

A study on online marketing and its impacts

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Abstract

Internet users are growing rapidly and online marketing has benefited greatly because it is more dependent on the internet. Consumer buying behavior is changing and they are more prone to online marketing than traditional marketing. The change in behavior was more focused on online sites and online content, which created more real opportunities for advertisers and products to connect with customers online than ever before. With the growth of social media engagement and the longing for online content, online media has given advertisers more opportunities to make money. At the same time, this also enables advertisers to behave more responsibly and socially while using online marketing strategies. This paper is identifying and analyze the advantages and disadvantages and also tries to determine the impact of online marketing over the traditional marketing.

Keywords: *Online Marketing, Traditional Marketing, Advertising, Opportunities, Consumer behaviour etc.*

Introduction

The world is changing from analog to online and marketing is the same. As technology advances, the use of online advertising, social media marketing, and search engine marketing is also growing. Internet users are growing rapidly and online marketing is very profitable because it relies heavily on the internet. Consumer buying patterns are changing and are more prone to online advertising than conventional marketing. The purpose of this review paper is to study the impact of online marketing and how important it is to consumers and advertisers. This paper begins by introducing online marketing and highlights online marketing strategies, the differences between mainstream and online marketing, as well as the pros, cons, and importance of online marketing in the modern era. Online marketing is defined as buying and selling content, marketing online to use forums to meet the target audience of any of the following forums: social media, blogs, multimedia advertising, online search engine ads, online marketing (voting, games) , mobile marketing). Online marketing takes into account the modern form of marketing. Marketing activities done

through online forums allow advertisers to interact directly with potential buyers quickly, wherever they are. Online marketing has recently been described as one of the easiest ways to deal with confusion and direct contact with customers. As a result, through targeted development, interpersonal communication, improved understanding is compensated for through the use of online regulation as a way to effectively market consumers. Online marketing is current when it comes to online channels. India's smart phone market is one of the largest developing markets due to the increase in the number of middle-income consumers and is estimated to reach millions of users in the next generation. Researching online marketing will also have a significant impact on the way a business is run. The complete development and use of online tools has changed the way culture interacts with your daily and special presence. The introduction of modern collaborative technology is one of the most important steps for this change. New communication technologies resulting from technological advances have been labeled "Internet marketing." When we talk about online channels, what comes to mind is Facebook, Twitter, Instagram or other social media platforms that use online and web strategies to integrate forums, blogs and search engines. With the advent of both modern messaging and client channels, the most accessible means of communication are now considered "traditional communication tools." Common interactive tools include text (books, magazines, etc.), multimedia (television, film, etc.) and audio (radio).

Scenario of Online Marketing in India

India is the third largest internet site in the world. Since the advent of the internet, Marketing Strategies has been involved in working with the general public. The incredible growth reflected in e-commerce cannot be combined with any other method. Praising the new situation in India, the people here know the Web and use it for various reasons in their daily lives. Later, there is a thriving online retail industry in India. Throughout India, the internet is a powerful force for good. Shopping in India is on the rise both online and offline. India is a new system for the explosion of online shopping, however it is common for online shopping to decline for a year in the next few years. The world is currently the third largest user with over 120 million online customers and rapid development of flexible business is needed to increase the number of customers to more than 330 million by 2015. A web-based lifestyle promotes online growth. marketing. The gradually stable social economy of new smart internet users provides more time and online resources, and thus affects the curiosity of their customers. Books, shopping, travel, government finances,

clothing, and luxury management are commonplace on the Internet. Online shopping takes place in major cities, with Mumbai a major center before Delhi and Kolkata. Significantly, trading is done on online trading platforms such as the Snap deal, which was launched in 2010. At the moment, the Web is a small part of India's GDP, but hopefully the internet explosion is very close to retailers. Indian youth will adhere to strict moral and family values and devote all their time and commitment to research and practice. Therefore, work, education should be the main goal of the student. Indian Youth is a strong consumer group that drives producers to do what they want. This study examines the extent to which young people participate in targeting a salesperson. Research can be helpful to advertisers to set up communication campaigns to reach current and future younger audiences with research materials. During the 2014 National Youth Policy, the report will include all young people aged 15-29, which is 27.5 percent of the population according to the 2011 Census, which means approximately 33 million people.

Objectives

1. To identify the advantages and disadvantage of online marketing.
2. To determine the impact of online marketing.

Literature Review

The literature review enables the researcher to obtain additional information and the application of all available problems, in order to provide new ideas, explanations and assumptions. The final and correct reason for reviewing related texts is to know the recommendations of previous researchers in order to find more research they have written in their studies. The duration of the review will depend on the number of relevant articles and the purpose for which the research report was written. A review of related texts helps researchers to familiarize themselves with current knowledge in the field or area in which the researcher will be conducting research. The review of related texts enables the researcher to define the boundaries of his or her fields and to appropriately classify or explain his or her problem. The current researchers have reviewed the textbooks of India's skills development programs which will provide information on research in the field and research opportunities that will be complemented by other studies. A review of the submitted courses is presented below:

Ahamed Nizar et al. (2018) The purpose of this analysis is to consider the impact of online marketing on consumer purchasing options. The purpose of this analysis is to define the term web-based health and consumer purchasing behavior, to complete a written customer service survey and the impact of online communication, to conduct critical research with the help of surveys and conferences about impact. of online health-based advertising and consumer marketing, as well as findings. This study is based on a research approach, as the study was disseminated to gather ideas from the general public to investigate the impact of web-based health marketing on consumer purchasing behavior. 184 responses have been created since demolition of google architecture. In the same way, the conference was directed to another perspective as measured. The conference was hosted by three Dialog Axiata consultants. In fact, the use of diary posts by previous researchers often contributes to critical analysis. In fact, the information for this analysis was dispersed using the IBM SPSS calculation system. At present, Alpha, Individual Reduced Items, Relationships are risky and independent and differ in visual impairment using SPSS tools for this study. The policy for this study was approved. In each case, they have seized it, despite obstacles we can scarcely imagine. "This analysis aims to solve the technical problems of the questions. In fact, this study uses a very useful and easy way to improve web content to predict customer purchasing behavior.

Diyana Ahmed Ghazie Et al. (2018) Everyone on the web - in fact, everyone is online today. These days, the Web has proven to be a very important tool, especially online marketing, in their marketing and sales cycle. This is because it aims to save a lot of time, prices and more. The purpose of this analysis is to understand consumer behavior against online marketing in Malaysia. In an effort to increase awareness, awareness and satisfaction of customer content in online advertising, standardized written tests are performed. Through the use of sensitive information (research) and useful information techniques, it allows researchers to distinguish between how to build a good product understanding of customer behavior.

Simran Kaur et al. (2018) In a highly competitive online competition, the industry has shifted to online marketing strategies. Online marketing captures a wide range and requires analysis of the course of action using emerging technologies that reduce prices and improve global sales in the worst industry.

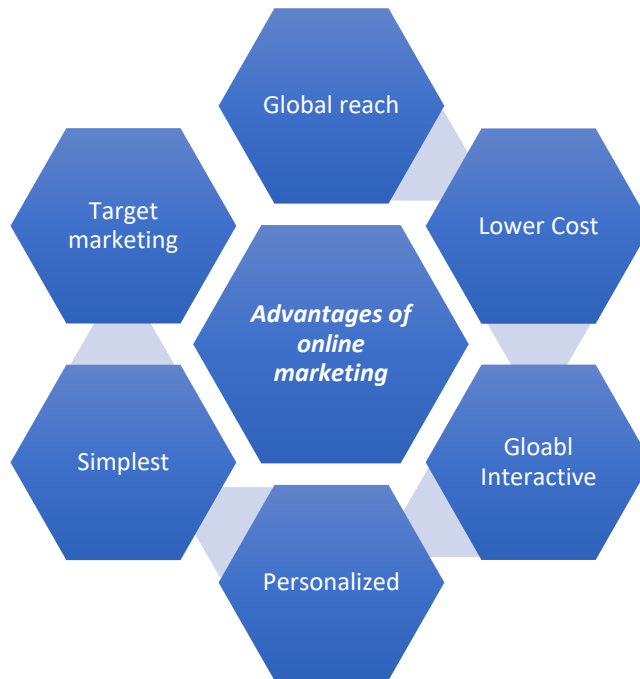
Keerthi Krishna M et al. (2018) Online marketing is a web-based asset-based communication strategy. The online marketing sector in India is distributed to almost all corporate sectors. The speed of online advertising is causing the geophysical barriers to disappear, providing both future buyers and providers of Earth bust. It is famous for its ability to disperse the business and share where it comes from. Apart from this, it also shows the impact on the customer's mind in buying the piece. The definition of research is to acknowledge the power and influence of online media in consumer purchasing practices. Important information is required to gather information. A systematic survey was used to collect important data and the sample size was 50 respondents. The findings of this study indicate that the consumer is familiar with the new network and all online shopping applications. Tests were performed in the cannurtaluk district of Pathanamthitta.

R. Sunderaraj et al. (2018) In today's business world, marketing strategies are based on interactions between companies and customers. Advertising has been used as a common business tool to handle rapid technological changes and, respectively, to refine today's complex market strategies, & management style works in re-evaluating and redesigning functions and features within and outside the organization. Marketing a business social service agency aimed at assisting the consumer requires providing information about product access, company and management. Additionally, there have often been far-reaching responses to the type of literature intended to be misused by consumers. In addition, it is considered to provide an important role for revenue and business houses are named after advertising sharing, which produces a shorter way to deceive customers through indirect advertising. The purpose of the promotion is to consider the impact that advertising has on consumer behavior. It is noteworthy that there is no correlation between the age of the respondents and the level of advertising effect and there is no correlation between another prize and the quality of free money at the time of purchase.

Khumar Sharma et al. (2018) Communication platform began as an entertainment tool in the beginning, and later became a communication device due to its unique benefits in the industrial world. In this article, we will focus on the concept of communication, marketing and marketing of social media platforms, the advantages and disadvantages of using social media marketing, a definition of consumer purchasing intentions and the impact of social media marketing strategies on consumer purchasing policies. . As the growth of internet technology and the development of the e-commerce industry, online shopping becomes a new consumer shopping trend and attracts

growing interest in the community. New communication technologies resulting from technological advances have been labeled "Internet marketing."

Advantages



- No local E-Marketing bar. Targeted emails open the way.
- Costs incurred in designing, using, testing, sending and receiving e-mail is 78% less if you spend 5000 on a direct paper version based on paper.
- Business can launch campaigns using graphics, video, music, questions, game.
- Emails enable personalization and greetings for everyone to be directed to. It helps to create special bonds and hopes.
- A business or company receives an email response within three days, with multiple responses on the first day itself, while a direct email campaign can take at least ten to twelve days to process any response.
- Creating an email campaign is easy and can be done at home without a lot of resources.
- With the help of pre-packaged and customized lists one can only reach those who may need services and product, without bothering those who do not. One can choose a targeted customer based on location, age, income and other parameters. In online marketing one can accurately determine click-through rate, conversion rate, to enable and to assess the success of different e-mail campaigns.

Disadvantages

- Low penetration of computer technology.
- Opportunities to cheat.
- Reliance on technology.
- Cost of care due to the ever-changing environment.
- High transparency of prices and rising price competition.

Impact of online marketing

- In this online world, a simple ad can be an ad and a direct sales service. The ad raises awareness of the consumer who is doing nothing about the product. It also encourages the consumer to pursue the action by clicking on it.
- Digital advertisers care about consumer online marketing for the simple reason that everything - good, bad, or indifferent - influences consumers' perceptions about a product or product.
- The web provides corporate identity and control over all customer interactions and thus creates both the ability and the need to improve their overall knowledge.

Conclusion

With each passing day, the technology is becoming more sophisticated and cost-effective, making the Internet easier and cheaper to access. Finally, even buying a product at a store near your home, a customer can use the Internet to place an order, and they can get the product delivered immediately. The integration of e-commerce and marketing will bring about renewal in the marketing process. Utilizing your profits for both online marketing and traditional marketing in terms of company principles, is considered the most effective way of marketing. Compared to these two approaches, the Internet seems to be a compatible tool for traditional marketing. There are various marketing strategy problems, which need to be addressed before going into online advertising in order to find profitable marketing.

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