Opportunities and challenges to digital marketing in developing countries

This paper reviews literature that outlines the opportunities and threats to digital marketing in developing countries. In the article, problems such as education, privacy and access to internet have been discussed in countries like Nigeria and India.

Challenges to digital marketing in developing countries were identified to be low speed internet connection; inability to touch, smell, taste or try tangible goods can be a deterrent; cybercrime; e-marketing’s requirement to use new technologies rather than traditional media; low marketing education. Opportunities for digital marketing included rapid economic development; availability of cheap production inputs; growing affluence; attractive government incentives; absence of competition and large unexplored markets; and a growing population.

The paper outlined the growth and challenges in digital marketing. Digital marketing has been stated to be promising good prospects for the future and was termed “the answer to underdevelopment” of developing countries. It has been suggested in the paper to develop the technologies needed to provide for the needs of people and enhance their health, living standards, education, and leisure. Therefore, the review advises that governments and individuals oversee more development of digital marketing in the economies of developing countries.