



A STUDY ON ONLINE MARKETING AND ITS IMPACT

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Abstract :

Day by day growing digital market in India is an evident that the Digitalization is taking place with high speed. Eventually, even for buying a product from shop situated near to home consumer may use the internet to place order. Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media (Vishal Midha, 2012). This paper sheds lights on concept of online marketing, impact of online marketing on consumer purchase, traditional marketing VS online marketing.

Keywords : Online Marketing, Promotion.

Introduction :

Online Marketing also referred to as 'Digital Marketing', 'Internet Marketing' or Web marketing' Online marketing refers to advertising and marketing efforts that use the Web and email to drive direct sales via e-commerce. Online Marketing is the term applied to the presentation of company's brand, product, and services on the internet to help build strong, ongoing customers relationships.

Online marketing offers a new market place through which to exact the product purchase and delivery process in addition to a physical market place. The major benefit of Online marketing to the marketers are 24 hours, 365 day opening, lower cost, efficiency gain, to

motivate the customer for more purchase and improve customers service(Kotler,2000 ;Skyrme,2001)

Objective :

- 1) To study concept of Online Marketing
- 2) To study impact of online Marketing on consumer purchases

Research Methodology

Primary Data :

Primary data was collected through observation and structured questionnaire. The questionnaire was structured in such a way that the respondent could give correct information and fill up the questionnaire in short time.

Secondary Data :

Secondary data is collected from books, Journals, news paper and websites.

Sample Size : For the present study sample size is determine 100 respondent’s opinion who presently purchasing product with the help of online Marketing.

Traditional Marketing VS Online Marketing

Traditional Marketing	Online Marketing
Customer get response only during working hours.	Customer get response any time.
There is no communication with the viewer	There is communication with the viewer
It is time consuming and expensive	It is time saving and very economical.
Conversation is one way	Conversation is two way
Medium of communication is letter, Email	Medium of communication is through social media, website and Emails.
Traditional Marketing includes broadcast media, Emails, Telemarketing etc	Online Marketing includes Google Ads, Websites, Content Marketing etc
Traditional Marketing required large investment to obtain the desired impression	Little or no investment is required to reach customer.
Ad Placement is static and unchangeable	Ad location can be revised as new analytics become available to maximize marketing spend
In Traditional Marketing manpower is important requisite for success	In Online Marketing requirement of manpower is low.

Advantages Online Marketing and Analysis : Online marketing technologies permit the customers to keep on with the company information rationalized (Gangeshwer, 2013). These days a lot of customers can way in internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers know how to visit company's website, examine with reference to the products and make online purchase and afford feedback. Consumers get complete information related to the products or services (Gregory Karp, 2014). They can make comparison with other related products. Digital marketing allows 24 hours of service to make purchase for the consumers. Prices are transparent in the digital marketing (Yulihhasri, 2011).

ata Analysis :

Table 1 Gender wise distribution of respondent

Gender	No of Respondent	Percentage of Respondent
Male	41	41%
Female	59	59%
Total	100	100%

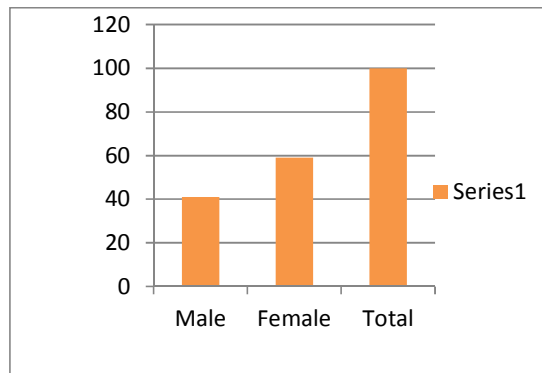


Table 2 Distribution of Respondent according to their Age group

Age	No of Respondent	% of Respondent
Below 18	05	5%
19 to 30	56	56%
31 to 45	37	37%
Above 45	02	2%
Total	100	100%

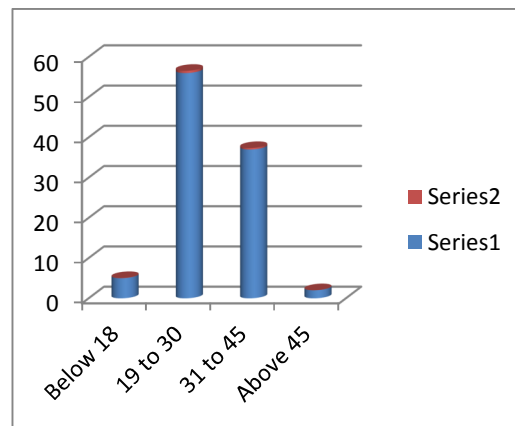


Table 3 Distribution of Respondent according to their Occupation.

Occupation	No of Respondent	% of Respondent
Housewife	06	6%
Employee	52	52%
Business	13	13%
Profession	02	2%
Any Other	27	27%
Total	100	100%

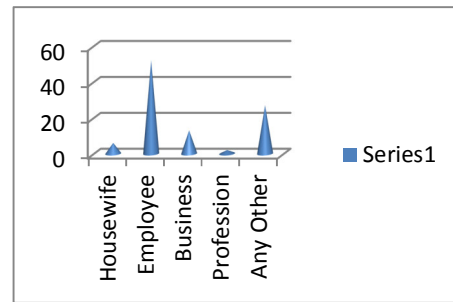


Table 4 Income wise distribution of respondent

Income	No of Respondent	% of Respondent
Below 25,000	25	25%
25001 to 50,000	46	46%
Above 50,000	29	29%
Total	100	100%

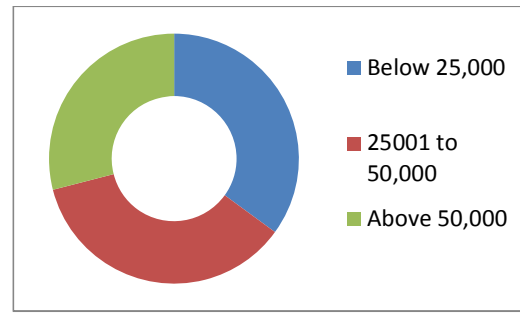


Table 5 Awareness of Online Shopping

Awareness of online Shopping	No of Respondent	% of Respondent
Yes	100	100
No	--	--
Total	100	100

Table 6 Availability of online information about product

Particulars	No of Respondent	% of Respondent
Excellent	09	9%
Good	67	67%
Average	23	23%
Poor	01	1%

Total	100	100%
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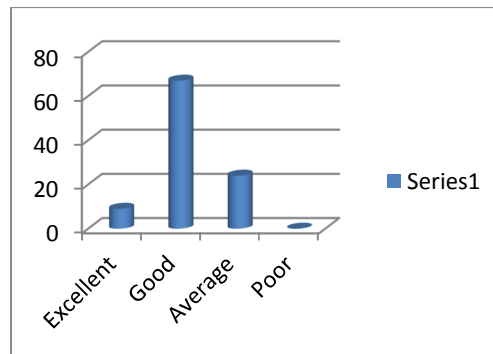


Table 7 Frequency of online Purchasing

Particulars	No of Respondent	% of Respondent
Weekly	03	3%
Monthly	39	39%
Yearly	44	44%
Frequently	14	14%
Total	100	100%

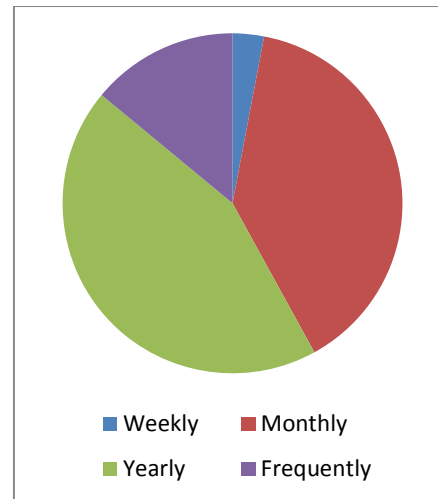


Table 8 Reasons for choosing Online Shopping

Particulars	No of Respondent	% of Respondent
Lower Price	22	22%
Variety of Products	41	41%
Various Mode of Payment	17	17%
Easy Buying Procedure	12	12%
Others	08	8%
Total	100	100%

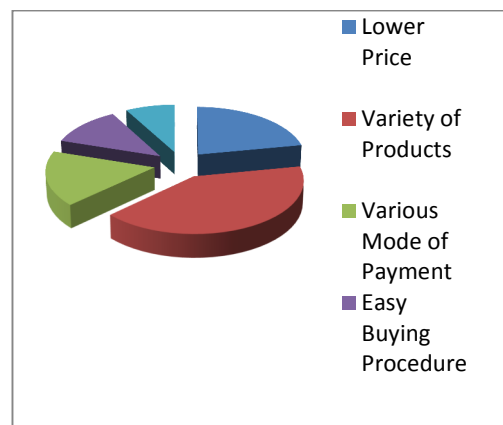


Table 9 Are you satisfy with Online Shopping

Particulars	No of Respondent	% of Respondent
Yes	100	100
No	--	--
Total	100	100

Finding & Suggestion :

- 1) It is found that ratio of female customer is very high in online shopping i.e. 59%
- 2) Majority of respondents i.e 56% are from the age group of 19 to 30. Thus this research paper deals with impact of online shopping on younger respondents.
- 3) Employee of various companies are purchasing more than others through online shopping i.e. 52%
- 4) Income of respondent mainly falls in the range of Rs. 25001 to 50,000 i.e. 46%
- 5) Awareness about online shopping is 100% among the respondent.
- 6) 67% respondent feels that availability of online information about the product is good.
- 7) 44% respondents purchase the product annually where as 39% respondents purchase the product monthly.
- 8) Most number of the respondent i.e. 41 % feels that online shopping have broad variety of products, others feels that they can have product with lower price, a variety mode of payment and simple buying procedure etc.
- 9) Online Marketing has a greater future in the present.
- 10) Respondent feels that it is safe mode of online purchase.
- 11) Customers are satisfied through purchasing online Marketing.

Suggestions :

- 1) Create awareness among the people about online marketing.
- 2) Provide service to the customer before and after purchase.
- 3) Provide complete description to the customer about the product.

Conclusion :

Day by day growing digital market in India is an evident that the Digitalization is taking place with high speed. Eventually, even for buying a product from shop situated near to home consumer may use the internet to place order. From the study it is clear that the low price offered by the online shopper play mostly positively influencing factor compare to other retail market price motive the consumer to shop online. Purchase through online saves time

and more convenience due to 24X7 availability and large number of brands with their images are displayed in the portals helps customers to know about their products how it actually looks at.

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