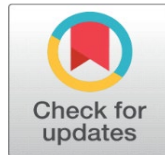
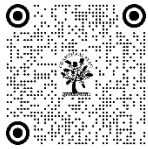


A STUDY ON ONLINE MARKETING AND IT'S IMPACTS

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ABSTRACT

Online marketing, which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. Online Marketing is a combination of innovative tools and methodologies used for marketing products and services over the internet. Online marketing is the process of targeting, attracting and winning and retaining the potential customers through Internet. Online Marketing covers a wide range of marketing strategies which are excluded from traditional marketing because online marketing includes extra platforms and marketing mechanisms over the internet. Online marketing overcomes the barrier of traditional marketing i.e. reaching the mass with minimum cost. Online marketing helps the company to builds its brands online and to attract potential customers. Online marketing provides platform to companies to communicate with their customers and feedback given by the customers helps the company to easy work on their pitfalls and customers can make a wise decision of buying by analyzing the posted feedbacks on the company website. Being cost-effective, flexible, and fast and enjoying an on unprecedented global reach, internet marketing has brought about different businesses incredible gains. The paper study with defining online marketing, different kinds of internet marketing advantages and disadvantages of online marketing. This paper also examines how online marketing overcome the limitations of traditional marketing and study the challenges exist in India relating to Online Marketing:

Keywords: Online, Internet, Challenges, Limitations, Traditional Marketing



1. INTRODUCTION

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet. Online marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing (SEM). The broad online marketing spectrum varies according to business requirements. Effective online marketing programs leverage consumer data and customer relationship management (CRM) systems. Online marketing differs from traditional marketing, which has historically included mediums like print, billboard, television and radio advertisements. Online marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing. Today, the Internet is premium source for promoting your business. There has been a rapid rise in the number of internet users since last few years. Thus Internet is the lucrative place to promote the business.

2. OBJECTIVES

- To study concept of Online Marketing
- To examines the limitations of online marketing.

3. ONLINE MARKETING

Online marketing is advertising and marketing the products or services of a business over Internet. Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps. Online marketing is also termed as Internet marketing, Web marketing, or E-Marketing.

4. TYPES OF ONLINE MARKETING

There are many types of online marketing, and just as the internet continues to change and evolve, the way businesses use it to market their products and services will change along with it.

Common types of online marketing include:

- ❖ Content marketing
- ❖ Social media marketing
- ❖ Influencer marketing
- ❖ Affiliate marketing
- ❖ Pay per click(PPC)
- ❖ E-mail Marketing

• CONTENT MARKETING

Content marketing is a primary form of online marketing that companies often incorporate into nearly every other type of digital marketing. It involves using content on the internet to increase brand awareness, provide valuable information to potential and current customers, generate leads, and increase traffic. The primary objective of content marketing is typically to create and distribute relevant and valuable content that attracts a certain demographic and increases the likelihood of turning these viewers into customers.

• SOCIAL MEDIA MARKETING

Social media marketing includes using various social media channels to connect with your target audience and increase your company's or brand's overall online presence. The most common social media platforms used for online marketing include Facebook, YouTube, Instagram, Twitter, LinkedIn, and Pinterest. Social media marketing has become more important for companies in recent years. As a result, social media is a prime place to implement online marketing and promote your business. There are both paid and non-paid social media marketing options and how you approach marketing on social media will vary depending on your target demographic and the platforms you use.

• INFLUENCER MARKETING

Influencer marketing (also known as influence marketing) is a form of online marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field. Influencers are someone (or something) with the power to affect the buying habits or quantifiable actions of others by uploading some form of original often sponsored content to social media platforms like Instagram, YouTube, Snapchat, Tik Tok or other online channels.

• AFFILIATE MARKETING

Affiliate marketing is an type of online marketing in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

• SEO (SEARCH ENGINE OPTIMIZATION)

Search engine optimization includes several tactics that can increase your website's visibility on search engines. SEO marketing is a type of digital marketing that optimizes webpages for search engines like Google, helping your target audience find you more easily.

• PAY PER CLICK(PPC)

Pay-per-click advertisements are ads on websites and search engines that direct people to a company's website or online store. As you can probably determine from the name, these advertisements then charge your company every time someone clicks on them.

• E-MAIL MARKETING

E-mail marketing a popular online marketing tool that companies use for a variety of reasons. Many companies rely on email marketing to inform potential and existing customers of sales, events, discounts, and new products. They may also use email marketing to help generate more website traffic by including links to the company's website in the email.

5. ADVANTAGES OF ONLINE MARKETING

Marketing has genuinely progressed globally with the advent of the internet and the mobile devices. There is no doubt that digital marketing has overtaken the traditional means of marketing and has become the most popular business conduit for transaction and sales. Spot advertising or traditional marketing piques the interest of only the local customers. But with the digital marketing services, deals can be pitched in a customized manner to have a global reach without having to spend much on it. Some of the advantages are:

• COST EFFECTIVE

The Cost of advertisement in Traditional marketing channels such as advertisement on front page of Hindustan Times Newspaper or telecasting advertisement at prime slots is very high as compared to advertisements in Digital marketing channels like ads on Google, YouTube, face book, websites etc. Therefore, E- marketing strategies are cost effective.

• LEVEL PLAYING FIELD

Starting a new business and competing with well- established business having multiple branches is impossible in Traditional marketing. But Digital marketing overcome this limitation by providing equal playing field to both. Now with the innovative digital marketing strategy and excellent customer service, one can win over its competitor easily.

In the Traditional marketing, measuring results of marketing strategies at a click of a button is not possible. But under Digital Marketing provides the opportunity to analyses results at real time and improving the strategies to get better results. Accessing information regarding number of website visitors, peak hours of business, conversion rates by using E-marketing solutions like Google Analytics etc.

• GLOBAL REACH

With e-commerce soaring to great heights, sales can be made with just the click of a button. With the services of an e-commerce web development company, design your site which will help you to make transactions faster and thus you can deal with customers in the far-flung cities with your online business. Digital marketing helps you to pitch in your sales at any time of the day, and thus you can run your campaign 24*7 at no extra cost.

6. DISADVANTAGES OF ONLINE MARKETING

Online marketing is not without disadvantages, some of them are as follows;

- Technology Dependent. Online Marketing is completely dependent on technology and the internet; a slight disconnection can jeopardize your whole business.
- Worldwide Competition. When you launch your product online, then you face a global competition because it's accessible from everywhere.
- Privacy & Security Issues. Privacy and security issues are very high because your data is accessible to everyone; therefore, one has to be very cautious about what goes online.
- Higher Transparency & Price Competition. When privacy and security issues are high, then you have to spend a lot to be transparent. Price competition also increases with higher transparency.
- Maintenance Cost. With the fast-changing technological environment, you have to be consistently evolved with the pace of technology and the maintenance cost is very high.

7. CHALLENGES FACED BY DIGITAL MARKETING

• UNABLE TO PROVIDE HAND- ON EXPERIENCE

The Indian audience is not to buy product with physically seen it. Still now most of the audience used Internet websites of brand to get information through posts, feedback but prefer to buy it from the shop. People still have security issues relating to online transactions. Digital marketing cannot cover the targeted audience wanting on-hand experience.

• DIGITAL MARKETING CAN BE EASILY USED TO DEFRAUD

The major disadvantage of Digital marketing is that competitors replicate campaigns and logos to defraud audience and reduced the market size of its competitor easily. Many illegitimate websites replicate original websites and spam the customers and hacked the confidential data. Competitors defame the brand by posting negative feedbacks becomes the biggest drawback of digital marketing. Digital marketing is affected by lot of Ad online, as it irritates the audience and becomes very hard for online brands to get notices by the targeted audience. Most of the customers have the habit of simply ignoring the online Ads which will lead to lose web traffic and lose of brand image.

- **RULES OF DIGITAL MARKETING CHANGING RAPIDLY**

As it is said that physical appearance does matter, just like it the Website page do matters. It is continuously keep-in check so it does not look outdated as rules of digital marketing is continuously changing. Professional expertise is used so targeted audience take it seriously. Consistently Monitoring of webpage is used to take greatest advantage of digital marketing.

- **DIGITAL MARKETING IS NOT APPROPRIATE IN MOST OF THE CASES**

Digital marketing main requisite is the access of Internet. The targeted audience which do not have Internet access or are not Tech Savvy are not covered by digital marketing channels. Digital marketing also not lead to repeat sales as it lacks personal Human touch.

- **LACK OF FACE-TO-FACE CONTACT**

Lack of personal contact is another deficiency of online marketing which has been addressed in online marketing Internet transactions involve no embodied, personal interaction and that is why some customers consider electronic modes of providing customer service impersonal and enjoy the experience of shopping in a bricks and mortar, physical store. They prefer to talk to store personnel in a face to face manner, touch the related product with their hands, and socialize with other customers.

- **SECURITY AND PRIVACY**

Information privacy is among major topics to be taken into consideration in today 's evolving electronic world. It is clear enough that nowadays customers' data can easily be shared with other companies without asking for their permission. Moreover, their more crucial personal data such as usernames and passwords are not immune from hackers.

- **LACK OF TRUST**

Closely related with the problem of security and privacy is the issue of lack of trust on the part of customers which has been recognized a great challenge on the way of online marketing growth. And it is the reason why "online trust is growing in importance as a topic of study and its influence on internet marketing strategies is increasing" Today despite the rapid growth of online transactions several people still mistrust electronic methods of paying and still have doubt whether the purchased items will be delivered or not. On the other hand, prevalence of online fraud has made customers hold negative or doubtful attitudes towards online transactions.

8. CONCLUSION

Online marketing gives business owners the freedom to advertise and promote their products or services and receive the immediate response. Business owners can reap the benefits of this method of marketing as it is inexpensive and easy to start. Day by day growing digital market in India is an evident that the Digitalization is taking place with high speed. Eventually, even for buying a product from shop situated near to home consumer may use the internet to place order. point; successful internet marketing needs to be dynamic, intelligent and flexible. that's why a set of static and immutable plans is unlikely to make you successful. With the progress in the digital marketing and social media platforms, the customer base increased for online brands. In the coming years, digital marketing in India will be more advantageous. With Government initiatives like Digital India and due to Demonetizations, the penetration of credit cards, debit cards has witnessed a promising growth. Moreover, Discount-lovers' consumers are quite attracted to this trend as online retailers offers products at extra discounted prices with cash back offers as compared to store-based retailers. Digital marketing provides 24x7, stored, efficient and world-class shopping experience. With the Continuous evolvement of Internet, new marketing strategies will be emerging to market products and services in future.

CONFLICT OF INTERESTS

None

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