

A Study on Expansion of online Marketing in India

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Abstract

This paper provides perspectives on some current and future marketing trends. The content is based on current literature and events in the business world. Secondary data is used in this paper. The paper is based on existing literature as well as internet resources. Various articles, studies, reports, newspapers, magazines, websites and internet information have been studied. In India, we are witnessing a radical shift towards digitalization. In comparison to traditional or conventional methods, consumers are looking and searching more on the internet to find the best deal from sellers across India. In this study, we discovered that digital marketing techniques such as search engine optimisation (SEO), search engine marketing (SEM), content marketing, influencer marketing and social media marketing can significantly benefit businesses. Marketing, campaign marketing and social media marketing, as well as social media optimisation, e-mail direct marketing, display advertising, e-books, optical discs and games are all becoming more common as technology advances. It has been demonstrated that we are all connected via WhatsApp, Facebook and the increasing use of social media is creating new opportunities for digital marketers to attract customers via digital platforms.

Understanding the motivations of consumers is important because it provides a deeper understanding of what motivates users to create content about a brand or store. Digital marketing is both cost effective and has a significant commercial impact on businesses.

According to the findings of this study, knowing which social media sites a company's target market uses is another critical factor in ensuring the success of online marketing. The effectiveness of Internet marketing in relation to various businesses can be evaluated. The research can be expanded to compare internet marketing techniques that are specific to different businesses.

Keywords: - Internet, Marketing, Digitization, Social Media, Marketing Trends, Digital Marketing.

Introduction

Marketing is a restless, changing and dynamic business activity. The role of marketing itself has changed dramatically due to various crises - material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries. Such changes, including the internet, have forced today's marketing executive to become more market driven in their strategic decision making, requiring a formalized means of acquiring accurate and timely information about customers, products and the marketplace and the overall environment. Internet

marketing involves the usage of the Internet to market and sell goods or services. Internet marketing utilizes the power of electronic commerce to sell and market products. Electronic commerce refers to any market on the internet. The electronic commerce supports selling, buying, trading of products or services over the internet. Internet

marketing forms a subset of electronic commerce. With the outburst of internet growth, internet marketing has started becoming very popular. It is said that Internet marketing first began in the beginning of 1990 with just text based websites which offered product information. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. This paper offers views on some current and future trends in internet marketing.

Review of Literature

A number of research papers and articles provide a detailed insight on Internet Marketing. The findings from the literature are presented below:-

Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies' (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996). Introduction of new technologies has created new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008).

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002).

In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing.

Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing

opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm

& Hanna, 2011). With the above reviews we can assume that GST is a tax reform which will change the scenario of the country as a support for this review study.

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Moller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professionals (Arnott, 2013). Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, Cristiana, Rădulescu, 2012).

The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at a disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.

Reasons for the Studies

The most interesting result of the technology explosion and easy access to it by consumers is the disruption of the market and the marketing practice. The customer today is an empowered customer, and in control of the interactive online media, content and communication process. The power of the traditional marketing tools and communication is diminishing and the customer has little trust in the corporate message and brand. Technology is changing the context and practice of marketing: marketers are increasingly forced to operate in a complex and changing world where they do not have any more the full control of the media and the message. Customer behavior is also changing: the customer is losing trust and becomes much more critical, smart, well informed and proactive than ever before. New knowledge, new skills and new approaches are required by today and future marketers not only for understanding the changing and technology enabled marketing environment but also for comprehending and communicating with the new customer. The Marketing becomes increasingly digital and continuous technological developments present marketers with new challenges and opportunities: Mobile marketing, Internet of Things, Analytics, Big Data, 3D printing, cloud computing, Artificial Intelligence, Consumer Neuroscience / Neuro marketing are some of the most interesting and challenging domains where the future marketer are expected to must be able to function and deliver. With the ultra-rapid development of digital technology and social media, it is an enormous challenge to keep track of those developments and to use them advantageously. That is why author felt a need to focus on this in this study.

Problem Description and Study Goals

Seeing that the strength of internet & social media will not decrease the upcoming few years, this topic will be crucial to every organization (Giedd & Chief, August 2012). The power of smartphones in combination with social media is a constant expanding threat to many companies (Felt & Robb, 2016). The second big point of consideration is related to the continuing trend of children, adolescents, and teenagers using digital and social media more and more excessively (Giedd & Chief, August 2012). That is why this study intends to focus on understanding the internet marketing and its technique with following set of objectives:-

- What are the successful techniques of internet marketing used today?
- What is basic comparison between traditional and digital marketing?
- Which is the most preferred internet marketing approach?
- Do companies prefer internet marketing to traditional marketing?

These questions will help us predict the trends in internet marketing and make suitable suggestions to companies.

Methodology

The exploratory research is designed to allow an investigator to basically look around with respect to some phenomenon, with the aim to develop suggestive ideas (Reynolds, 1971). This study is exploratory in nature and includes both quantitative and qualitative analysis. As a purpose of this study (critical review), data have been collected on all India basis. The secondary data & information have been analyzed for preparing this paper extensively. The secondary data & information have been collected from different scholars and researchers, published e-books, articles published in different journals, periodicals, conference papers, working paper, company websites for annual reports & CSR activity reports and their internal newsletters. The company related data and information are used which is available publically on the websites of the companies. This is the best/standard practice for a research which is a critical review type.

Study Analysis and Discussion

The Internet Promotion

The Internet is a global system of interconnected computer networks. It is a network of networks that consists of millions of private, public, academic, business and government networks. "Internet works thanks to combination of a range of technologies and it is the biggest source of information mankind has ever had for its disposal. Internet also laid the foundations of more information channels than people have created until the 20th century." (Phillips, 2003). The term Marketing has many definitions. One of the most well-known definitions says that "Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." (Kotler, Keller, 2007). By connecting these two fields "We can apply marketing principles within the internet area. This can be done mainly by creating a web pages, internet advertising and also marketing research on the internet, electronic commerce etc. However internet marketing demands a little bit different approach in certain aspects than traditional marketing." (Blažkova, 2005). Simply speaking internet marketing, also referred to as online-marketing, web-marketing, e-marketing or i-marketing is the marketing of products or services over the Internet.

Users of the Internet and Mobile Devices

In fact, internet marketing includes the use of a company web site in conjunction with online promotional techniques, such as banner advertising, search engines, PPC advertising, e-mail and links or services from other web sites to acquire new customers. Many people can think that internet marketing is just a website with its content, but it is much more

complex. Internetmarketing is interconnection among the site portal, search engines, partner's sites, blogs, othersite linking, B2B partners, customers, outsource partners and much more. For any type ofmarketing is essential to have as large number of audiences possible, as long as Internetmarketing is concerned, the number of potential customers goes along with the usage of internet itself.

The Internet's Potential / Digitization

The internet is most powerful tool in the emerging globalization. It is evident from the examplesgiven in Table-1. These companies have understood the power of Internet / digitization longback and now they are the biggest user of Internet.

Examples of Internet / Digitization Power

The world's biggest bank, with no actual Cash – Bitcoins.

The world's largest Taxi Company, owns no vehicles – UBER

The world's most popular Media owner creates no content - Facebook

The world's most valuable retailer, with no inventory – amazon, Alibab.com

The world's largest accommodation provider, owns no real estate – airbnb, booking.com

Internet Marketing Trends and Techniques

Internet marketing plan will help define specific e-marketing objectives and develop strategies toensure that resources are deployed to take advantage of the marketing opportunities provided bythe Internet and to counter its threats. E-marketing is focused on how a company and its brandsuse the web and other digital media such as e-mail and mobile media to interact with itsaudiences in order to meet its marketing goals. We plowed through all the variety of marketingarenas from content and social marketing to marketing technology, analytics and organizationaltransformation, to find and establish the ultimate summary for marketing trends 2017. Thevarious marketing trends articles of different authors and experts were read, dissected, analyzedand summarized.

Search Engine Optimization (SEO)

In layman's terms, Search Engine Optimization or SEO is essentially tweaking your website sothat it comes up naturally or organically for search results in Google, Yahoo Bing or any othersearch engine. Google updates its algorithms regularly so that only the relevant results come up.From that perspective, many experts say that SEO is dead and the effort is futile. However, thetruth is that Google tries to prevent algorithm manipulation and filters sites that don't deserve tobe on the top of SERPs (Search Engine Result Pages). So there is no doubt you should invest inSEO work. Your website should address the technicalities related to content and query matching,spidering, indexing, and interpreting non-text content. Remember, it is the most cost-effectivemarketing strategy that will bring organic traffic to your business.

Search Engine Marketing (SEM)

Search Engine Marketing or SEM is the comprehensive strategy to drive traffic to yourbusiness, primarily through paid efforts. Hence it is also called Paid Search Marketing.

The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (pay-per-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model. There are different platforms for SEM. By far, Google Ad Words (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular. SEM also includes Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing and Paid Social Advertising.

Making Content

Content can be presented in different formats, including blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, info graphics, podcasts, webinars, videos, or content for micro blogging and social media sites. All recent changes to Google's algorithm - be it Panda, Penguin or Hummingbird - point to the fact that content is the most important metric while filtering search results. You can be creative and create content on any topic and then skillfully link it indirectly to your business. You may like to read our article on how to include content and market your startup or business free of cost. Also, you need to customize your content for different platforms. For example, the content for mobile phones should be crisp and short. Remember, an effective strategy will engage your readers and leave them interested in more information from you. Good content is shared and is the best way for branding your business.

Social Media Marketing (SMM)

Social Media Marketing or SMM is an offshoot of your SEM efforts. It involves driving traffic to your sites or business through social sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn etc. As we mentioned above, good content is shared and liked. So create and customize content for different social media platforms. Remember to be prolific and original; you need to engage with users on a daily basis, at least four to five times a day. Your SMM efforts can be especially helpful for branding and driving sales. The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). In order to create a successful marketing campaign via social media, a consumer must be open to the technology.

Digital Display Advertising

This again is a subset of your SEM efforts. You may use a variety of display advertising formats to target potential audience - be it text, image, banner, rich-media, interactive or video ads. You can customize your message based on interests, content topics, or the position of the customer in the buying cycle. However, note that Digital Display Advertising is relatively costly. You need experts to drive good ROI for your business.

Mobile Marketing

Mobile marketing is a relatively new branch of marketing, referring to the two-way marketing communication between company and customers that takes place via mobile devices. The website, apps and content is being customized for mobile devices. The mobile users are growing day by day and it is the most effective way of marketing. Dushinski

(2009) in his paper defines mobile marketing as a revolutionary tool for connecting companies with each of their clients via their mobile devices in the right time, on a right place and with appropriate direct message.

Interactive Marketing

Make sure your advertising strategy engages the potential customer in a conversation. According to a survey by ExpoTV.com, 55 percent respondents preferred to have ongoing communications with the companies they buy from; and 89 percent felt more loyal to the companies if they were invited to provide feedback. Use tools like widgets and opt-in features to make your website interactive, solicit feedback and track user behaviour. Engage with the customers actively and customize offers based on their preferences and browsing activities.

Viral Marketing

Viral is today's electronic equivalent of old-fashioned word of mouth. Viral Marketing is a strategy where a unique content spreads exponentially online, because the content is appreciated, shared and liked immensely. This is a great way to brand and drive traffic to your website. The content can take any format; all you need is to be creative. Marketers have caught the bug and are increasingly weaving viral components into their marketing plans. Not only is the approach relatively inexpensive, but also it can sometimes be more believable than standard ads." (Howard, 2005)

Email Marketing

When you send a commercial message through email to a list of potential customers, the strategy is called Email Marketing. With effective email marketing software, you can maintain email lists that are segregated based on several factors, including customers' likes and dislikes, and spending habits. Remember to send personalized emails; this helps to develop trust. However, note that Email Marketing may also be considered as spamming and there are laws against it in some countries.

Affiliate Marketing

Affiliate Marketing is a performance-based marketing program, where you pay publishers who bring your customers. The performance may be based on conversions - promotions, leads or simply sales. You may like to be part of the affiliate programs of different publishers. Essentially, the publishers will give you space in their pages to advertise your business and help you drive conversions; and you will pay them based on the compensation model. You may avail the help from an Affiliate Network, which will give you a large base of publishers, and other benefits like tracking and reporting technology. Affiliate Marketing is especially useful for startups, as it will bring in more traffic to their business through high-traffic sites. In essence, Affiliate Marketing is a win-win situation for both the merchants and publishers. Sites like Amazon, eBay, LinkShare and Flipkart run Affiliate Programs. In fact, most online businesses with appreciable traffic have their own affiliate programs.

Online Public Relations (Online PR)

Public Relation is significant part of modern marketing tools. Companies that do not consider PR can lose customers. The question is how many customers they can lose? The answer of this question is very difficult, because PR is much more difficult to measure than for example internet advertising, however correctly realized PR brings always some benefits to the company. Online PR has advantage over the traditional PR in the possibility of great and fast two way communication on the internet. Companies running an online business can develop online public relations through publishing PR articles in online PR catalogues, press releases in online media, by sharing videos or music containing commercial message or advertisement or by participating in various discussion forums concerning the related topic or products.

Purchasing and Planning Digital Media

When a media agency researches and makes a comprehensive strategy framework, we call it Digital Media Planning. Be it in driving sales or conversions, launching a new brand or promoting an established brand, or changing customer behavior, the media agency plans different platforms and formats to reach the desired audience. It studies reach and frequency of different web-based and mobile applications. The agency works with different partners and buys relevant space and ideas. This is called Media Buying. In essence, Media Buying and Planning entails all the strategies that we have discussed above.

Web Analytics

Perhaps, the most important aspect of your Digital Marketing is Web Analytics. Essentially, Web Analytics helps you to collect, measure, understand, analyze, plan, report and predict the web activities for your business. Web Analytics should not be confused with Web Statistics. As opposed to simple reporting, Web Analytics gives you analyses and different angles to ponder vis-a-vis your business. Some of the important Web Analytics tools are Google Analytics, Spring Metrics, Woopra, Clicky, Mint and Chartbeat. It goes without saying that every advertiser should use Web Analytics to understand his business and improve the ROI and conversions.

Preferred Internet Marketing Approach

(Source: MarketingCharts.com, Ascend2 and its research partners, 2016) that Email and Website constitute the most effective tactics and least difficult to execute. In a study on "Digital Marketing Trends for 2017" by Dave Chaffey (April, 2017) invited the views from Smart Insights reader for most important trends at a top-level. A total 2,352 responses from marketers around the world were received. The respondents were asked to give their opinion on "Select one marketing activity that you think will give your business the biggest incremental uplift in leads and sales in 2017 (or your clients if you work for an agency or as a consultant)". The following statistics show that various digital marketing activities with the greatest commercial impact in 2017. The content marketing communities is having the highest impact on the business of the company.

Traditional Marketing v/s Internet Marketing

If we compare the methods of online marketing with conventional traditional marketing practices, then there are ample areas and opportunities where online marketing is competent and has its advantages and is always preferred over it. Unlike traditional marketing where we have to wait for stipulated time frame to find out the response from the customers, online marketing is real time. Since we can see the response of the customers in real time, it is easier to track if a particular campaign is working for the product or not and based on the feedback marketer can make the appropriate changes in the promotional campaign, in traditional marketing this flexibility is not possible. In traditional marketing, it is difficult for small retailers to compete with the big competitors in the market owing to the cost involved and strategy making expertise whereas in case of online marketing, through a crisp website you can reach your target audience with wider reach with better service assurance.

Cost involvement is another point which creates a lot of difference between the conventional marketing techniques over online marketing; business house can create its respective digital marketing strategy with very little cost and replace conventional costly advertising methods such as print media, radio coverage, television and magazine. Through online marketing any business promotional idea has far greater reach and coverage as it can be seen any part of the world via one marketing campaign in optimal cost compared to conventional marketing campaigns and once any marketer optimized the important word search criteria content in website then it is a great return on investment with very marginal cost to maintain the positioning.

With electronic marketing, marketer can create options to stimulate their target audience to take favorable appropriate action, visit the respective website, to know about their products and its features and different services, by this mechanism customers can express their view about the product, their choice of buying the product and corresponding feedback, which is also visible in the website thus by this way the marketer gets an effective opportunity to engage with the customers, which is usually diluted in case of traditional mode of marketing.

Through online marketing brand development can be done better than traditional mode of marketing, a well-designed website with quality information can target the requirement of the customers and add significant value to their expectations with creation of greater opportunities. Online marketing has the potential to create ripple and viral effect in promotion over traditional mode marketing, for an instance using social media networking website, email and social media channels promulgates the content of the message to be shared incredibly quickly.

Advantages digital marketing brings for customers

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below: -

Stay updated with products or services - Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.

Greater engagement - With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.

Clear information about the products or services - Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information which customers can rely on and make purchase decision.

Easy comparison with others - Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

24/7 shopping - Since internet is available all day long; there is no time restriction for when customer wants to buy a product online.

Share content of the products or services - Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.

Apparent Pricing - Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers. Company may regularly change the prices or give special.

Enables Instant Purchase - With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.

Conclusion

We experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal from the sellers around India as compared to traditional or conventional methods. Cha (2009) also established in his study that more people perceive shopping services on social networking sites as useful and easy to use, the more likely they are willing to shop for items on social networks. The wide range of consumers utilizing social networks means that most target markets can be reached (Cha 2009). Shankar (et al. 2011) also revealed in his study that more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions; promotion through these media has become important. In this study, we acknowledged that businesses can really benefit from Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology. Vogus (2011) also determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring

employees to oversee their social mediapages. Mangold and Faulds (2009) recommended that social media should be regarded as an integral part of an organization's integrated marketing strategy and should not be taken lightly. It is demonstrated that we all are connected through WhatsApp, Facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customer through digital platform. Awareness of consumer's motives is important because it provides a deeper understanding of what influences users to create content about a brand or store. This is also supported by Chu (2011), who examined the link between Facebook brand related group participation, advertising responses, and the psychological factors of self-disclosure and attitudes among members and nonmembers of Facebook groups. The study determined that users who are members of groups on Facebook are more likely to disclose their personal data than nonmembers are. Chu (2011) also found that users who are Facebook group members maintain a more favorable attitude toward social media and advertising. Digital marketing is cost effective and having a great commercial impact on the business. Indeed, small companies are now able to reach targeted markets at a minimized cost and are able to compete with bigger companies, on an equal footing (F. Palumbo and P. Herbig., 1998).

Limitations of the study

Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful. The effectiveness of Internet marketing with respect to different business can be analyzed. The study can further be extended to compare the internet marketing techniques with specific to various businesses.

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