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Capstone Project Report on

THE STUDY AND EFFECT OF ONLINE MARKETING ON TODAY'S BUSINESS ENVIRONMENT.

Submitted to:

LOVELY PROFESSIONAL UNIVERSITY

**In partial fulfillment of
the Requirements for the
award of degree of Master
of Business
Administration**

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| Qualitative Assessment of Proposed Topic by PAC | | |
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| 4 | Project Supervision: Project supervisor's is technically competent to guide students, resolve any issues, and impart necessary skills. | |
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The Study and Effects of Online Marketing on Today's Business Environment.

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TO WHOM SO EVER IT MAY CONCERN

This is to certify that the project entitled “The study and effect of Online Marketing on today’s Business Environment”. Carried out by Mr. Arpan Prince Nayak, Mr. Donal Chiri, Mr. Salman P A, and Ms. Ashitha Sreelekha have been accomplished under my guidance and supervision as duty registered MBA students of the Lovely Professional University, Phagwara. This project is being submitted by them in the partial fulfillment of the requirement for the award of the Master of Business Administration from Lovely Professional University. Their dissertation represents the original work and is worthy of consideration for the award of the degree of Master of Business Administration.

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“Arpan Prince Nayak”, hereby declare that the work presented herein is genuine work done originally by me and has not been published or submitted elsewhere for the requirement of a degree program. Any literature, data or works done by others and cited within this dissertation has been given due acknowledgment listed in the reference section.

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The Study and Effect of Online Marketing in Today's Business Environment.

Abstract:

The aim of marketing is to reduce the need for selling - Philip Kotler.

Marketing plays a very important role in business. The changes that marketing has gone through have always impacted the way of doing business. Consider this an internal part of business, external factors do impact a business majorly. Natural calamities and pandemic had played a major role in shaping business over the years. In this study we are trying to see how Digital marketing a.k.a online marketing has impacted the business in India while the Pandemic COVID 19 has shifted the waves of the Global Economy. In this study we would like to see the impact of various online marketing tools such as chat assistance and email marketing. On consumers on how he perceives a brand how the perception is being changed. We are also focusing on how factors like word of mouth influence a consumer to create a perception and lead into purchasing a brand.

Key Words:

Online Marketing, Digital Marketing, MSMEs, Social Media Marketing, pandemic, COVID 19, Business, e-commerce, Digitalization, PESTEL Analysis, Marketing Mix, Word of Mouth, Banner Ads, Net Promoter Scheme, Pop ups, Pops Under, Search Engine Optimization (SEO), SMS, MMS.

Chapter 1

Introduction

Business has seen major changes over the decades starting from the industrial revolution. There are many factors that affect the industry and the businesses which are both external and internal and commonly known as Micro and Macro factors which can be analyzed broadly through PESTEL analysis. Online marketing has taken marketing as well as business to the next level. It helped in the spread of e-commerce and opened a broader and new market segment to deal with.

Marketing has been modified and defined in various ways over the years. According to Philip Kotler marketing is “The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.” American Marketing Association defines marketing as “An activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large”. Though the definition is pretty much the same creative part that is the creating and communicating along with delivering have definitely been updated and progressed beyond our imagination. The latest and trending one is Online Marketing, this includes right from websites to social media platforms. As per Philip Kotler “Digital marketing(which is also known as online marketing) is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and many more.”

Digital/Online marketing can be used in establishing a brand and a company as it has advantages on its own like:

- 1) Potential Growth
- 2) Relatively less expensive
- 3) Effective Communication
- 4) Better Control
- 5) Enhanced customer service
- 6) Competitive advantage

In recent times Digital marketing has seen a huge change and mainly adaptation. Though the concept has been prevailing in the country and across the globe for almost over a decade the 2019 - 2020 pandemic has created a huge shift and shot up the numbers of usage and entrants into this segment.

According to reports from Forbes Magazine brick and mortar sales have been going down while there is a rise in the e-commerce sector. The 154 year old retail selling has seen a growth of 40% in the start of the decade (2011) and dropped down to 5.3% by the end of the decade. With the sales picking up in the e-commerce sector and the graph rising high and high each year and with digitization increasing and getting approved and accepted widely it is better to hop on to the trend and get going to stay in the competition.



(Source: smartinsights.com)

Unlike the traditional marketing like advertising in papers and pamphlets, the internet marketing is relatively cheaper and easy to monitor. Through digital marketing tools like Google analytics we can keep monitoring the progress of our advertisement and have 24*7 live feed and 24*7 interactions with consumers. This widens the market and gives us a closer chance to know about the consumers and what their needs are and a way to approach them. With the advancement of technology and innovative ways of communication like smart phones and internet consumers can get their things done and their queries answered without

approaching the front desk and at any given point of time, even while jogging or even while travelling.

In the starting couple of years internet marketing had a turnover of 300 million dollars and after a decade and half the market value went straight up to 200 billion dollars (according to Forrester Research). People used the internet just as another way of communication which is faster and better through mails and marketing through the internet was out of concept and was considered as an ineffective way of communication with consumers. It didn't take long to realize that this assumption could be false as millions of netizen logged in to get information about various aspects which was valuable and important. Today we can see that even remote businesses have online presence using multiple media and marketing tools like Facebook, Whatsapp and websites. This concept took off with a great start and had rapid growth with additional assets and tools like banner ads like pop up ads, e-mailing lists and newsletter, etc. Slowly a bigger piece of the cake was being given to internet marketing.

Search engines like Yahoo and Google started to mint money just from the digital ads and online reach while companies like Microsoft Corporation made money by creating websites for companies. With the constant updating of technology and the innovative and interactive features of the internet and online marketing, the market got upgraded to global level. Digital marketing is a fortune to the people who understand the principles of marketing and the internet and use the right proportions; it has endless opportunities with the right choices made and by tapping the right area.

Online marketing has become one of the main sources of marketing channels in the past couple of years due to the COVID -19 pandemic. Social media networks are being used by everyone right from common people to celebrities, and renowned persons for various purposes right from promoting, recruiting and for entertainment.



(Source: businesswire.com)

The SMS Policy Sanitize, Mask and Social distancing along with lock down and quarantine made people spend more time indoors and spending maximum time online has hiked use of social media usage in order to keep in touch with their loved ones and for their necessities. This led all kinds of business right from small scale business to major brands have taken a step into this online world while some brands increased their online presence. Right from medical facilities through apps such as mfine, docs app to essentials from Amazon and flipkart to E-pharmacy apps like 1mg and net meds, fruits and vegetables along with a little grocery being delivered by platforms like Zomato and Swiggy along with big basket and Grofers.

Chapter 2

Literature Review:

2.1 Introduction

As we know business has many segments and many industries and has been emerging over the years depending upon the needs and wants of the consumers. As we already discussed that an industry is affected by many factors and depending upon the variables and their intensity each business is affected differently. The major factors that affected the business in the last couple of years are digital marketing also known as online marketing and COVID 19 pandemic. Here is some literature on how these factors have changed the winds in the business world.

While physical interaction and communication is known as real life and things like the internet and gadgets are considered as add-ons, this lock down has changed the division and shifted the compartmentalization. Lock downs and social distancing has encouraged people to stick to their phones and communicate through social media networks. Social media eventually got embedded into our lives along with digital media as most of the consumers prefer ordering their stuff online right from essentials to vegetables, grocery and there was a major consumption in sanitization products and cleaners. This could be put in two ways, firstly the term that was widely used during the lockdown 'panic buying' people bought large quantities and stocked up due the fear factor which led to many consequences. On other hand this can be seen as the fear of catching the virus due to the exposure. Either way e-commerce with the help of social media promotion has penetrated into consumers' life making companies to think in more interactive and creative ways to reach to consumers and display their products.

While e-commerce companies like Amazon, 1mg, Flipkart are making enough money there have been business that have seen downfall especially business like automobile sector, tourism and travel, some sectors like boarding and lodging (Oyo, make my trip) along with entertainment chains like PVP, Inox have hit rock bottom due to no foot fall. Airlines have seen 90% layoff in staff and many small businesses like gyms, saloons and fitness centers have seen a huge downfall. Some sectors like IT and software have been assumed to be stable

with the concept of WORK FROM HOME. Apart from business like pharmacy and commerce along with FMCG, medical and essentials industry one of the booming industries is the entertainment industry. YouTube viewership has seen a drastic change as people surfed for information and fun, social media was taken by challenges which were mostly related to cooking, tips, household duties and mostly the memeing world. OTT platforms have increased and many movies have been released on these platforms. Another industry that has seen growth is online education. Most of the parents believe in giving a few extra classes to their kids in the name of tuition. Due to these lock down people have shifted to online education and online classes. Online education has not restricted itself to students; it extended its arm into developing skills of graduates and employees with technical courses and skill development courses like programming and personal development skills along with professional related courses.

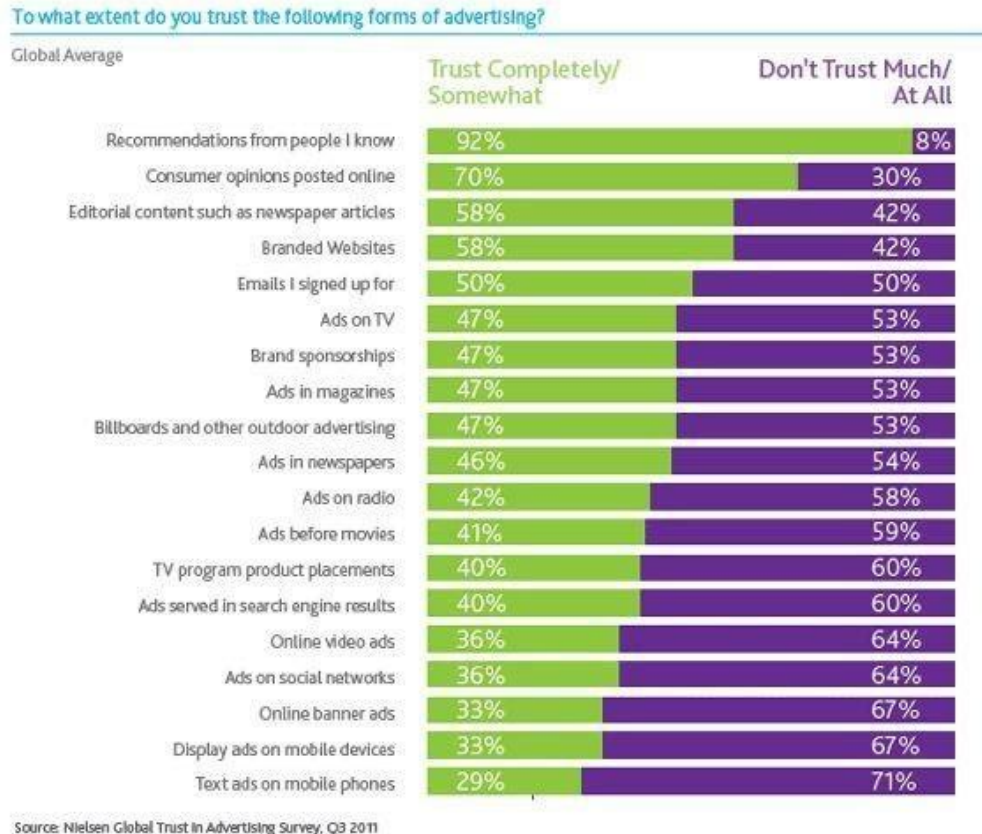
The work- life balance has always been one of the reasons of stress among employees. The work from concept added up to that as the personal and professional time always gets mixed up and there were significant changes in lifestyle and eating habits along with sleeping patterns which adds up to the factors that affect the mental health of the employees. Organizations like WHO, different medical journals along with CDC hopped onto the digital platforms by creating accounts on different social media platforms like Facebook, Tik Tok, and Twitter etc. and started to offer counseling, and started to create some awareness by posting some precautions and certain preventive measures. Doctors also came out on social media platforms and created videos that are interactive and informative and created awareness by spreading precautions, tips by using apps like platforms like Tik Tok and Facebook. There was a significant increase in the Facebook support groups and people joining the groups, where the medical practitioners and medical department and officers come together and update the numbers and offer and seek help with medical facilities and equipment. Doctors created awareness videos and significance of masks and PPE kits and spread them on Facebook, Instagram and Tik Tok.

2.2 Role of Digital Marketing in Successful Marketing Plan.

Content is like King but engagement is like Queen, the lady rules the house. - Mari Smith.

Online/Digital Marketing plays a very important role in spreading a word and helps in how people perceive our product and helps in reaching new markets and exploring the unseen areas. This factor helps the companies to create an impression and perception about the products in the market and partially persuades the consumer in buying the product. For a consumer to buy the product he also needs to touch and feel the product which happens in media marketing like TV ads, giving away samples and direct marketing. So digital marketing should be used proportionately along with the remaining marketing tools, takes social media as a complex marriage of sociology and technology. This complexity is not something that could be solved by adding or subtracting a marketing tool or technique. Every tool is equally important and vital, and understanding that the combination of elements is not the same in every situation and not same for every business sector. The dynamics and the factors keep changing with the change in the market and factors that change the market needs and demands such as demographics along with economical factors. For some companies like online shopping sites, social media and the online market becomes very vital. While for banking, hospitality, medical and tourism online presence helps them to grow and expand their business.

As per the results of the survey conducted by Nelisen and a study in the UK by Fred Reichheld, it was evident that Word of Mouth is a very effective way of marketing, 92% of the people have admitted to buying things on being recommended and they approached family and friends for the recommendation of a brand. All the recommendations don't weigh the same for all the companies. The Net Promoter Score (NPS) shows the likeness of a person to recommend a brand. It was discovered that Word of Mouth helps to increase brand advocacy by 7% and 1% in company growth, 12% increase in market share, on the other hand 2% increase in negative publicity increases sales by 1%. The transformation of the media and mass commission and updating technology helps the companies to find a new perspective and a different approach towards the market, so making the right combination of right tools at the right time makes a marketing plan successful. This creates an effective way of communication helping the growth of the company and enhancing brand value.



(Source: nielsen.com)

2.3 Marketing and its Components:

A strategy plans an important role in implementing a plan successfully. The same philosophy goes in the case of marketing. The components that are to be considered to implement the plan are Product, price, place and promotion collectively known as 4P's of marketing. This concept was first introduced by Jerome McCarthy in 1960 and later was developed by adding people, physical evidence and process making it 7P's. Researchers stick to the 4P's due to limitations with the remaining 3P's.

4P's of Marketing:

Phillips Kotler (2003) defines a product as the solution to the needs/wants of the consumers, which are features of a product or service of a brand. This is where the internet steps in and the offering to the next level. Through the online data of consumers we get a better

understanding of the needs of the consumers and through constant communication we can keep up and enhance our products and services. For example let us consider the online surveys, feedback forms, queries forms, and sometimes providing a sample of the product or service like a demo game or demo version of apps and software helps the business in product/service development. The Internet also provides the consumers with similar products of various brands giving them a scope to explore and helps companies to take their products into market in no time. Price is like the water of the elements, adaptable and quick to modify. This element can be changed depending upon the market situation and it is not a demanding factor as it does not require any infrastructure or shape and form. The most important and vital element is Promotion. This itself has many components and is an accomplice of marketing. It has aspects like advertising, public relations, customer engagement, promotional events etc. Now let us look how the internet could be of assistance at various steps of promotion.

Internet Marketing:

Let us start by understanding what exactly Internet advertising is. Internet Advertising is a form of advertising where information is delivered by using a set of tools and methods like websites pop up ads etc. and deliver them globally with the help of the internet. With the help of this mode of advertising companies and brands are able to keep up with competitors in the sales promotional activities and in price wars. They also have an advantage of keeping the consumers engaged with the brand or company by interacting with them and building a good relationship with the consumers.

Public Relations and Direct Marketing:

Talking about public relations and direct marketing, the internet is for sure an added advantage. While the direct communion through e-mails and chat boxes improves the two way commission between the company and the consumer they will be able to deliver exactly what the consumers wanted. Updating the consumer about their services and products of both the existing and upcoming ones along with price changes and sales promotional news through mails, messages, newsletters they needn't wait till they get published in periodicals (Chaffey, 2006, 243-245). The rapid growth and revolution in the technological field boosted up the

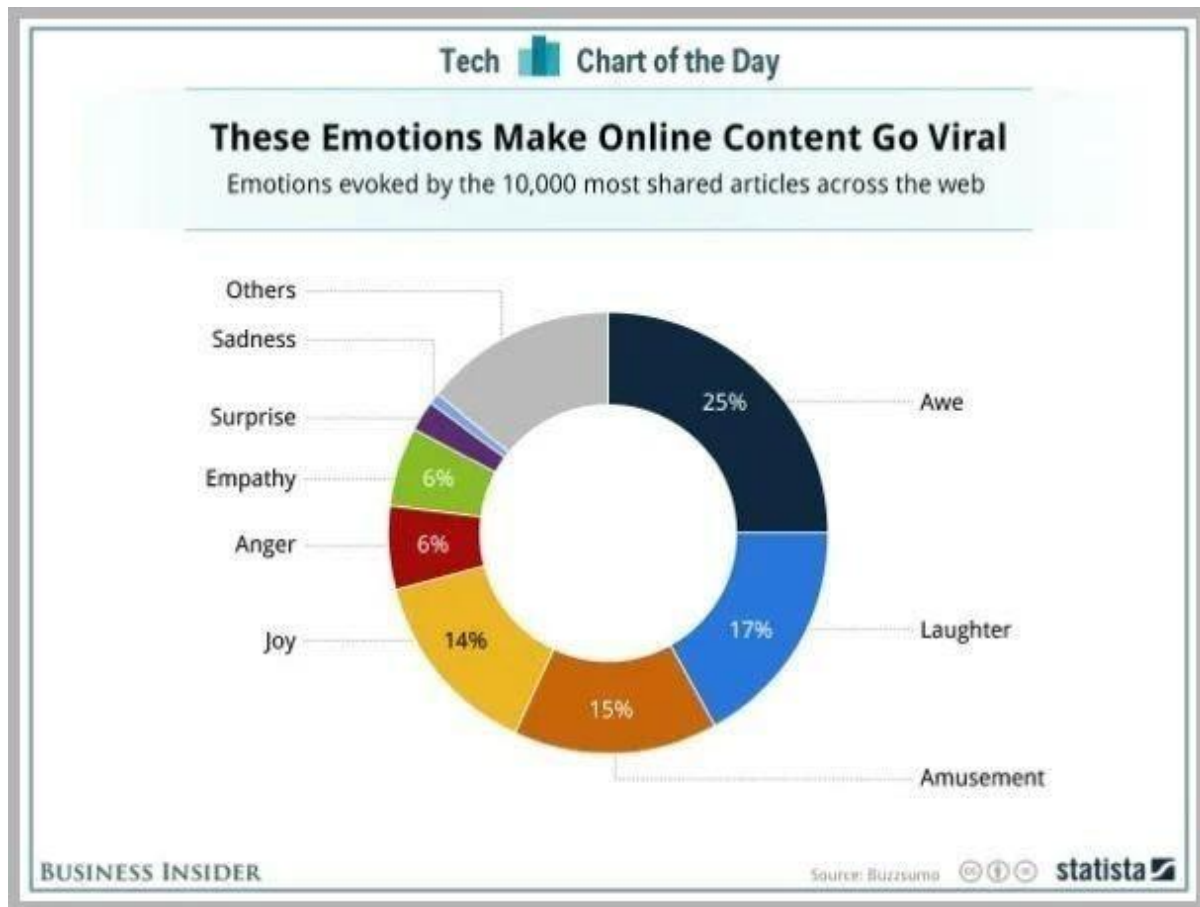
internet marketing. Everything right from pre launch to the post launch of a service/product was taken to the next level by becoming more specific, consumer driven, and reaching markets wider and deeper.

Validity and Confidentiality:

With all the things becoming virtual payments and banking systems also went online. That's where the confidentiality came into the light. We commonly know it as Customer Privacy. There were many questions regarding the information being provided by the customers like banking details, personal details etc. Chung W. and Paynter after their study came up with some solutions like the legalization and self regulation along with technical help the breach of the data can be prevented. With the privacy matter being sorted out an issue of trust i.e. the validity of the information being posted and published on the net came into the light. People were not sure of the authenticity of the information being provided on the net which was seen as a drawback until the brands came up with their official presence providing authentic and first hand information which was assuring to the consumers.

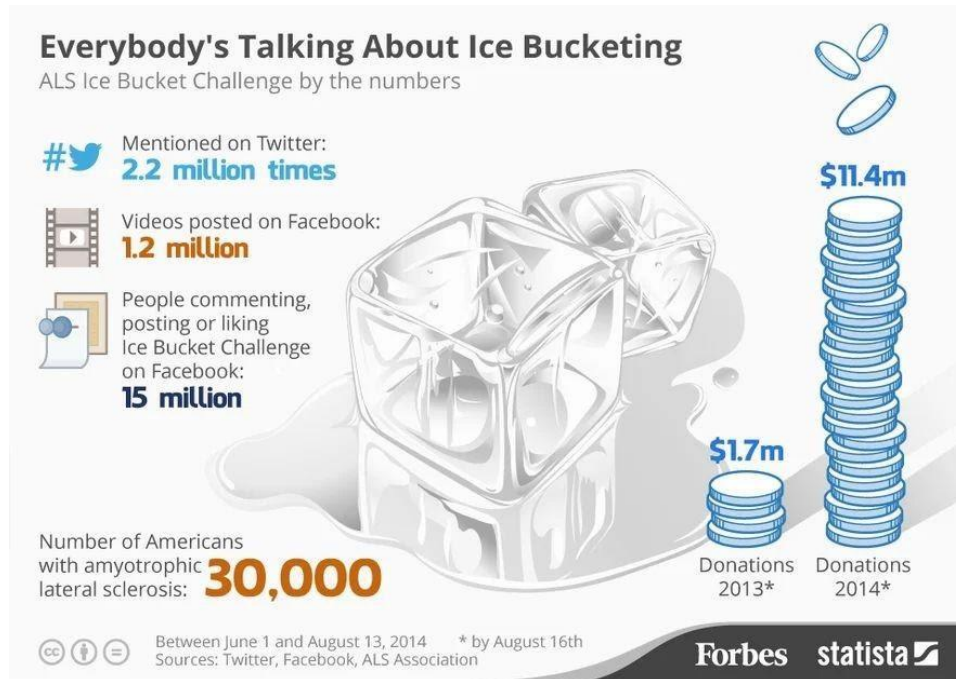
Viral Marketing:

This one of the most seen forms of marketing, in this type of marketing the consumers share the product or service they have used or are using with the others on an internet platform. They share a detailed description of the goods or service which they are talking about and this is encouraged by the companies. There are various reasons a person might want to share but the common basic ground is emotion. People share differently while facing different emotions. Here is an image showing the role of emotions in viral marketing.



(Source: semrush.com)

This viral marketing can be for any reason or any cause the best example of viral marketing is The ALS Ice Bucket challenge in the year 2014. This was started to create awareness about ALS - Amyotrophic Lateral Sclerosis and raise donations. This one raised approximately 12 million dollars and gained the attention of celebrities like Bill Gates and Oprah Winfrey. This was sensational on the net being mentioned on Twitter 2.2 million times.



(Source: semrush.com)

Email Marketing:

The effectiveness of the mail marking is measured by three factors,

1. If the mail has inbox or was sent to spam - Non Bounce delivery rate.
2. How many of the mails have been seen or read - Open Rate
3. How many of the mail have been actually clicked by the users - Click Rate.

The drawback here is that the open rate can be false or inaccurate as the mail is considered opened when the in picture image is displayed and sometimes the images are broken by default by the server or hidden when sent. This affects the open rate giving inaccurate data.

Online Public Relations:

As we have discussed earlier about Public Relations and how the internet can be used in promotional activities, certain tools and measures along with some factors the effectiveness of increasing the brand value and brand presence becomes much easier and more quicker.

- 1) Second Screen: Around 60% of the population owns a mobile phone while about 45% of them use smart phones this is definitely seen as a medium of reach. Companies have recently been either working on developing their sites as mobile friendly or are making mobile apps. With 84% mobile network users in India (2019) companies have an advantage of spreading the brand value and promotional activities through text messages.
- 2) Attribution Model: Conversions are a very vital part of a sales and attribution modeling is a method that determines what attributes to conversions and by what percentage while making conversions using a given set of rules.
- 3) Everyone loves a little fun and who does not like to enjoy a minute in their busy lives. Games are always fun and interesting. Marketers decide to use this gamifying concept which is widely accepted and turn into one of their marketing strategies. For example, online scratch cards which offer discounts or cash backs, having mini games in your apps like OYO did and Amazon shopping app provides you with spinning the wheel and different quizzes which have prizes right from offers to gadgets. Apps like Flipkart give you rewards and points which can be later redeemed while shopping. This is a way of engaging consumers and making them stay loyal to their brand.
- 4) Inbound marketing: in other words we can say that it is organic promotion. When companies post or publish an interactive or attractive content and if the consumers i.e. traffic comes without paid promotion then it is called organic or inbound marketing. For example on your Facebook page you can always find how many people visited your page and what percentage of it is organic and inorganic.
- 5) Pie is always good, either as food or to show numbers. A colourful picture is always attractive while the stats and numbers gain trust and interest. Data visualization, it not only helps the consumers to know about the facts about your brand but also helps the companies to keep a track of their work.

- 6) Loyalty: Making people sticking to their brand always needs a lot of work. People need to feel important and special to keep them purchasing their brand and have a positive opinion about their brand. Marketers have been trying to encourage the consumers to share their experience about buying and using the products for better and different perspectives. For example, the most common is rating and writing reviews of the products that are purchased. Some apps have community apps or group chats. Flipkart introduced a public chat or poll where you can ask the other users, family and friends for opinions and reviews of the products they want to purchase and suggest others.
- 7) With brands stepping up on social media platforms like Facebook, Twitter and Instagram they started to build social communities which gave the consumers to raise their voices and make suggestions.
- 8) Suiting up of Local businesses: Sites like JustDial and Get Listed started helping the local business to get online presences. Local businesses might not have any tools or the right tools to make their online presences. These sites help them to get mass recognition and help them to grow and expand.

The part where one uses online marketing to keep up with consumers' needs and wants and maintain a good customer relationship and use the tools like direct marketing and word of mouth to gain the trust and increase the brand advocacy can be monitored and measured together with the concept of Integrated Marketing Communication. Like traditional marketing has its tools, online marketing has got some tools that helps them keep moving forward. Some of the tools are display ads, Search Engine Marketing, Search Engine Optimization (SEO), Email Advertising etc...

Display Advertising:

Display Advertising is of many types like pop up ads, floating ads, pop under, expanding ads, frame ads and web banners along with text ads and interstitial ads. These ads either just pop

up while surfing the net or they come while you are trying to access some information. Some ads redirect directly to that site.

SEM and SEO:

Search Engine Marketing helps the sites to appear in the searches with the help of some cue words called as keywords. This is a paid marketing technique and comes under sponsored search. People bid on the key words and use them in order to make their site or blog or content visible in the search.

Search Engine Optimization is almost similar to this except the point that it is not paid. People use a set of relevant keywords and strive to appear in people's searches and it is completely organic.

Social Media Marketing:

Like the name suggests the ads are created and posted across the various social media accounts. While some of them includes promoting the brand while some of them are about the promotions and discounts and mostly updates of the products or services.

Every coin has two sides, similarly everything has pros and cons. Here are some pros and cons of Digital marketing.

2.4 Advantages and Disadvantages of Marketing

Pros of Online Marketing:

- 1) Digital or online marketing is far much cheaper compared to traditional marketing. We can say that this requires minimum investment and is low maintenance.
- 2) This platform provides a fair chance of competition to both small or local businesses and big brands as it provides consumers with a wide range of options. For example when we search for gifts like chocolate hampers in our search bar it shows results which contain both local platforms like JustDail, and from Amazon and flipkart.

- 3) Companies get the bigger piece of the cake as they will get an opportunity to increase their market and take their business to the next level and have a leverage of taking it till international level.
- 4) The demographic information can be obtained and monitored easily with the help of the internet. The Internet provides the companies with details right from age, location and gender which helps the brands to choose their target audience rather than making large scale advertisements. It is also easy to maintain and keep track of the data of their consumers and look for the potential consumers and it is the quickest and easiest route to communicate with consumers.

Cons of Online Marketing:

- 1) Connectivity: The longer it takes to load and download the consumers show less interest. The network connection is another major issue. This can be seen in two ways, one where there is bad service or poor connection while the other is the app or sites running with high speed net.
- 2) Like discussed before, the “feel” factor is missing. People need a lot of time to adapt and trust. People don't buy products until they touch or feel the product. Since the e-commerce sites can't provide the feel factor, people take a step back to shop.
- 3) As discussed previously, paying methods were not trusted by the consumers, and the cash on delivery was not considered as they thought they might face problems because they did not buy the product.
- 4) They were not sure how far they could trust the offers and information that was available online as it seemed it could be a scam.

Chapter 3

Data Collection

3.1 Research Objectives:

- 1) To have an understanding of Integrated Marketing Communication.
- 2) To know the importance of Online Marketing in the present changing market environment (COVID -19, 2020).
- 3) To find and know the factors responsible for the growth and spread of online marketing.
- 4) To study the effectiveness of online marketing tools and traditional marketing tools.
- 5) To know the scope of online marketing in the present business environment.

3.2 Data Collection:

As per the results conducted on the topic by , with a sample size of 600 respondents it was concluded that online buyers showed the signs of discomfort with online purchasing and they sensed a high level risk regarding the quality and delivery of the product. It was also observed that the online sales promotions, product price, quality, range of products and services affects the purchasing behavior of the consumers.

As per the study conducted on ‘Structural Equations Modeling, Perceived Risk and Flow state on e-commerce’ conducted by Rafel Lucian in the year 2014, primary data was collected from approximately 200 people and a period of 6 months was considered who are of 18 years to 29 years it was concluded that the flow and abilities of shopping are affected by the perceived risk.

In a study done on “The trend on Online shopping in the 21st century, Impact of Enjoyment in Tam Model” with respondents of 150 people from various fields and students of different universities it was shown that the joy and ease of use have impacted online shopping

enormously.

As per a study conducted on service quality and their relationship with effective evaluations of customers of internet service providers in Thailand by Thaichon Paramaporn et al, it was observed that the relation between value and customer commitment is not relevant whereas the satisfaction is considered as a factor of consumer trust. Factors like network quality, customer service privacy, availability of information, and security.

As per a site online shopping has shot up to 42% in the US from 22% in 2018 during the pandemic. It was noted that 62% of the online shoppers purchase on a monthly basis, whereas 63% of the order cancellations or discarding the cart is done due to the extra shipping costs.

As per Big Commerce site, 43% of the consumers surf the product on social media platforms before purchasing it. It was also shown that 42% of the holiday shoppers surf and purchase online whereas 23% of them go for brick stores to buy.

Chapter 4

Research Methodology

4.1 RESEARCH METHODOLOGY

The study sample was collected via stratified random sampling of customers who are familiar with online purchasing. The data collection has been made by using questionnaires created with the help of Google forms. Questionnaires have been distributed to the target population. Specifically the study is focusing on the customers who are professionals and those who are well aware about online purchasing platforms.

Research design: The association between the variables in the population has been established and the present study is focusing on the effect of online marketing on today's business environment. Thus, a quantitative approach is a fit design for this study. Stratified sampling method is used to study where populations are clubbed into various groups or respective to their specific characteristics.

Stratified random sample: First we split the population into groups. The overall sample consists of some member of every group. The members of each group are chosen randomly.

Example: As a part of a research study sample taken from various universities, the populations will be students and staff. First, we divided this population into groups such as under-graduates, graduates, post graduates, PHD scholars and professors. After this from the group we formulated, we will take the samples randomly in which the members in each group will get the equal chance of getting selected. Hence the biasness is reduced in the study.

Questionnaire Development: The data has been collected through a well-established format and structured questionnaire. Before the formation of the questionnaire, numerous literature reviews have been studied regarding the effect of online marketing on business environments to keep reliability and validity strong.

Part A of the Questionnaire consists of demographic information collected from the customers and part B consists of variables and factors to study the effect of online marketing on today's business environment. Questionnaire has been designed and developed in a simple manner so that it will reduce the risk of ambiguity among the respondents.

Data collection: A total of 150 questionnaires have been distributed as soft copy through various online platforms such as Gmail, Whatsapp and Facebook messenger Etc .To make them comfortable and to ease in their response, we gave them enough time to collect their responses as well as their basic contact details.

Data analysis and interpretation: Collected data has been used for statistical studying with the help of software, statistical package for social science (SPSS) version 16.0. The interpretations of the study have been made with the help of software like Microsoft Word, Microsoft Excel.

Variable measurement: Independent Variable and dependent Variable of this study is adapted from past research papers to ensure the questionnaire used in this study meets both validity and reliability. The 5 point Likert scale has been used to find out respondents' level of agreement with the statement given to them.

Table below shows the variables related to our study.

| Variables | NO OF ITEMS | ORIGIN |
|-----------------------|-------------|--------|
| Perceived ease of use | 4 | |
| Perceived usefulness | 4 | |
| Attitude | 2 | |
| Perceived Risk | 1 | |
| Behavioral intentions | 2 | |

Perceived Ease of Use: It is the degree to which a respondent feels comfortable as well as ease while performing the task.

Perceived Usefulness: It is the degree to which a respondent feels usefulness of a particular system in performing a task.

Attitude: Attitude is defined by Fishbein and Ajzen as a “learned predisposition to respond in consistently favorable or unfavorable manner with respect to a given object”. Basically, an individual attitude towards a specific system is commonly used to identify the intention to adopt something new.

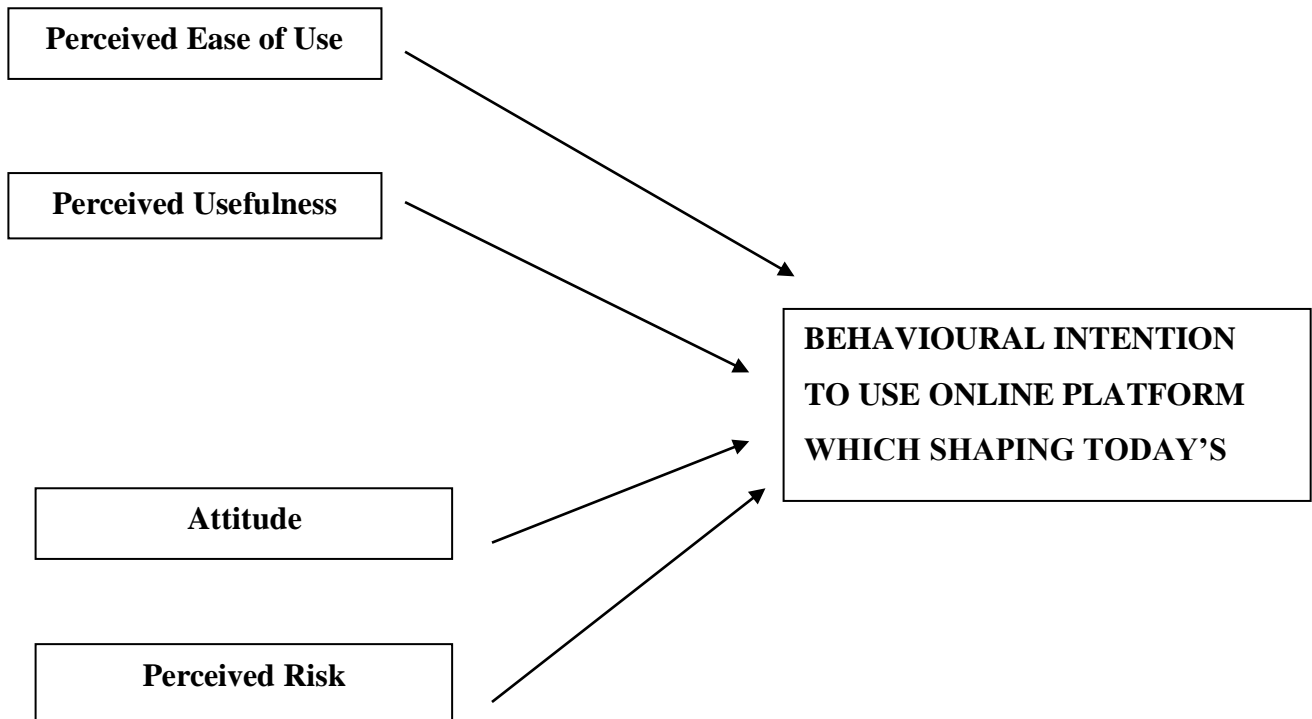
Perceived Risk: The degree to which an individual concerned having risk on a particular system affecting the purchasing decision and intention to adapt a system due to the risk associated with it.

Behavioral intentions: The degree which an individual/ Respondent shows intention to adopt a particular system. Behavioral intention is most important in the field of marketing as a proxy measure to find out the intention to actual use of a system.

| | |
|--------------------|--------|
| Sample Size | |
| Type of Respondent | Sample |
| Customers | 150 |

4.2 Research Framework

The Research framework has been made with the idea taken from the Technology acceptance model (TAM).



4.3 Analysis

H1: There is a significant relationship between perceived ease of use and behavioral intention to use online platform

H2: There is a significant relationship between perceived usefulness and behavioral intention to use online platform

H3: There is a significant relationship between perceived attitude and behavioral intention to use online platform

H4: There is a significant relationship between perceived risk and behavioral intention to use online platform

Statistics

The demographic variables has been analyzed using frequencies with SPSS

| Statistics | | | |
|------------|---------|--------|-----|
| | | Gender | AGE |
| N | Valid | 150 | 150 |
| | Missing | 0 | 0 |

The number of samples taken for the analysis is 150.

Frequencies are measured for the gender & age of the respondents and the detailed report has been provided and analyzed the same

TABLE 1.1 Genders

| Gender | | | | | |
|--------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Female | 85 | 56.7 | 56.7 | 56.7 |
| | Male | 65 | 43.3 | 43.3 | 100.0 |
| | Total | 150 | 100.0 | 100.0 | |

TABLE 1.2 AGE

| AGE | | | | | |
|-------|--------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 12-19 | 5 | 3.3 | 3.3 | 3.3 |
| | 20-35 | 134 | 89.3 | 89.3 | 92.7 |
| | 36-60 | 9 | 6.0 | 6.0 | 98.7 |
| | 60 and above | 2 | 1.3 | 1.3 | 100.0 |
| | Total | 150 | 100.0 | 100.0 | |

REGRESSION MODEL

| Model Summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .666 ^a | .443 | .428 | .71649 |
| a. Predictors: (Constant), PERCEIVED_RISK, PERCEIVED_EASE_OF_USE, ATTITUDE, PERCEIVED_USEFULNESS | | | | |

66.6% is the correlation between the observed and predicted value of the dependent variable and 44.3% of r square depicts that the proportion of variance in the variable intentions to use online Platform (dependent variable) can be predicted from the independent variables perceived usefulness; perceived ease of use, attitude and perceived risk, root mean square error is around 71%.

| ANOVA ^a | | | | | | |
|--|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 59.212 | 4 | 14.803 | 28.835 | .000 ^b |
| | Residual | 74.437 | 145 | .513 | | |
| | Total | 133.648 | 149 | | | |
| a. Dependent Variable: BEHAVIOURIAL_INTENTION_TO_USE_ONLINE_PLATFORM | | | | | | |
| b. Predictors: (Constant), PERCEIVED_RISK, PERCEIVED_EASE_OF_USE, ATTITUDE, PERCEIVED_USEFULNESS | | | | | | |

Degree of freedom states total number of observations minus 1(k-1). Here the number of samples is 150.

150-1=149 is the DF total. There are 5 Predictors in the model so the degree of freedom is 5-1=4.

The residual degree of freedom hence can be found by 149 that is (Df-1)= =150-1=149

Mean square says that it is the sum of squares divided by their respective DF. Here in regression $59.212/4 = 14.803$

Residual mean square is $74.437/145 = 0.513$

F value in the table states that $(14.803/.513)=28.855$. The p-value related to the f-value is very

| Coefficients ^a | | | | | | |
|--|-----------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.743 | .337 | | -2.202 | .029 |
| | PERCEIVED_EASE_OF_USE | .280 | .098 | .198 | 2.852 | .005 |
| | PERCEIVED_USEFULNESS | .168 | .115 | .107 | 1.462 | .146 |
| | ATTITUDE | .534 | .082 | .459 | 6.510 | .000 |
| | PERCEIVED_RISK | .135 | .086 | .109 | 1.572 | .118 |
| a. Dependent Variable: BEHAVIOURIAL_INTENTION_TO_USE_ONLINE_PLATFORM | | | | | | |

| Correlations | | | | | | |
|---|---------------------|-----------------------|----------------------|--------------------|--------------------|---|
| | | PERCEIVED_EASE_OF_USE | PERCEIVED_USEFULNESS | ATTITUDE | PERCEIVED_RISK | BEHAVIOURIAL_INTENTION_TO_USE_ONLINE_PLATFORM |
| PERCEIVED_EASE_OF_USE | Pearson Correlation | 1 | .388 ^{**} | .351 ^{**} | .227 ^{**} | .425 ^{**} |
| | Sig. (2-tailed) | | .000 | .000 | .005 | .000 |
| | N | 150 | 150 | 150 | 150 | 150 |
| PERCEIVED_USEFULNESS | Pearson Correlation | .388 ^{**} | 1 | .379 ^{**} | .394 ^{**} | .400 ^{**} |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 150 | 150 | 150 | 150 | 150 |
| ATTITUDE | Pearson Correlation | .351 ^{**} | .379 ^{**} | 1 | .338 ^{**} | .606 ^{**} |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 150 | 150 | 150 | 150 | 150 |
| PERCEIVED_RISK | Pearson Correlation | .227 ^{**} | .394 ^{**} | .338 ^{**} | 1 | .351 ^{**} |
| | Sig. (2-tailed) | .005 | .000 | .000 | | .000 |
| | N | 150 | 150 | 150 | 150 | 150 |
| BEHAVIOURIAL_INTENTION_TO_USE_ONLINE_PLATFORM | Pearson Correlation | .425 ^{**} | .400 ^{**} | .606 ^{**} | .351 ^{**} | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 150 | 150 | 150 | 150 | 150 |

** . Correlation is significant at the 0.01 level (2-tailed).

Chapter 5

Conclusion

5.1 Findings

In our study we focused on finding the influence of Digital Marketing/Online Marketing on business especially during the pandemic COVID -19. We also studied the role of Social Media in the marketing process along with the focus on ease, trust, and risk of online shopping and how perceive these factors. We have collected information from 150 respondents in the form of questionnaire which was sent across different age groups and people in different fields and departments across India and Philippines.

It was found that a person spends about 4.8 hours on an average on Social Media on a daily basis and the highly used apps are Whatsapp, YouTube followed by Facebook and Instagram. Coming to the shopping and trusting of the social media promotion and online payments the respondents think that online shopping is easier and quicker and prefer online shopping equally with in-store purchases. They believe that online shopping is not time consuming, along with delivering with good quality products and doesn't face any issues while ordering. Yet they are not highly satisfied with shopping online, which could be seen as the result of their lack of trust in online payments and online promotions related to the sales and offers. Most of the people still recommend shopping online.

5.2 Recommendations:

As we can infer from the summary and the finding that people have started to shift to online shopping but still are swinging between online shopping and in – store purchase due to issues regarding trust and safety, security and confidentiality. These aspects have been prevailing from the start and companies have been trying to solve them. We can say that COVID – 19 has been helping businesses to keep going or hop onto e-commerce or online platforms for sales and promotional activities as we can see that people still prefer online shopping and recommend online shopping despite the issues.

Here are a few recommendations that might help with building in the trust regarding the payments and Online/Social Media Promotions.

Despite of transacting billions of rupees consumers/users have trust issues while transacting with digital/online payment options due to security reasons. Anything that is backed with guarantee or an authoritative institution will be a plus in order to gain the trust of the people. For example let us consider the new rule bought by the government about the UIP transaction platforms and apps. It was said in a interview that despite PhonePe and Google Pay occupying 80% of the market share in the payment markets Google is under scrutiny under four major trust issues. These types of third party apps should seek a good backup and become more authentic in order to build the trust and gain loyal consumers/users.

Though companies and brands have been stepping onto Social Media platforms and started to promote their products and keep the consumers posted the consumers are still having a bit of trust issues with their activities. This behavior can be observed as the result of perceive and acceptance. A suggested Solution would be Endorsement. The endorsement that is taking place on other media channels like television and other platforms is helping the company to build loyal customers. Similarly the Ambassadors should be used for the launching of sites and acknowledge the Social Media presence. This not only helps the company to spread its reach but also keep maintaining the connection between brand, endorsing and the consumers.

Though People tend towards shopping online most of the people discard their baskets or empty their carts due to price and delivery charge issues. This can be solved by bulk marketing. Providing them with coupons which are related to the same segment or related segment. This to an extent helps the people to checkout their carts. It was also found that people do miss the in-store shopping experience, it would be suggested that the e-commerce platforms can arrange a small pick up store with different aisles and different sections or one huge pick up store where people punch their order number and get to pick up their orders on their own.

Chapter 6

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Annexure - I

Questionnaire

Part 1

- 1) Name:
- 2) Age Group:
 - 12-19
 - 20-35
 - 36-60
 - 60+
- 3) Gender:
 - Male
 - Female
 - Others
- 4) Currently Residing City:
- 5) Which of the following products have you shopped online?
 - Grocery
 - Essentials
 - Masks, hand wash or sanitizers etc.
 - Ott platform subscriptions
 - Watched online movies/series/sports
 - Online education (classes/courses/certifications)
 - Online ordering of food
 - Electronics
 - Apparels/fashion
 - Others
- 6) Have you seen ads/campaigns about these online or on Social Media?
 - Grocery

- Essentials
- Masks, hand wash or sanitizers etc.
- Ott platform subscriptions
- Watched online movies/series/sports
- Online education (classes/courses/certifications)
- Online ordering of food
- Electronics
- Apparels/fashion
- Others

7) Which of the following have you shopped frequently online?

- Grocery
- Essentials
- Masks, hand wash or sanitizers etc.
- Ott platform subscriptions
- Watched online movies/series/sports
- Online education (classes/courses/certifications)
- Online ordering of food
- Electronics
- Apparels/fashion
- Others

8) How long do you spend on Social Media?

9) Which of the following do you use?

- Facebook
- Twitter
- Whatsapp
- Instagram
- LinkedIn
- YouTube

- Gaming apps
- Dating apps
- Education related
- Ott platforms

PART -2

1) Please rate the following on a scale of 1-5.

- 1 ○ 2 ○ 3 ○ 4 ○ 5

Very Easy

Very Difficult

2) Online Shopping makes purchasing easier.

- 1 ○ 2 ○ 3 ○ 4 ○ 5

Strongly Agree

Strongly Disagree

3) Online Shopping quickens the purchasing.

- 1 ○ 2 ○ 3 ○ 4 ○ 5

Most Useful

Most Useless

4) Online Shopping is useful than in-store purchasing.

- 1 ○ 2 ○ 3 ○ 4 ○ 5

Very Easy

Very Difficult

5) Online shopping is difficult.

- 1 ○ 2 ○ 3 ○ 4 ○ 5

Strongly Agree

Strongly Disagree

6) Online shopped products are usually delivered late.

- 1 ○ 2 ○ 3 ○ 4 ○ 5

Strongly Agree

Strongly Disagree

7) Online shopping is a time consuming process.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Strongly Agree

Strongly Disagree

8) Products purchased online have quality issues.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Strongly Agree

Strongly Disagree

9) There are troubles while placing orders.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Strongly Agree

Strongly Disagree

10) Are you satisfied with online shopping?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Highly Satisfied

Highly Dissatisfied

11) Are you willing to continue shop online?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Highly Willing

Highly Unwilling

12) How far do you trust online/social media promotions?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Very Trusty

Not Very Trusty

13) Do you feel secure transacting online?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Very Secured

Very Unsecured

14) Do you recommend online shopping?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Highly Recommended

Not Highly Recommended

Annexure – II

Sample Collected

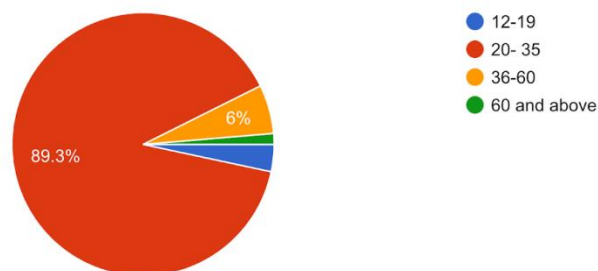
The survey was conducted from 150 respondents through questionnaire which was circulated online. It was sent across universities in India and Philippines and filled by people of different ages and different departments.

Demographics

Gender

| Gender | No. of Respondents |
|--------|--------------------|
| Male | 65 |
| Female | 85 |

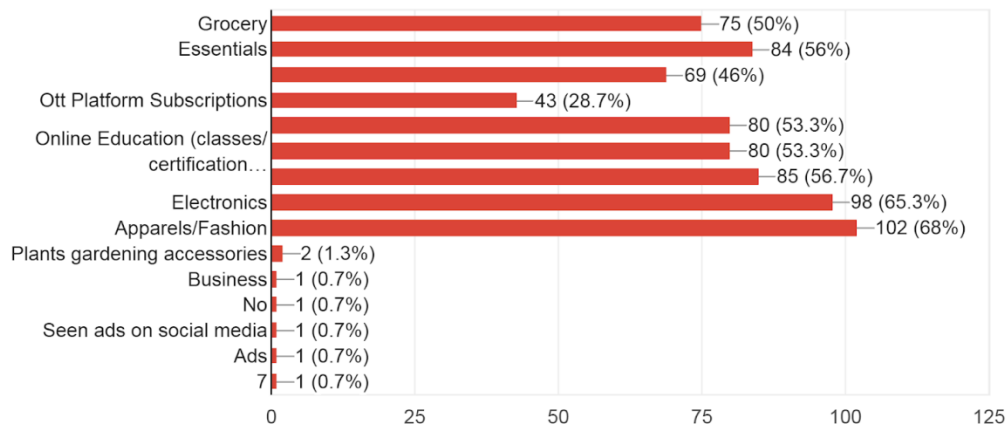
Age 150 responses



Age of the Respondents

Have you seen ads/campaigns about these online or on social media?

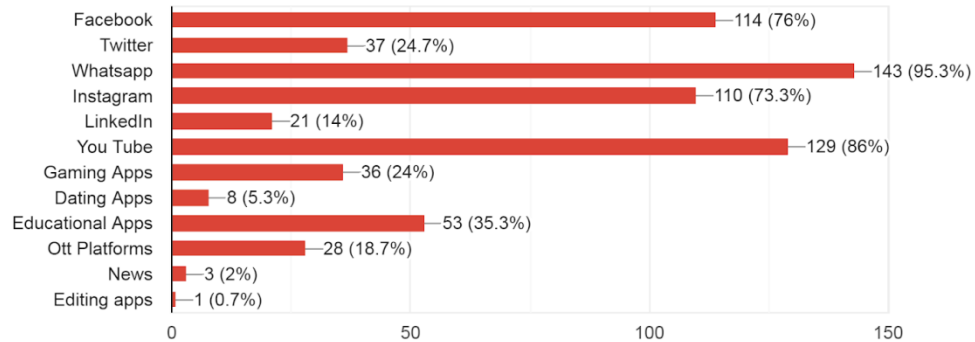
150 responses



Different types of products that are purchased online.

Which of the following do you use?

150 responses



Different Types of Social Media Apps/platforms that are used.