

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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THE IMPACT OF ONLINE MARKETING IN INDIA**KUSHINI PRASAD****ASST. PROFESSOR****VAAGDEVI COLLEGE OF ENGINEERING****BOLLIKUNTA, WARANGAL****KONDA SANTOSH KUMAR****ASST. PROFESSOR****VARDHAMAN COLLEGE OF ENGINEERING****KACHARAM VILLAGE, SHAMSHABAD****ABSTRACT**

This work is entitled an impact of online marketing on India it is mainly focused on the growth of Indian internet users, their attitude and the purchase pattern of customers, now days the people are started using internet as moderm of shopping for everything. The major reason for doing online marketing is convenience, user friendly websites, and safe electronic payment system. Online shoppers have been increasing day by day The banking reforms also helped the online shopping since they are encouraging customers to use of online banking/internet banking/mobile banking and use of ATM (Auto Mated Teller Machines) for shopping, few of the online shopping sites has introduced a unique payment system COD Cash on Delivery this concept has build the confidence level and the trustworthiness about online shopping.

KEYWORDS

online marketing, promotion.

INTRODUCTION

The internet is a medium that is increasing its polarity in almost every surface of the world and is used for innumerable reasons by students, individuals, corporate companies, governments, banks, universities and businesses. As far as entrepreneurs are concerned, the internet has been subject to a variety of operations/transactions that seek to determine the feasibility of using the internet to improve business in various areas especially in computer industry in India. One particular aspect of business is that the internet marketing has immense impact on computer industry in India. The purpose of this research is to examine the effect of internet on customers' perception towards online marketing from the past decade.

Now more than in excess of a billions of Internet users in Asia Pacific which is nearly 46% of worlds total, Asia Digital Marketing Association (ADMA), a non-profit organization with a mission to grow the use of digital for effective marketing investment released its 'Asia Pacific Digital Marketing Yearbook 2012' with collective data and trends across the Asia Pacific Markets. The statistic & insights are provided to help marketers get more personal, local and effective in their digital marketing strategies.

OBJECTIVES OF THE STUDY

- To study the online marketing system in India:- The internet users have been increasing from the past decade and the companies are using a powerful moderm to promote/sell their products by developing a user friendly web sites and providing secure payment systems like net banking, credit/debit card usage and Cash on Delivery.
- To discuss the problems of online marketing: - The major challenges of online marketing are customer can not touch the product physically and lack of awareness or trustworthiness on company.
- To analyse the statistical data of online marketing in India
 - In 2011 E-Retailing industry was Rs Crores 3600 world wide
 - The number of transaction presently in India is 10 million, which is expected to increase by 38 million by 2015
 - In 2012 Amazon entered into India with Jungle.com.
 - In 2011 growth in online sale of Tesco recorded was 15.2%.
 - No. of employee in FLIPKART is 3500, this number is 800 in snapdeal.com
- To present prospects of online marketing.
 - Filling the detailed online application form mandatory fields are name, address, cell no, email-id, zip code.
 - Select the category (Books, music)
 - Select the product
 - Add to cart
 - Select the method of payment (net banking, debit card/credit card, Cash on delivery)
 - Make the payment

INTERNET MARKETING POWERFUL THAN TRADITIONAL MARKETING

When we think of customary/orthodox marketing methods of advertising we imagine straight away of mass media (Print and electronic) ads in the print media (both national and international), page space in a variety of publications, when it comes to electronic media maybe radio air- time or even TV exposure. And, of course, as industry people with budgets to believe, we think of the costs of such ventures; the truth is that none of the above mentioned forms of promotion can be economical although they are considered some of the most successful forms of promotion.

Internet marketing is evolving with lightning speed of with user friendly website design and usability advances, it develop enhancement for a company to increase geographical coverage beyond heartland, new customers can be reached. Today Internet marketing is developing into a broader mix of components a company can use as a means of increasing sales - even if your business is done completely online, partly online, or completely offline.

So the differentiation between traditional marketing and internet marketing? In traditional marketing methods like television or paper ads are expensive and may not be effective because of latest technologies implement in our televisions so they skip the ads And that magazine you paid a high price for coverage in has a short life too; I its sell by date is up after a week, a month, or a bimonthly period at best.

Your online coverage, once there, is there for as near as you can get to forever, archived and ready to be found on searches whenever a prospective client looks for it. The Internet is open 24/7. The differences between traditional methods and Internet marketing really lie in effectuality, ease and cost.

India's fast augment in 2011 as a global internet player has pressed the country into a foremost growth market of 2012. We are seeing a strong interest from many of our customers about online marketing in India as the country pushes development despite the global economic decline. India has been a fast

developing country for many years now, with rapid growth across many areas including communications and IT. On the other hand India has seen a significant raise in online activity due to two most important factors. The first is that the internet has become more readily available. Recent government-backed net entrepreneurs have provided internet access across most major cities, allowing a high increase in internet penetration for the large middle class sector. The second boost is technology. There has been a significant increase in internet-based technology in India, which has allowed internet access for less.

Internet marketing is a business imperative because the Internet is an immutable and inexorable trend. Even if you have a traditional business, you'll lose valuable customers without an online presence. People routinely search for goods and services with their computers in lieu of the yellow pages. If your business isn't on the Web, customers will likely choose another company with whom to do business.

Also, online marketing is cheap. Advertising in the newspaper is expensive, especially if you want an ad that has a presence on the page. An ad in an Internet directory is generally free, and you can include links directing customers to your Web site for more information. And because you can provide customers with a wealth of information, they no longer have to pick up the phone to have their questions answered.

Although you don't need a Web site to register your site in an online directory, your marketing efforts will be much more effective if you have your own site. The first thing to do is to register a domain name. The name of your business is usually a good place to start, because it can help to build your brand and will be easy for customers to remember. If that's not available, you may have to settle for another name. Before you commit, give your domain name serious consideration; the name you choose will be your company's online identity for years to come.

The below mentioned table show Number of internet users expected

TABLE 1: DEMOGRAPHICS (INDIA)

Demographics	Value	Source
Number of internet users	121 Million	IAMAI
Internet penetration rate	8.20 %	Burson Marsteller
Active internet users(Going online at least once a month)	97 Million	IAMAI
Active users from main cities	73 Million	IAMAI
Active users from main areas	24 Million	IAMAI
Estimated internet users in India by 2015	221.6 Million	Emarketer
Number of households connected to broadband	13.3 Million	TRAI
Expected number of broadband connections in 2015	175 Million	MCIT
Expected number of broadband connections in 2020	600 Million	MCIT
Internet Audience between 15-34 Years of Age	75%	Comscore
Total percentage of female internet users	15%	IAMAI

STATISTICS FOR ECOMMERCE IN INDIA

- Indian e-commerce market hosted US\$3 billion of transactions in 2011 (Source: IAMAI)
- It is forecast that more than US\$20 billion worth of transactions will be carried out online over next five to seven years in India and 12-15% of the country's shopping activities will move online. (Source: IAMAI)
- A total of 9 million Indian internet users carried out online transactions in 2011. This number is predicted to reach 38 million by 2015. (Source: Avendus)
- India's B2C market is expected to grow at a CAGR of 34.2% between now and 2015 (Source: Emarketer)
- Online retail sales will reach US\$2.4 billion (excluding online travel) in 2012, with the number of online buyers in the country expanding to 21.5 million (Source: Emarketer)
- In November 2011, approximately 60% on Indian online users visited retail sites, with 7.6 million and 7.1 million users visiting coupon and consumer electronics sites respectively (Source: Comscore)

TABLE 2: TOP RETAIL SITES (Source Comscore Media Matrix, March 2012; Total Audience)

INDIA'S TOP RETAIL SITES		
Site	Total unique visitors (000)	% Reach
Total Retail Sites	34,076	60.5
Amazon sites	8,016	14.2
Flipkart	4,857	8.6
Apple worldwide sites	4,381	7.8
Myntra	3,959	7
Samsung Group	3,918	7
Naaptol	2,849	5.1
Alibaba Coporation	2,610	4.6
Homeshop 18	2,438	4.3
Bookmyshow	2,370	4.2
Priceindia.in	2,367	4.2

TABLE 3: PURCHASE (Source: Global WebIndex)

Purchase	% of users	Purchase	% of users
Desktop computer	8.98	Laptop	7.26
Portable media player	6.71	Notebook	2.97
Mobile Phone	16.39	Blu Ray Player	3.36
Flat Screen TV	7.49	E-Book	3.36
Games Console	5.46	Bevarages	9.52
DVD Player	7.81	Spirits	7.81
Satellite/Cable TV	7.34	Sports Equipment	9.6
Broadband/High speed Internet	10.07	cloths	26.23
White Goods	4.92	Shoes	16.86
Automobile	4.68	Travel	17.02
Furniture	6.24	Music	15.93
Holiday (india)	9.45	Films	17.25
Holiday (Abroad)	5	Books	20.22
Personal items (watches etc)	15.07	Gift for someone	19.52
Financial products	9.29	Tablet Device	3.74
None of the above	26.7		

- Of the India's general internet population, 9% of go online via mobile. (Source: IMRB)
- At the beginning of Q4 2011, the number of mobile internet users reached 43 million. (Source: IMRB)
- By 2015, India's 4G service is projected to account for 28 million connections. (Source: Avendus)
- India could become one of the top five countries for smartphones by 2016, representing almost 10% of the entire world supply. In 2011 it represented 2.2% of it. (Source: IDC/Campaign Asia Pacific)
- Online Advertising in India is currently generating \$410 million a year and represents 7% of total advertising spent. By 2015, it is expected to generate \$1.6 billion and comprise 10-15% of India's overall Ad spent. (Source: Economic Times)
- Mobile Advertising spent came to US\$56.5 million in 2011. It is forecast to reach \$247 million by 2015. (Source: Emarketer)
- India's total social networking audience now totals 43.5 million according to one survey. (Source: Comscore)
- There are more than 33 million users who on more than one social networking sites in India. These sites are attracting more than 45,000 news users every day. (Source: Scribble/Technozo)

CONCLUSION

The complexities of modern life are changing the way consumers purchase goods today. The lack of time to spend searching around marketing areas, combined with the increased number of choices, as a result of market globalization, put considerable pressure on the consumer to make fast yet wise purchase decisions. Internet, and especially the World Wide Web, has opened the possibility of electronic commerce (e-shopping), allowing consumers to shop at any time from their own home, thus saving traveling time and in many cases the price comparison overhead. Searching or browsing an online catalogue can be much faster than walking through the aisles of a shopping mall. There are no geographical boundaries and products can be bought from almost any part of the world.

However, e-shopping has certain limitations that for some people may become major barriers. There is an obvious need for computer equipment, a broadband Internet connection and some level of basic training for using online tools. Even for customers that are willing to try an online purchase, transaction security is a major concern. The need to provide personal information including credit card numbers prevents many traditional consumers from accepting online commerce. In addition, many people doubt the quality of products offered online, especially when coming from not well known sources. There is no way to try or test a product with on-line shopping, so customers can rely only on pictures, reviews, or word of mouth. For products such as clothes or shoes, a consumer can never be sure how they will fit on him/her. Furthermore, the enjoyment of spontaneous street shopping is lost

Online marketing is exactly as it sounds, a way to market your products or services on the internet. Many make the mistake of believing that all it takes to be considered an internet marketer is to have a website. That is far from the truth. There are millions of websites added online every day. What makes a website adequately compete in internet marketing goes far beyond registering a domain name and uploading content. It takes skillful strategy and an evolving knowledge of the internet marketing industry.

In order for your business to really thrive, there must be an internet marketing campaign in place. The internet is extremely competitive but it is worth it to find your place amongst the competition. The possibilities for your business when it is successful marketed on the internet are limitless. With this platform, your business is given the opportunity to reach a clientele far beyond the bounds of your business physical location. Then internet allows for your business to be accessed around the world

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