attaining increased popularity. There is a change in the physical delivery to its virtual promotion and sales. The more aware customers are demanding more and more from electronic marketing and hence the marketers cannot ignore digital tactics. The effects of digital technology is far reaching and its effects are not linear. The research underscores the significance of demographics which always behind the progress of digital technology . All the demographics in the study well support the study on digitalisation. Further, the study show the benefits are reaped from digital marketing which includes eco friendly nature, enhances reliability and reduces risk and widened public trust. Further, the study also found about challenges of digitalisation which includes in the order, privacy and security challenges, cyber crime and electronic commercial fraud and challenge of attaining app perfection. Further, social media and digitalisation is driving the customers to develop social capital and impulsive buying.

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**Table-1 : Demographic profile of Respondents**

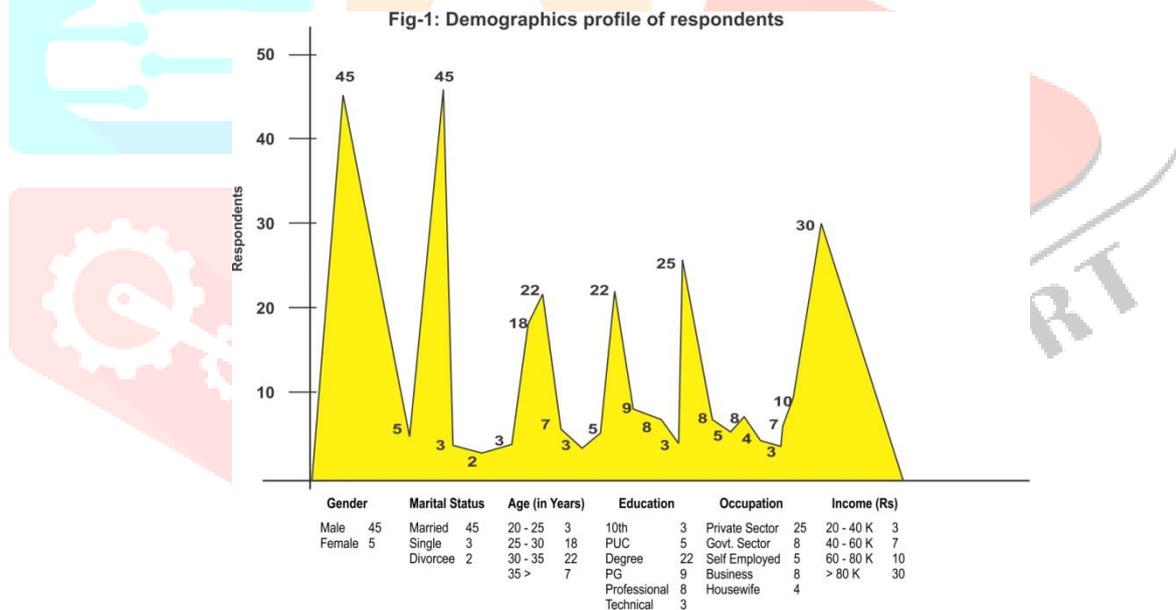
Demographics	$\chi^2$	TV @ 0.05	df	Result of $\chi^2$	"c"	Result of c
Gender	32.00	3.841	1	Significant	0.62	High Degree
Marital Status	72.24	5.991	2	Significant	0.77	High Degree
Age	19.28	7.815	3	Significant	0.52	High Degree
Education	30.64	11.070	5	Significant	0.61	High Degree
Occupation	21.80	9.488	4	Significant	0.55	High Degree
Income (INR)	34.64	7.815	3	Significant	0.63	High Degree

Source: Field Survey

Note :  $\chi^2$  = Chi-square  
 'c' =  $\sqrt{(\chi^2 / \chi^2 + N)}$

Where 'c' = Contingency Co-efficient, N = Number of Observations

When the value 'c' is equal or nearer to 1, it means that there is high degree of association between attributes. Contingency coefficient will always to be less than 1. High degree is considered here if 'c' is 0.50 and above.



**Table-2 : Benefits of digitalisation - Weighted Arithmetic Mean**

Factors of benefits of digitalisation	Weight	3	2	1	T	WA
	Likert Scale	SA	A	SWA	T	WA
High annual growth and fast perceptions	f	42	5	3	50	V
	fw	126	10	3	139	23.17
Widened public trust	f	44	3	3	50	III
	fw	132	6	3	141	23.50
Increased scalability & flexibility	f	36	10	4	50	XIII
	fw	108	20	4	132	22.00
Enhances reliability & reduces risk	f	46	2	2	50	II
	fx	138	4	2	144	240
Improved decision making	f	35	12	3	50	XIII
	fx	105	24	3	132	22.00
Derives competitive advantage	f	40	8	2	50	VI
	fx	120	16	2	138	23.00

Encourages collaboration across departments	f	38	10	2	50	IX
	fx	114	20	2	136	22.67
Increases agility and innovation	f	39	9	2	50	VIII
	fw	117	18	2	117	22.83
Improves productivity performance	f	37	7	6	50	XV
	fx	111	14	6	131	21.83
Need to handle heavy cash is reduced	f	39	8	3	50	X
	fw	117	16	2	136	22.65
Rural & urban gap is eliminated	f	34	9	7	50	XVI
	fx	102	18	7	127	21.16
Number of customers will be amplified	f	42	4	4	50	VI
	fw	126	8	4	138	23.00
Eco-friendly transaction since usage of paper is less	f	48	2	-	50	I
	fw	144	4	-	148	24.67
Transactions are made easy	f	41	8	1	50	IV
	fw	123	16	1	140	23.33
Mobility of services enhanced	f	39	7	4	50	X
	fw	117	14	4	135	22.50
Broader market reach	f	38	8	4	50	XII
	fw	114	16	4	134	22.33
Saves cost	f	34	5	11	50	XVII
	fw	102	10	11	123	20.50

Source : Field Survey

Note : EWA = Total / EW

EW = 3 + 2 + 1 = 6

**Table-3 : Challenges of Digitalisation**

Challenges faced	Weight	3	2	1	T	WA
	Likert Scale	SA	A	SWA	T	WA
Regulatory challenges	f	38	10	2	50	IV
	fw	114	20	2	136	22.67
High cost of setting website	f	29	11	10	50	X
	fw	87	22	20	129	21.50
Privacy and security	f	48	2	-	50	I
	fw	144	4	-	148	24.67
Languages and culture barriers	f	28	12	10	50	XV
	fx	84	24	10	118	19.67
Distrust of electronic payment method	f	31	9	10	50	XIII
	fx	93	18	10	121	20.16
Cyber crime and electronic commercial fraud	f	46	2	2	50	II
	fx	138	4	2	144	24.00
Technological illiterates	f	40	4	6	50	VII
	fx	120	8	6	134	22.33
Absence of service thinking	f	28	9	13	50	XVII
	fw	84	18	13	115	19.16
Lack of infrastructure	f	30	10	10	50	XIV
	fx	90	20	10	120	20.00
Risk and customers refuse to buy online	f	35	8	7	50	XI
	fw	105	16	7	128	21.33
Shortage of internet use	f	37	10	3	50	VII
	fx	111	20	3	134	22.33
Slow nature of network and difficult to navigation	f	40	6	4	50	IV
	fw	120	12	4	136	22.67
Lack of banking habit in rural areas	f	38	9	3	50	VI
	fw	114	18	3	135	22.50
Challenge of attaining app perfection	f	44	2	4	50	III
	fw	132	4	4	140	23.33
Lack of financial literacy	f	35	8	7	50	XI
	fw	105	16	7	128	21.33
Customers resist to new technology	f	37	8	5	50	IX
	fw	111	16	5	132	22.00
Lack of banking habit in rural areas.	f	28	9	13	50	XVI
	fw	84	18	13	115	19.17

Source : Field Survey  
Note : EWA = Total / EW  
EW = 3 + 2 + 1 = 6

