

“ONLINE MARKETING: INDIAN OVERVIEW”

Rashmi Billus^{#1}, Swati Billus^{#2}

[#]S.D College (Lahore), Ambala Cantt

Abstract— Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units. One of the technologies which really brought information revolution in society is Internet. In the past few years, Internet and E-commerce business activities have become one of the fastest growing technologies that is playing a very important role in the day to day life of people. Online marketing is becoming a hot topic in every business sector and gradually plays a truly important role in any company’s marketing strategy. It consist of all processes and activities with the purpose of attracting ,finding, winning and retaining customers. This paper deals with the conceptual knowledge of online marketing, current and future aspects in Indian context

Keywords— *online marketing, online, Consumers*

I. INTRODUCTION

Thompson (2005) introduces that the growth of Internet Technology has enormous potential as it reduces the cost of product and services delivery and extends geographical boundaries in bringing buyers and sellers together. Due to globalization different sectors undergoes into significant changes and marketing sector is affected a lot by it and has experienced various changes continuously. To sell one’s product using the internet is known as online marketing. Online marketing also include product display, advertisement containing various graphics,3D product view, checkouts and payments.

There are different online marketing objectives depending upon individual circumstances. Effective online marketing objectives is the 5S’s framework



Fig. 1 Five S’s Framework

Source: Niharika and Satinder, IJSTM, Nov 2015

1. Sell: For selling products and services
2. Serve: to serve best service to the customers

3. Speak: To communicate with the customers
4. Save: Using internet to save the cost
5. Sizzle: To build brand identity

II. INTERNET MARKETING IN INDIA

The internetworldstates.com shows that Asia has 44.8%

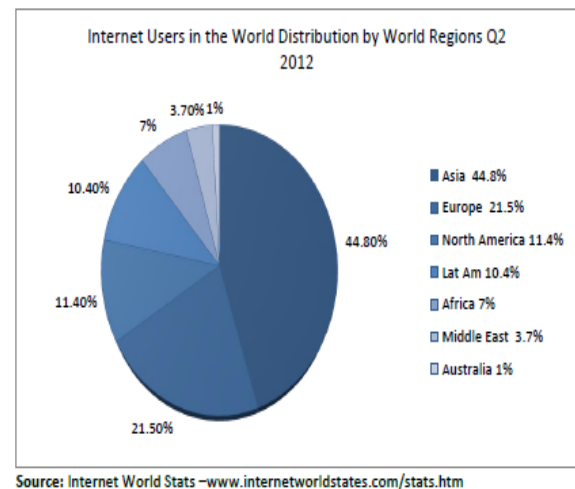
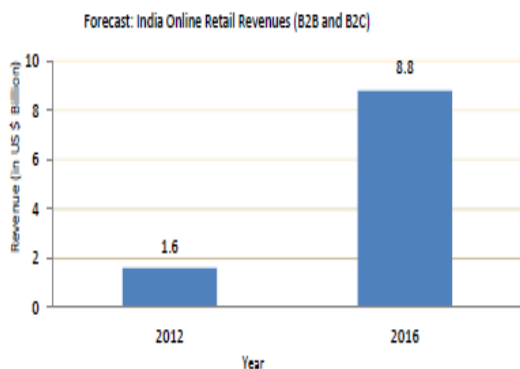


Fig. 2 internet users in the world distributed by world regions 2012 Q2

Waghmare (2012) pointed out that many countries in Asia are taking advantage of Online Marketing through opening of economies, which is essential for promoting competition and diffusion of Internet technologies. In the next 3 to 5 years India will have 30 to 70 million Internet users which will equal many developed countries recent report by Internet and Mobile Association of India(IMAI) reveals that India’s Online Market is growing at an average rate of 70 percent annually, and has grown over 500 percent in the past 3 years(geocart.com)

Zia and Manish (2012) proposed that ecommerce revenue in India will increase bt more that five times by 2016 jumping from US 41.6 billion in 2012 to US \$ 8.8 billion by the end of 2016



Source: Forrester Research Online Retail Forecast 2011 to 2016

Fig. 3 Forecast: India Online Retail Revenue(B2B and B2C)

III. SHOPPERS IN METROPOLITAN INDIA

Zia and Manish (2012) found that, currently, shoppers in metropolitan India are driving online market. These consumers are buying travel, electronics and books online.

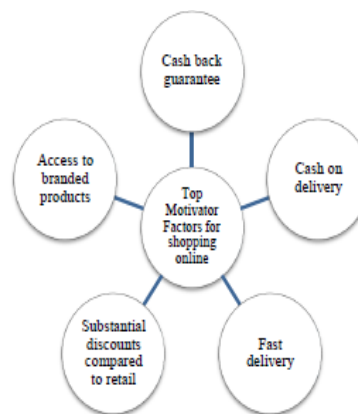
IV. SHOPPERS IN NON-METROPOLITAN INDIA

Consumers in nonmetropolitan areas will also help fuel growth ;unlike online consumers in cities as they are more likely to buy the products online which are not easily available in normal retail stores.Myntra.com has a demand of almost 50% from outside the 10 big cities of the country.

Moreover ,Aditya Kulkarni,Product Manager Google (Jan,2013) pointed that India may be behind the curve on the numbers, but they are growing fast and when they reach the 200-300- million online shoppers ,you can safely assume that there will be at least as many e-commerce players in India as there in China.

V. TOP 5 MOTIVATORS TO SHOP ONLINE FOR INDIAN CUSTOMERS

Times of India (Feb,2013) has published that the top motivators for shopping online for Indian customers include cash back guarantee, cash on delivery, fast delivery ,discounts and access to branded products. While barriers include inability to touch and try to products, fear of faulty products and apprehension to post financial details online



VI. THE ADVANTAGES OF ONLINE MARKETING

Online marketing offers more choices and flexibility (Lamoureux,1997) and at the same time, eliminates huge inventories, storage costs, utilities, space rental etc. (Avery,1997) but at the same time there is no actual face to face communication

Below are some of the reasons why it is important for every business unit to invest in online marketing

- 1) *Convenient: Internet marketing enables to provide service 24*7 and is also convenient for the customers as they can browse the online store at any time and from any place*
- 2) *Cost effective: Online Marketing is the most effective way of advertising as marketing product on the internet is less expensive in comparison to physical marketing due to small chain of middlemen*
- 3) *Increase website traffic: the more people visiting the website the more likelihood to closing with more sales and generating more interests of people in the products*
- 4) *Improves customer seller relationship: Better platform to build relationships with customers to increase customer retention level is provided by internet.*
- 5) *Always available to customers: Using internet marketing techniques business can give their consumers a 24 hours outlet for finding the products they want, in physical outlets shopping is done in only normal working hours which impact the work schedule and lifestyle of the customers*
- 6) *Personalization : By building a profile of their purchasing history and preferences, Internet marketing will help a business to personalize offers for customers*
- 7) *Increases sales : Internet marketing will increase sales as it provide the customers*

various opportunities to purchase products online rather than physically going to a particular place

- 8) Better conversion rate: If you have a website of your organization then your customers are only few clicks away from completing a purchase from your website. Unlike either media, e-marketing is seamless, which require people to get up and make a phone call, post a letter or go to a shop.

VII. CHALLENGES OF ONLINE MARKETING IN INDIA

- 1) Since late 90s there is a boom in the use of internet .Hence, so many web based companies have been starting up every day. Special set of challenges are faced by these industries, let's have a look at them
- 2) Security and privacy: Most people do not completely trust web companies and they do hesitate about sharing their financial information online.
- 3) Impersonal service: sometimes customers perceived that online services are just too impersonal or uncaring.
- 4) Improving brand awareness : A big challenge for these companies is to sell their product and services as online ads can be shut off unlike the traditional ads on TV or radio or billboard
- 5) Continuing Education: Constant learning is needed by the marketer of 21st century. It is said that knowledge in marketing comes with an expiration date and continuous professional development is a necessity for up gradation
- 6) International commerce : the internet has made possible to provide products and services available around the world as close to customers and their living room and that is eventually having a dramatic effect ct on our domestic companies

- 7) Intellectual Property: It has never been easier to steal someone else's hard work. Every day from music to software, movies and images are lifted from the internet.

8)

CONCLUSIONS

With the rapid expansion of internet, Online marketing is set to play a very important role in the 21st century, the new opportunities that will be accessible to both large and small companies .In the next few years, Online marketing in India will strengthen even further.competetion is growing day by day hence it is becoming a norm for the companies to provide online market to the consumers. But the companies should not rely entirely on online marketing; they must make it a part of Integrated Marketing Communication strategy's a result of which limitations of online marketing will be covered as the other mediums will build the required credibility and positive image about the brand. This will generate trust among the customers towards the brand.

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