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SCOPE OF INTERNET MARKETING IN INDIA

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ABSTRACT

The process of online marketing itself is vital in today's business society. Online marketing which is considered a part of the overall ambit of electronic commerce basically means using the internet for advertising and selling products or services. Online marketing will not replace traditional forms of marketing anyway. Instead, it will both add to and subtract from today's marketing mix. It will add more interactivity. But it will subtract costs. It will add more customer choices. But it will remove marketing's dependence on paper. And most importantly, it will turn upside down some old notions we have held of what marketing is all about. We here discuss that search engine Marketing (SEM), E- Mail Marketing, Banner advertising, interactive Advertising Blog/Article marketing, and online marketing techniques.

This paper deals with the concept of online marketing, history of online marketing in India, scope of online marketing in India.

INTRODUCTION

The process of online marketing itself is vital in today's business society. It is the necessary activity companies must ensure they undertake in order to not just keep up with, but get ahead, of all the others. Not surprisingly, marketing has in recent times taken on a completely new media avenue, which has more power and effect than any of the traditional marketing avenues. Online marketing which is considered a part of the overall ambit of electronic commerce basically means using the internet for advertising and selling products or services. Online marketing is a greatest boom in marketing concepts in the 21 st century. Its popularity is growing day by day, as computer and internet literacy are also growing at an exponential pace.

The dawn of the internet era opened up amazing new possibilities. Impossible is not a word anymore! India has also joined the bandwagon and the numbers themselves do all the talking. The latest statistics* reveal that 400 million people access internet regularly in India and that is jump of 700% in last six years. And, here comes the best part; the internet users as of now comprise of only 3.6% of the population. Now you can imagine the scope of internet marketing in India!

Now that we have come to terms with the tremendous scope of internet marketing in India, we have to understand that marketing through the internet can be an entirely different ball game. In fact it is a potent combination of technology and marketing acumen. If you too want to hop into the online business bandwagon, the first aspect is developing/ hosting of your website. Then you can employ any one or all of the internet marketing techniques mentioned here. Thus we explain online marketing techniques, advantages of online marketing, and disadvantages of online marketing.

Objective of the study- Following aims and objective are considered for the study

1. To study the online marketing techniques
2. To study the advantages of online marketing
3. To know the disadvantages of online marketing in India.

Research methodology – Secondary data have been collected from books, journals, published sources and website etc.

Online Marketing Techniques:

1. **Search Engine Marketing (SEM):** Search engine marketing has of late become one of the principle tools in the armory of the Savvé internet marketer. This prominence of SEM is owing to the fact that the search engines like Google, Yahoo etc. are being used by more and more people as their principle method of searching for relevant information. And, you can hope to sell through them if your website is visible on these search engines. The principle techniques employed in SEM are:
 - ✓ **Search Engine Optimization (SEO):** A set of practices employed to get ranking for WebPages on relevant keywords (search queries). SEO does this by improving a websites structure and content.
 - ✓ **Pay per Click (PPC):** PPC takes the sponsored route to drive relevant traffic to a website. The positioning of Ads is determined by a competitive bidding structure.
 - ✓ **Paid Inclusion:** In paid inclusions, you can pay your way up on to the natural listings of search engines. As of now, Google has stopped its paid inclusion program.
2. **E-Mail Marketing:** As the name suggests, e-mail marketing is promotion through e-mails. If used effectively it can assure you maximum returns on each penny you spend. It can be used for acquiring new customers, enhance the relationship you have with your existing clientele.
3. **Banner Advertising:** Banner marketing involves placing your advertisement on any third party website. This Ad will link to your website, this way if the potential customer clicks on your banner, he will be directed to your website. It can be a good way of attracting relevant traffic to your website.
4. **Interactive Advertising:** It involves the use of interactive media applications to promote products online. It in fact involves the right use of text, images, Flash animations, AV clips etc. The interactive advertising platform in a way intends to send across a personalized message by giving the readers/ viewers a visual treat.
5. **Blog/ Article marketing:** Articles and blogs can be used effectively to propagate a marketing campaign. By submitting in various directories like Ezine and Go articles, you can hope to generate traffic through the link you have placed on the article directing towards your website.

Moreover, in my personal opinion in a country as diverse as India, the real action in a few years of time would lie in localization. Websites which will do business in Hindi and other local language would do well. It's simply because contrary to the claims, for a major chunk of Indians English is still an alien language. That's why the scope of internet marketing in India lies in localization of websites. Talking to people in their own language does have its positive attributes. The indigenization of the web for the real Indians and the correct application of the mentioned internet marketing techniques is truly the way forward.

Advantages of online marketing - Some of the advantages of online marketing can be listed in the following manner.

1. Online marketing offers bottom-line benefits that tie in directly to the demands placed on the organization trying to make a transition into the new economy.
2. Online marketing can save money and help you stretch your marketing budget. Electronic versions of catalogues, brochures, and specification sheets do not have to be printed, packaged, stored, or shipped. These can be updated online, and hence, you need not have to send them back to the printer for changes. This saves a lot of money.

3. Online marketing can save time and cut steps from the marketing process. Marketers no longer have to wait for one of their sales representatives to give them the desired information. They can get it online on their own. E-mail allows you to exchange information with potential buyers quickly. It helps you get your message out to the market sooner, with online brochures, catalogues and so on.
4. Online marketing gives customers another way to buy while enabling them to take control of the purchasing process. Today, customers want more. They want more information about the products they buy, more input into the product itself, and support after the sale. Smart marketers can leverage the inherent interactivity of online communications by encouraging the customer to get engaged in marketing decisions about the product. They can choose the colour, select the shipping method, and place the purchase order themselves. The more you can get the customer involved in the process of customizing the product and the selling process to meet their particular needs, the more likely it is that you will get the sale.
5. Online marketing can be information-rich and interactive. It appeals to information hungry buyers and analytical buyers. It allows buyers and current customers to search and locate the information they need quickly.
6. Online marketing can offer you instant international reach and indeed, online networks have created an instant global community. Online marketing erases the time and distance barriers that get in the way of conducting business transactions with customers in other countries.
7. Online marketing can lower barriers to entry and offer equal opportunity for access. When you are doing business online, distinctions related to the ethnic background or gender or even the sizes of business do not seem to matter as much. The online world is a great leveler. And online marketing helps to lower many of the marketplace barriers that have held some would-be entrepreneurs from full participation in the free market system.

Disadvantages of online marketing in India: Internet marketing is now focused on urban and educated middle class population. To understand the growth of internet users in India. We need to channelize the numbers opportunity by addressing the issue of “who is an internet user in India?”

A typical internet user in an Indian household is a male student who is studying in graduation / post graduation and is aged between 19-25 years. Only 12 per cent of the internet users are traders / business men. Which is probably explained by the low level of web enablement of retailers in India? Further only 4per cent of the internet users are housewives; this is a potential segment that can be trapped by the family product segment using the inter Advantages.

CONCLUSION-

Thus the online marketing is Cheap, instant, easily traceable and if used properly the return on investment can be astounding. But due to the overdoing of the e-mail campaigns by online companies, they are now being categorized as Spam mail. Thereby reducing the chances of it actually reaching the intended person net.

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