

Online Ushering: A game changer

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Abstract: *The magical world in today`s parlance is the online marketing. Online Marketing has totally changed the behaviour of consumers and nowadays the customers are very much conscious about accessibility, on time deliveries and variety seeking approach that has completely brought a significant revolution in consumer buying decision process.*

The modern concept of marketing are more customer centric so that they can address the needs of the customers in the more appropriate manner thus resulting in customer satisfaction. The paper will address the factors affecting online purchase and the relationship.

Key Words: *Online Marketing, Customer Satisfaction.*

1. INTRODUCTION:

Online marketing is the best modern tool used for promotion to customers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising for creating awareness about the particular brand. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

2. LITERATURE REVIEW:

Online Marketing is the new mechanism of selling the products and services over Internet. The concept of digital marketing is widely used in selling products and/or services over digital networks, such as the Internet and cellular phone networks.

The emphasis should be to identify appropriate target audience while using good online marketing platforms. The science of online marketing is the research and analysis that goes into both choosing the online marketing strategies to use and measuring the success of those online marketing strategies.

Now with increasing local search and people's new habit of searching on the Internet first, it matters. Online marketing or Internet Marketing refers to variety of powerful tools and strategies used for promoting products and services through online media. Time savvy approach and Instant Delivery are the decisive factors in promoting Online Marketing.

Following are few specific contributed to the growth of online marketing –

Online marketing can deliver several benefits such as:

- Growth in potential
- Less expenses
- Smooth communication
- Better control over Quality
- Improved customer service
- Competitive advantage



Fig 1.1 Scope of Digital Marketing

3. IMPORTANCE:

Importance of Online marketing

Growth of internet has contributed to growth of Internet Marketing.. With the advent of internet technology number of internet user is increasing at the greater extent across the world. India stands at fourth place with 81 million internet users in 2010. (www.internetworldstats.com)

Online marketing is becoming gradually more important to small businesses of all types. In the past, marketing online was a little that local bricks-and-mortar businesses could justifiably ignore. It didn't make sense to waste time and money on online marketing when all your business was local.

As per Don Schultz (2008), —IMC is a strategic business process used to plan, develop, execute and evaluate synchronized, measurable, persuasive brand communication programmes over time with consumers, customers, prospects, and other targeted, relevant external and internal customers. The key difference in this definition of IMC from that of simple Marketing Communication is highlighted by use of three words: i) strategic, ii) evaluate and iii) measurable. In essence, IMC enforces use of marketing communication mix in such a way that it is deliberately designed to achieve certain objectives, measured to enforce answerability over marketers and are evaluated over time. These elements are also stressed on by various IMC authors (Schultz, 1996; Duncan & Caywood, 1996), who believe that although the concept of IMC is not new, but the fact that previously marketing communication was not coordinated strategically and strategy is now believed critical, gives this concept a new look.



Fig 1.2 Tools of Online Marketing

4. OBJECTIVES:

- To determine the relationship between price and online buying.
- To determine the factors affecting online buying decisions.

5. HYPOTHESIS:

H0 :There is no significant relationship between price and income affecting online buying.

H1 :There is significant relationship between price and income affecting online buying.

6. RESEARCH METHODOLOGY :

Research Design: Descriptive Research Design

Sample Size: 200

Sampling Technique: Stratified Sampling.

7. ANALYSIS:

Analysis has been done on SPSS software and respondents individual responses are taken on a Likert Scale having responses

5=Strongly Agree

4=Agree

3=Neutral

2=Disagree

1=Strongly Disagree

Similarly income has been categorised on a 3 pointer scale with description as follows :

3=Income in Rs above 5 lacs

2=Income between 3lacs to 5lacs

1=Income Below 2 lacs

Correlation Results using SPSS

Correlations Fig 1.3

		price	income
price	Pearson Correlation	1	.873**
	Sig. (2-tailed)		.000
	N	200	200
income	Pearson Correlation	.873**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

8. FINDINGS:

There is high positive correlation existing between price and income that is evident from our correlation analysis obtained from SPSS.

9. RECOMMENDATIONS:

- a) Still lot of awareness needed in rural areas.

- b) Online Marketing is still not very much suited for items like jewellery.
- c) Redressal of customer complaints should be quick.

10. CONCLUSION:

Online Marketing has brought a revolution in the market place. Variety of the products available, the offers are luring the customers to buy more and more no of products by shopping online .Digital Marketing has added wings to shopping on the Internet. Still the biggest issue remains authentication issues and the other cyber crimes which are prevalent in the market. Similarly lot of efforts are needed to promote Digital Marketing in Rural areas where IT Infrastructure and Computer Proficiency are the biggest challenges.

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