



Online Marketing: Emerging Trends and Issues

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Abstract: In this era of modern technological world, Internet plays a vital role in human life. Internet has become an essential part of offices and homes. The number of people spends their time online in all over the world. This demand is driving Marketing Researchers to develop new platforms for interactive and two-way communication between Marketing firms and consumers. The Internet is a brilliant future among the favourite tools of Marketing Research. Online Marketing refers to a set of powerful tools and methodologies used for promoting products and services through the Internet. Online Marketing is also known as Internet Marketing, Web Marketing, Digital Marketing and Search Engine Marketing (SEM). Online Marketing is the exchanging values between the seller and buyer and it is done online. Online Marketing has sub sold traditional advertising in recent years and continues to be a high growth industry. Online marketing refers to Advertising and Marketing efforts that use the Web and E-mail to drive direct sales via E-Commerce. Online Marketing consists of three specialized areas like E-mail, Web Marketing and Social Media Marketing. The paper focuses on Online Marketing, Methods of Online Marketing, Benefits and Limitations of Online Marketing and Recent Trends and Issues in Online Marketing.

Keywords: Online Markrting, Stock, Social Media, Web, Internet, E-Commerce.

1. Introduction

Marketing parallels other business functions such as production, research, management, human resources, and accounting. As a business function, the goal of marketing is to connect the organization to its customer's. Marketing as a process of managing the flow of products from the point of conception to the point of consumption. Although the basic process of marketing has not changed. Much since then, the strategic and tactical issues involved in managing marketing activities certainly have changed. Recent trends in commerce and nature of business changing day by day as time passes. This has replaced the traditional marketing in to modern marketing and simultaneously gave rise to E-commerce. E- Commerce is a system that allows online movements of buying, selling goods, services, and information. As technology to continue to grow rapidly, Online shopping trends are set to witness greater heights in the coming years. Although the euphoria over the dot – com bubble and its subsequent demise is long over, the facts remain that advance in computer, communication and information technology have forever changed the world and the world of marketing. Just a decade, few people knew the difference between a .com, and a org, much less the names of today's power house companies such as

amazon.com, e-Bay, Oracle, or Expedia. Changes in technology have made our society much more open than in the past. As a result, these changes have forced marketers to address, both offline as well as online.

2. Review Of Literature

Emerging Trends in Digital Marketing for 2024" by G. Tharun Pandiyan and M. Gokul Pandian (October 2024): This article discusses key developments such as AI-powered marketing, video marketing dominance, voice search optimization, privacy-centric strategies, hyper-personalization, and the growth of social commerce, providing actionable insights for marketers."Understanding Consumer Behavior in the Digital Era: A Literature Review" by Diana E. Draghici and Mihaela Constantinescu (2024): This review explores the factors influencing consumer decision-making in the digital realm, including technology's impact, AI-driven personalized marketing, trust, privacy concerns, and consumer empowerment.

"A Literature Review on the Digital Marketing Unveiled: Comprehensive Review of Core Concepts" by Soumya K (July 2024): This study provides an in-depth understanding

of digital marketing by examining its evolution and current trends. It highlights the importance of integrating channels like SEO, social media marketing, content marketing, email marketing, and analytics. The review also addresses challenges such as data privacy issues and the need for continuous technological adaptation.

"Digital Marketing Strategies: A Comprehensive Literature Review" by A.A. Mocanu and A.C. Szakal (January 2024):

This paper analyzes various digital marketing strategies, categorizing them to enhance academic understanding. It emphasizes the role of digital technologies in modern consumer behavior and business practices.

Objectives Of The Study

- To explain the concept and meaning of online marketing.
- To study the methods of online marketing.
- To state the benefits and limitations of online marketing.
- To know the recent trends and issues in online marketing.

Concept of Online Marketing

Internet has become an essential part of offices, homes, institutions etc. The number of people spends their time online all over the world. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch point's mirror where the consumer is spending their time.

Online marketing has sub sold traditional marketing in recent years and continues to be a high growth industry online marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing online marketing synergistically combines the internet's creative and technical tools, including design development, sales and advertising.

Web is now established as a mass market media channel for the wealthy. Whereas, E - mail has become a mass market media channel for various field. Online marketing is the exchanging values between the seller and buyer and it is done online. Online marketing is also known as Internet marketing, web marketing, digital marketing, and search engine marketing (SEM). There are three broad approaches for using the internet to promote one's goods or services that is to provide information about one's product to the indented target market and build brand awareness and equity. At its heart, online marketing is about connecting with your audience in the right place and at the right time—and today, that means reaching them online.

Key Elements of Online Marketing

Website Marketing

- Your website is often the first point of contact.
- It should be optimized for usability, speed, and conversions.

Search Engine Optimization (SEO)

- Increases your visibility in search engine results.
- Focuses on keywords, backlinks, and high-quality content.

Search Engine Marketing (SEM) / Pay-Per-Click (PPC)

- Paid ads on search engines like Google Ads.
- You pay when someone clicks your ad.

Content Marketing

- Creating valuable content to attract and retain customers (blogs, videos, eBooks, etc.).
- Builds trust and brand authority.

Social Media Marketing

- Engaging audiences on platforms like Instagram, Facebook, LinkedIn, TikTok, etc.
- Includes both organic posts and paid advertising.

Email Marketing

- Sending targeted messages to users via email.
- Great for nurturing leads and maintaining customer relationships.

Affiliate and Influencer Marketing

- Leveraging third parties or influencers to promote your brand.

Mobile Marketing

- Targeting users on mobile devices via apps, SMS, or mobile-optimized websites.

Analytics and Conversion Rate Optimization (CRO)

- Measuring user behaviour and tweaking strategies to improve results.

Why Online Marketing Is Important

🌐 Global Reach

Online marketing breaks down geographical barriers. You can reach people across the world 24/7 with just a click.

🎯 Targeted Marketing

Digital tools allow you to target specific audiences based on demographics, interests, behavior, and location so your message hits the right people at the right time.



 Cost-Effective

Compared to traditional marketing (TV, print, billboards), online strategies like SEO, social media, or email campaigns are much more affordable—perfect for small businesses or startups.

 Measurable Results

With tools like Google Analytics or social media insights, you can track performance in real time and measure ROI accurately.

 Customer Engagement

Online marketing opens the door for two-way communication. You can interact with customers via comments, reviews, and direct messages—building loyalty and trust.

 Mobile and On-the-Go Access

Since people are always on their phones, online marketing (especially mobile-optimized websites and apps) helps you stay in front of users wherever they are.

 Personalization and Automation

You can deliver personalized content and automated campaigns (like email sequences or chatbot replies), improving user experience and conversions.

 Brand Awareness and Credibility

Consistent online presence (via content, social media, etc.) increases brand visibility and builds credibility in your niche.

 Fast and Scalable

Campaigns can be launched quickly and adjusted on the fly. You can scale up based on what's working—no need to wait weeks like with print ads.

 Supports All Business Types

Whether it is e-commerce, B2B, local services, or personal coaching—online marketing works across all industries and sizes.

Key Roles of Online Marketing

Creating Brand Awareness: Helps businesses introduce themselves to a wider audience. Social media, SEO, and online ads make it easy for people to discover new brands.

Building Customer Relationships: Enables real-time interaction via social media, live chat, and email. Builds trust and loyalty through consistent engagement and support.

Enhancing Customer Experience: Personalized ads, tailored

content, and automated services (like chatbots) create smoother, more relevant user journeys.

Reputation Management: Online marketing allows brands to shape how they're perceived through reviews, social proof, and content.

Driving Website Traffic: SEO, social media, and paid ads bring targeted visitors to your website, where sales or conversions can happen.

Supporting Omnichannel Presence: Online marketing connects various digital touchpoints social media, apps, websites ensuring a seamless brand experience.

Encouraging Innovation: The digital space evolves constantly, pushing brands to adopt new technologies (like AI, video, voice search) and stay ahead.

Definitions of online marketing:

“Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the internet direct sales via electronic commerce “.

Online marketing can be broken into three specialized areas such as: -

- *Web Marketing* - Web marketing includes e-commerce websites, affiliate marketing web sites, promotional or informative websites, online advertising on search engines and organic engine results via research engine optimization (SEO).
- *E-Mail marketing* – E-mail marketing Involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers.
- *Social Media Marketing* - Social media marketing involves both advertising and marketing efforts via social marketing sites like face book, YouTube, Twitter, and Digg.

Online marketing can deliver benefit such as

- Online marketing can be an effective tool that a company can use to experience higher revenues.
- Onlinestoreswork24hoursaday7daysaweek,365daysayear, round the clock.
- The cost of setting a website is very low.
- It has more flexibility in a website to add and remove a product or products than in catalogues and brochures.
- Being online, it potentially gives exposure to previous untapped market segments.
- Customers can find products from all over the world, so the number of offers is much

more than in a local shopping center.

- Buying and selling of items from any place is possible, if internet is available.
- Online marketing helps to provide improved customer service.
- Capacity to provide information on the most internet companies is unrestricted
- Thus, over the internet release wide range of advertising information, regardless of time and geographical constraints is possible.

Benefits of Online Marketing

- Global reach
- Cost-effective
- Measurable results (via tools like Google Analytics)
- Personalization and targeting
- 24/7 availability
- Engages customers in real-time

Limitations of online marketing

- Online marketing involves too much competitions.
- Online marketing is highly dependent on technology which can be prone to errors.
- Inability to touch and feel the product, since the transaction is online.
- EDI standards have to be in place before B2B, small businesses may find it difficult to conform to these standards.
- Online fraud that made customer hold negative or doubtful attitude towards online marketing.
- Hacker's intercept (money) transactions and cause problems for both consumers and companies that operate on the internet.

Major Limitations Of Online Marketing

- High Competition
- Can Be Costly Over Time
- Constantly Changing Algorithms
- Privacy and Data Regulations
- Limited Reach in Some Demographics
- Takes Time to Build Organic Results
- Ad Fatigue
- Technical Skills Required
- Risk of Negative Feedback
- Security and Fraud Risks

Recent Trends In Online Marketing

Massive Increase In Product Selection – The variety and assortment of goods and services offered for sale on the internet is staggering. Increased transaction efficiency (e.g. 24/7 access, delivery to fulfill their needs more easily and conveniently than ever before. Increase in product selection

and availability has exposed marketers to inroads by competitors from every corner of the globe.

Changing Value Propositions -The speed and efficiency of the internet has changed the way customers view value. For e.g.: customers today automatically turn to travel agents for assistance in booking airline tickets, cruises or hotel stays, but now customers turn to travel sites like Expedia, Travelocity.com or Priceline .com for their travel need, these services increase value through one –stop shopping and price comparisons.

Privacy, Security, And Ethical Concern – Customers appreciate the convenience of online marketing, they get assurances that their information is safe and confidential.

Opportunities for growth- By the internet and other sectors of the new economy can transform old economy companies and provide compelling opportunities for growth.

AI-Powered Personalization: Marketers are using AI to deliver hyper-personalized content, emails, product recommendations, and ad targeting. Platforms like ChatGPT and Google's Gemini are powering personalized customer service, sales funnels, and content creation.

Voice & Visual Search Optimization: With more users using voice assistants (like Alexa/Siri) and image-based search (via Google Lens and Pinterest), marketers are optimizing content for non-text-based queries.

Social Commerce & Live Shopping: Shopping directly through platforms like TikTok Shop, Instagram, and YouTube Live is growing. Influencers are now hosting QVC-style live shopping streams where viewers can buy instantly.

Value-Driven & Ethical Branding: Consumers increasingly support brands with sustainability, diversity, and social responsibility at their core. Transparency and ethical marketing aren't just trends they are expectations. There is no extra cost entailed in marketing information, digital goods, or services available anywhere one can gain access to the web-literally, global reach, making them available 24 hours per day, 7 days, 52 weeks per year and providing instantaneous delivery.

Recent Issues in Online Marketing

Power Shift To Customers: the growth of the internet and the worldwide web has shifted power to customers, not marketers; rather than business having ability to manipulate customers via technology, customers often manipulate businesses because of their access to information and ability to comparison shop.

Shifting Demand Patterns: Customers demand for certain product categories has shifted. The simple fact is that customers prefer to download music from the internet and create their own custom playlist on CD's or MP3 players. The industry claims it has lost millions of dollars in revenue due to the unauthorized downloading of copyrighted material.

New Sources Of Competition: in the new economy some of the best competitive stem from partnership and alliances with other firms.

Violation of Standards: Many well-known and respected companies including Mrs. Field cookies and Hershey Foods have been fined for violating the standards of The Children's Online Privacy Protection Act.

Burden of Sales Tax: One important issue involves the collection of Sales Tax for online transactions. In 2003 major retailers including Wal-Mart, Target, and Toys "R" us-is an agreement with a consortium of 38 states and the district of Colombia agreed to collect online Sales Tax.

Addressing Ethical and Legal Concerns: Issues such as misleading advertising, data protection violations, and unauthorized data sharing practices have come under scrutiny. Marketers must uphold ethical standards and navigate legal complexities to maintain consumer trust and avoid regulatory pitfalls.

Adapting to Technological Advancements: Rapid technological changes necessitate continuous learning and adaptation. Marketers must stay abreast of emerging tools and platforms to effectively engage consumers and leverage new opportunities.

Data Privacy and Regulatory Compliance: With the implementation of regulations like the GDPR and CCPA, marketers face stringent requirements regarding data collection, storage, and usage. Ensuring compliance while maintaining personalized marketing efforts necessitates a delicate balance and a thorough understanding of legal obligations.

3. Conclusion and Future Scope

The growing number of web based/online marketing service applications offers the tantalizing combination of better service and significant cost saving but still the actual online buying customers are less due to the reasons such as delay delivery, issue of after sale service etc. It is said "like it or not the new economy is here to stay notwithstanding the dot-com burst at the dawn of new millennium." So, the companies must consider issues/challenges in online

marketing and make it more effective. And finally, never forget that the company, not the customer is in the driver's seat. The internet is an opportunity to communicate with customers globally and achieve the marketing goals.

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