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## **Strength, Weaknesses, Opportunities and Threat (SWOT) Analysis of E-marketing Strategies in India from literature review**

***By***

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**Abstract:** The evolution of e-marketing in India has significantly transformed how businesses communicate with consumers, particularly through digital tools such as search engine optimization (SEO), social media marketing (SMM), and content marketing. However, despite rapid adoption, many enterprises especially Micro, Small, and Medium Enterprises (MSMEs) struggle with poor digital literacy, fragmented strategies, and limited integration of advanced technologies. The problem is further exacerbated by rising cybersecurity concerns, inconsistent consumer engagement, and inadequate regulatory frameworks. While numerous studies have explored sector-specific aspects of digital marketing, there remains the absence of a consolidated, cross-sectoral analysis that systematically evaluates the strategic landscape of e-marketing in India. This paper addresses this gap by applying the Strengths, Weaknesses, Opportunities, and Threats (SWOT) framework to evaluate e-marketing strategies across key sectors, including retail, education, tourism, and MSMEs. The main objectives are to identify common internal strengths and weaknesses, assess emerging opportunities and external threats, and offer actionable insights for businesses, policymakers, and academic researchers. Drawing on 10 peer-reviewed studies published between 2010 and 2023 which felled under inclusion criteria of Methodology process, this narrative literature review synthesizes key patterns and strategic implications. Identified strengths include cost-efficiency, broad outreach, and enhanced customer personalization, bolstered by government initiatives such as Digital India. Opportunities are driven by increased internet and smartphone penetration and emerging technologies such as artificial intelligence (AI) and big data analytics. This review provides a consolidated reference for stakeholders seeking to strengthen India's digital marketing ecosystem and guides future empirical research.

**Keywords:** E-marketing, SWOT analysis, Digital India, MSMEs, Artificial Intelligence

## Introduction

E-marketing, also known as digital or online marketing, refers to the strategic use of internet-based tools such as SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media, email, and content marketing to promote goods and services. These digital platforms allow for real-time interaction, audience targeting, cost-efficiency, and data-driven decision-making, making e-marketing a transformative force in today's business environment (Ansari et al., 2016; Das & Sharma, 2018). Globally, it has redefined how companies engage with consumers, breaking geographical barriers, and improving customer segmentation, personalization, and overall marketing effectiveness (El-Gohary, 2010; Rosário & Raimundo, 2021). India has experienced rapid digital growth, spurred by affordable internet access, smartphone proliferation, and government-led initiatives such as "Digital India" (Gurudev & Mathur, 2022). This shift has enabled companies in sectors like retail, education, tourism, and finance to adopt e-marketing strategies. MSMEs, in particular, are increasingly leveraging digital tools to reach customers and compete globally (Singh et al., 2021). Nevertheless, challenges such as digital illiteracy, limited internet infrastructure in rural areas, and inconsistent strategy implementation hinder broader adoption and success (Devagirikar, 2019). Over the last two decades, no literature review has consolidated all the Strengths, Weaknesses, Opportunities and Threats facing the E-marketing environment in India. To analyze the dynamics of e-marketing in India, this paper adopts the SWOT framework a strategic model that evaluates Strengths, Weaknesses, Opportunities, and Threats. This approach is valuable in identifying what works, what does not, and what potential exists in the Indian e-marketing landscape (Patel & Bansal, 2018). The main objectives of this review are to identify strengths and weaknesses in current e-marketing strategies, explore opportunities created by the digital ecosystem in India, examine external threats, and provide insights for stakeholders including businesses, policymakers, and researchers. This paper fills a gap in

the literature by offering a consolidated SWOT-based analysis of e-marketing practices across different sectors in India.

Its significance spans several domains: businesses can gain strategic insights to refine their marketing approaches; policymakers can identify areas needing digital infrastructure and training programs; and academic researchers can build on this synthesis to guide future empirical studies.

The scope of this review covers sectors like retail, education, finance, tourism, and MSMEs (Micro, Small, and Medium Enterprises). It relies on secondary data from scholarly articles, institutional reports, and case studies published between 2010 and 2023. While this provides a comprehensive overview, the dynamic nature of technology and the lack of primary data pose certain limitations. Nonetheless, this review contributes to a deeper understanding of India's evolving digital marketing landscape through a structured, strategic lens.

## Literature review

### Strengths of E-marketing Strategies in India

E-marketing in India offers several strengths. Its cost-effectiveness and broad reach allow even small businesses to access wide markets, while digital tools enable personalized customer experiences (Das & Sharma, 2018). Government support, particularly through the Digital India initiative, has accelerated internet penetration and digital literacy efforts, facilitating the expansion of online marketing (Gurudev & Mathur, 2022). Studies show that businesses using digital platforms enjoy enhanced brand visibility and real-time engagement analytics (Devagirikar, 2019). The MSME sector benefits from affordable tools like SEO and social media to build brand presence (Singh, Kumar, & Kalia, 2021). Moreover, marketing platforms now offer responsive web designs and user-friendly interfaces that enhance customer satisfaction (Das et al., 2019).

## Weaknesses of E-marketing Strategies in India

Despite its benefits, several internal weaknesses hinder the full potential of e-marketing in India. Chief among these is digital illiteracy, especially in rural areas (Singh et al., 2021). Many businesses, particularly MSMEs, allocate only a small fraction of their budget to digital marketing, reflecting its low prioritization (Devagirikar, 2019). Additionally, there is often no formal documentation of digital strategies, and only basic metrics (likes, shares) are used to assess campaign success, leading to suboptimal planning (Singh et al., 2021). Weak customer support and inconsistent response to online queries further diminish the quality of digital engagement (Das et al., 2019).

## Opportunities for E-marketing in India

India's digital landscape presents numerous opportunities. With rising smartphone usage, expansion of 4G/5G networks, and affordable data access, the potential for customer outreach is immense (Rosário & Raimundo, 2021). The integration of artificial intelligence, big data, and chatbot technologies can significantly improve marketing efficiency and personalization (Ansari et al., 2016). Moreover, the COVID-19 pandemic acted as a catalyst, pushing consumers and businesses toward digital platforms, especially for essential goods and services (Patel, Patel, Vaishnani, & Dudhat, 2022). The growing popularity of digital payments, online education, and remote work culture has created new market segments for digital engagement.

## Threats to E-marketing in India

Despite positive developments, several external threats jeopardize e-marketing success. Cybersecurity and privacy concerns remain critical issues, affecting customer trust (Gurudev & Mathur, 2022). Businesses must constantly adapt to technological changes, which can be resource-intensive (Rosário & Raimundo, 2021). High competition particularly from global e-commerce players creates price pressure and makes consumer retention challenging. Other threats include negative online publicity, fake reviews, and spam, which can severely damage a brand's reputation (Patel & Bansal, 2018; Das et al., 2019).

## Sector-Specific E-marketing Trends in India

Several studies focus on specific industries. In retail and e-commerce, tools like AI-based recommendation engines, real-time customer analytics, and omnichannel strategies dominate the landscape (Rosário & Raimundo, 2021). MSMEs, although gradually adopting digital tools, face challenges related to cost, skills, and measurement (Singh et al., 2021). In tourism, e-marketing includes virtual tours, social media promotions, and booking platforms to reach domestic and international travelers (Devagirikar, 2019). In education and services, institutions use content marketing, webinars, and SEO to attract learners (Das et al., 2019). Notably, during the COVID-19 pandemic, online behavior shifted significantly, with increases in demand for digital groceries, health products, and remote services (Patel et al., 2022).

## Identified Gaps in the Literature

This review highlights several research gaps. There is a lack of integrative SWOT analyses that span multiple sectors within the Indian context. Moreover, longitudinal data tracking changes in e-marketing over time is rare. Tier 2 and Tier 3 cities, despite being major growth areas, remain underrepresented in empirical studies. Also, many studies do not sufficiently explore behavioral factors like trust, loyalty, and customer experience in the digital space.

## Methodology

This study adopts a systematic narrative review approach to identify, analyze, and synthesize existing literature on e-marketing strategies in India, structured through the SWOT (Strengths, Weaknesses, Opportunities, and Threats) framework. The review was carried out in the following stages:

### Research Design

A qualitative, interpretative research design was employed to review peer-reviewed articles, project reports, and case studies. The focus was to extract strategic insights rather than test hypotheses.

### Source Selection Criteria

To ensure relevance and quality, the following inclusion and exclusion criteria were applied in table 1.

**Table 1:** Inclusion and Exclusion Criteria of peer review papers in the study

Inclusion Criteria	Exclusion Criteria
Articles published between 2010–2023	Studies outside India
Peer-reviewed journals, project reports, theses, and conference proceedings	Non-English publications
Studies focusing on e-marketing, digital marketing, or online marketing	Articles unrelated to marketing or without strategic focus
Studies with qualitative, quantitative, or mixed methods	Informal blog posts, unverified web content

## Data Sources and Search Strategy

Data was collected from academic databases including Google Scholar, ResearchGate, and Scopus using search strings such as: "e-marketing strategies in India", "digital marketing SWOT India", "MSME digital marketing India" and "COVID-19 e-commerce India".

## Screening and Selection Process

The process involved three phases: Initial screening of titles and abstracts, Full-text review of eligible studies, Quality appraisal based on relevance, clarity of objectives, and methodological rigor. A total of 14 studies met the final inclusion criteria and were analyzed in detail.

## Data Extraction and Thematic Categorization

Key data elements were extracted, including: Objectives, Target sectors (e.g., MSMEs, retail, tourism), Tools and platforms used, Key findings categorized as Strengths, Weaknesses, Opportunities, or Threats.

## Analytical Framework

The SWOT framework was used to classify findings from each study. Thematic analysis enabled the identification of recurring patterns, sector-specific insights, and strategic implications.

## Results and Discussions

### Results

The table 1 show the result of the SWOT of E-marketing in India. The Indian digital marketing ecosystem is fortified by several structural advantages. First, the low cost and high efficiency of e-marketing tools enable even micro and small enterprises to compete with larger firms. Tools like social media marketing (SMM) and search engine optimization (SEO) allow for personalized, data-driven targeting, increasing campaign effectiveness. The 24/7 nature of digital platforms ensures continuous consumer access, while government initiatives like Digital India have laid the groundwork for digital infrastructure development and awareness. MSMEs are increasingly embracing digital platforms and adopting responsive web design, which improves user experience across devices, further strengthening India's digital economy (Das & Sharma, 2018; Singh et al., 2021).

Despite the progress, significant internal limitations constrain the growth of e-marketing. The digital literacy gap, especially in rural regions, hinders effective implementation. Additionally, many small firms dedicate limited budgets to digital marketing and lack formal documentation of strategy or planning. Performance measurement is often shallow—many rely on likes and followers without evaluating conversion rates or ROI. Engagement on platforms like Facebook and Instagram is also minimal, with infrequent posting and updates, reducing visibility. A notable concern is the resistance to digital training, which further stifles long-term growth and innovation in strategy (Devagirikar, 2019; Das et al., 2019).

India's rapidly growing digital population offers unprecedented marketing potential. With increasing smartphone penetration and cheaper mobile data, digital engagement is becoming a norm. Businesses can leverage emerging technologies such as AI-driven chatbots, augmented reality, and big data to personalize content and improve operational efficiency. The COVID-19 pandemic further accelerated digital adoption, expanding opportunities in online retail, health, and education sectors. Additionally, there is strong potential in implementing digital training programs to upskill MSME owners and staff, increasing their competitiveness. Government policies and platforms can also be used to disseminate knowledge and incentives through preferred channels like social media and print (Patel et al., 2022; Ansari et al., 2016).

Several external threats continue to pose risks to the digital marketing environment in India. Cybersecurity and privacy concerns discourage user participation and pose risks of data breaches and fraud. The market is also becoming increasingly saturated, with domestic and international competitors fighting for consumer attention. The rapid pace of technological change demands continuous investment, which smaller firms may struggle to sustain. Furthermore, reputational risks such as negative reviews or viral misinformation can quickly damage a brand. The lack of standardized regulations around digital advertising and data management further complicates the environment, especially for small businesses (Gurudev & Mathur, 2022; Rosário & Raimundo, 2021).

**Table 1:** SWOT Matrix of E-marketing Strategies in India

Category	Identified Elements	References
<b>Strengths</b>	- <b>Cost-effective and highly efficient</b> compared to traditional advertising. - <b>Wide reach</b> , both nationally and globally. - <b>Personalization</b> of messages based on customer profiling and data analytics. - <b>24/7 accessibility</b> of digital platforms. - <b>Government support</b> through initiatives like <i>Digital India</i> . - <b>Increased adoption of SEO and SMM</b> among MSMEs. - <b>Mobile-responsive websites</b> enhancing customer experience.	Das & Sharma (2018); Gurudev & Mathur (2022); Devagirikar (2019); Singh et al. (2021); Das et al. (2019)
<b>Weaknesses</b>	- <b>Low digital literacy</b> , especially in rural and semi-urban areas. - <b>Minimal digital marketing budgets</b> , often less than 10% of overall marketing expenditure. - <b>Lack of formal digital strategy documents</b> in	Singh et al. (2021); Devagirikar (2019); Das et al. (2019)

	many small businesses. - <b>Limited use of proper performance metrics</b> , focusing on likes/followers rather than ROI. - <b>Low posting frequency</b> on social platforms. - <b>Disinterest in digital marketing training</b> among business owners. - <b>Weak online customer support and responsiveness</b> .	
<b>Opportunities</b>	- <b>Rapid growth of internet and mobile users</b> , expanding the potential customer base. - <b>Emergence of technologies</b> like AI, big data, AR, and chatbots. - <b>Widespread digital payment adoption</b> and hyperlocal logistics improvements. - <b>Post-COVID digital shift</b> , increasing reliance on online platforms. - <b>Training programs</b> to boost MSME digital competence. - <b>Stronger use of social media</b> for brand building and community engagement.	Rosário & Raimundo (2021); Ansari et al. (2016); Singh et al. (2021); Patel et al. (2022)
<b>Threats</b>	- <b>Cybersecurity and data privacy issues</b> damaging consumer trust. - <b>High competition</b> , especially from global e-commerce players. - <b>Technological obsolescence</b> , requiring constant updates. - <b>Online reputation risks</b> , including negative eWOM and fake reviews. - <b>Lack of clear regulations</b> on data management and digital advertising standards.	Gurudev & Mathur (2022); Rosário & Raimundo (2021); Patel & Bansal (2018); Das et al. (2019)

## Discussions

The SWOT analysis presented in the results section offers a comprehensive picture of the current state and strategic positioning of e-marketing strategies in India. The findings suggest that while India holds significant potential to lead in digital marketing adoption, various structural and behavioral challenges must be addressed to ensure sustainable growth and impact.

### Integrating Strengths and Opportunities

India's major strengths in the e-marketing landscape such as cost efficiency, broad reach, and the potential for highly personalized marketing can be effectively leveraged in conjunction with the country's digital opportunities. The massive surge in internet and mobile users, especially in semi-urban and rural areas, represents an untapped market that can be captured through localized and linguistically diverse marketing strategies (Das & Sharma, 2018; Singh et al., 2021). Moreover, technologies such as AI, big data, and chatbots not only enhance campaign personalization but also optimize customer service and predictive analytics. The Digital India initiative further bolsters this environment by expanding infrastructure and encouraging the digitization of services (Gurudev & Mathur, 2022).

Micro, Small, and Medium Enterprises (MSMEs), which constitute a large portion of India's economic activity, stand to benefit immensely by aligning their strategies with these opportunities. Studies show that even modest investments in SEO and SMM have led to increased visibility and brand recognition for local businesses (Devagirikar, 2019). Government-sponsored training programs and policy incentives can further empower these businesses to scale their online operations and reach.

### Addressing Internal Weaknesses

Despite the strengths, internal challenges such as poor digital literacy, low investment in e-marketing, and the absence of formal strategy documentation are critical barriers that hinder broader adoption. Many MSMEs allocate only 1–10% of their marketing budget to digital initiatives (Singh et al., 2021), often without clearly defined goals or performance metrics. This reduces the effectiveness of their campaigns and limits their ability to compete in an increasingly data-driven market.

Furthermore, the lack of customer engagement on digital platforms is concerning. Businesses frequently fail to respond to customer queries in a timely manner, diminishing consumer trust and satisfaction (Das et al., 2019). To overcome this, companies must improve their online responsiveness and integrate structured feedback systems into their digital operations. Training modules and digital marketing certifications can play a vital role in enhancing digital skills and encouraging strategy formalization.

### Mitigating External Threats

Threats such as cybersecurity risks, technological obsolescence, and increased competition—particularly from global e-commerce giants pose a serious challenge to Indian businesses. These issues require robust responses, including the establishment of stronger cyber laws, data protection frameworks, and user awareness campaigns. Without such safeguards, the progress made in digital adoption could be undermined by consumer mistrust and data breaches (Rosário & Raimundo, 2021; Gurudev & Mathur, 2022).

Additionally, the rapid pace of change in digital marketing tools and platforms necessitates continuous learning and investment. Businesses, especially MSMEs, may not have the resources to keep up with frequent algorithm updates, platform shifts, or emerging technologies like augmented reality and virtual commerce. Policymakers must

consider offering subsidies, grants, or public-private partnerships to support innovation among smaller businesses.

Finally, the risk of negative online exposure through fake reviews or viral misinformation underscores the need for effective online reputation management strategies. Proactive community engagement, transparent communication, and consumer advocacy can mitigate such risks.

## Strategic Implications

From a strategic perspective, e-marketing in India is poised for transformation. Businesses must align their internal capabilities with external market developments by implementing clear, measurable, and flexible digital strategies. Policymakers need to ensure equitable access to digital tools and training while safeguarding the digital space with strong legal protections. For researchers, this analysis reveals a need for deeper, cross-sectoral studies into the behavioral and regional disparities that influence digital marketing outcomes.

## Conclusion and Recommendations

### Conclusion

This review paper aimed to analyze the current landscape of e-marketing strategies in India using the SWOT framework. The findings reveal a digital ecosystem that is both promising and complex offering numerous strategic advantages while also confronting several systemic challenges. Through a synthesis of contemporary literature, the study has highlighted the key strengths, such as the cost-efficiency, reach, personalization, and technological adaptability of e-marketing in India. It has also exposed critical internal weaknesses, including limited digital literacy, low investment levels, lack of formal strategies, and weak engagement practices, especially among MSMEs.

The analysis further uncovers a range of opportunities stemming from technological advancement, growing internet and mobile user bases, and the lasting effects of the COVID-19-driven digital shift. These developments signal immense potential for market expansion, particularly in underpenetrated rural and semi-urban areas. At the same time, the study acknowledges the external threats posed by cybersecurity concerns, rising competition, technological disruption, and reputational risks in the online domain.

Overall, the review affirms that the future of e-marketing in India depends on the ability of businesses to align their internal capacities with emerging external trends. For this to happen, companies especially MSMEs must adopt more structured, data-driven digital strategies and prioritize continuous learning and training. Government interventions, in the form of digital literacy programs, infrastructure investments, and regulatory frameworks, will be instrumental in shaping a safe and inclusive digital environment.

Academically, this article contributes to the limited pool of SWOT-based literature on e-marketing in the Indian context. It provides a foundational reference for future empirical work focused on specific industries, demographic segments, or regional disparities. Practically, the insights derived here offer strategic guidance to marketers, entrepreneurs, and policy designers seeking to harness the full potential of India's digital economy.

## Recommendations

Based on the findings of this review and the insights derived from the SWOT analysis, the following recommendations are proposed for key stakeholders involved in the design, implementation, and regulation of e-marketing strategies in India:

### For Businesses and Digital Marketers

- Develop formal digital marketing strategies with clear goals, timelines, and measurable performance indicators. A documented plan improves coherence and allows for better evaluation of Return on Investment (ROI).
- Increase budget allocation toward digital marketing, particularly for MSMEs. Even small investments in SEO, social media, and email marketing can lead to substantial brand visibility and customer engagement.
- Leverage emerging technologies such as Artificial Intelligence, chatbots, and predictive analytics to personalize marketing content, enhance user experience, and optimize campaign performance.
- Improve customer support responsiveness on digital platforms by integrating live chat, automated FAQs, and timely social media engagement to build consumer trust.
- Implement regular performance tracking and analysis using tools like Google Analytics, Facebook Insights, and conversion tracking dashboards to monitor marketing effectiveness beyond vanity metrics (likes, shares).

### For MSMEs

- Seek capacity-building opportunities through government or private training programs to strengthen internal digital skills.
- Outsource technical activities such as website development, SEO, or digital advertising only when necessary, and ensure knowledge transfer to in-house staff.
- Adopt a phased approach to digital adoption—starting with simple tools like WhatsApp Business, Facebook Pages, and Google My Business—before scaling up to advanced strategies.

- Utilize mobile-first marketing techniques given the dominance of smartphones in India's digital landscape.

### For Policymakers and Government Bodies

- Expand digital literacy programs in rural and underserved areas to improve the base-level skills required for effective online engagement by both consumers and entrepreneurs.
- Provide incentives and financial support (e.g., subsidies, low-interest loans, or tax benefits) to MSMEs investing in digital transformation.
- Establish stronger data privacy and cybersecurity regulations, along with clear guidelines for online advertising ethics, to protect both businesses and consumers.
- Create awareness campaigns using popular channels like social media, local languages, and print media to promote digital marketing tools, training, and government support schemes.
- Facilitate public-private partnerships (PPP) to create digital training hubs and knowledge-sharing platforms for entrepreneurs.

### For Academic Researchers and Institutions

- Conduct sector-specific empirical studies on the effectiveness of various e-marketing tools across industries such as retail, tourism, education, and healthcare.
- Explore behavioral factors (e.g., consumer trust, digital fatigue, loyalty) that influence digital marketing effectiveness in different Indian regions.
- Develop interdisciplinary research frameworks that integrate marketing, technology, and psychology to better understand consumer responses to digital content.
- Create open-access repositories of case studies, tools, and best practices to support innovation in e-marketing.

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