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ON-LINE MARKETING: BENEFITS AND BARRIERS IN INDIAN PERSPECTIVE

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Abstract

The amount of research related to on line marketing has benefits and barriers A review of the literature base will help identity the topic that have been explored as will identify topics for further research . The research project collects, synthesizes and analyses both the research strategies and contract of the current literature and them discusses an agenda for future research efforts. Several people define this in a several way. According to the researchers, the on-line marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements them traditional business marketing due to the extra channels and marketing mechanisms available on the internet. This paper highlights the concept of online marketing, the benefits, barriers and concluding remarks. In this paper, the study mainly focuses on the issue of sustainability for a better tomorrow.

Keywords: *Electronic Data Interchange (EDI), Cyber Crime, Attention Interest Desire Action (AIDA).*

INTRODUCTION

Online marketing synergistically combines the internet's creative and technically including design, development, sales and advertising. Online marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing. Online marketing has facilitated the practical application of various concepts, including relationship marketing, interactive marketing, micro marketing or targeted marketing and mass customisation, all of which have important implication for marketers. Electronic commerce is a term popularised by the advent of commercial

services on the internet. Electronic Data Interchange (EDI) provides for the efficient transactions of recurrent trade exchanges between commercial organisations. Online marketing has outsold traditional advertising in recent years and continues to be a high growth industry.

Objectives of Study:-

1. To study the concept of online marketing.
2. To study the benefits of online marketing.
3. To study the barrier of online marketing.
4. To provide concluding remarks for the same.

A Marketer Can Benefit From Online Marketing In Many Ways :-

1. Sell directly to end users without going through classic distribution channels. Time, people and distribution channels can be disintermediated with the use of online technology. When a marketer automates procedures, time may be the middleman that is being disintermediated. Online tools allow you to both meet new clients, colleagues and influencers and strengthen relationships with those you already know. The web is such a powerful platform because it allows you to use content to get your message across and demonstrate expertise in topics relevant to your target audience.
2. Communication gaps and improves the marketer's one-to-one relationship with customers and prospects and with suppliers and distributors too. By facilitating an ongoing dialogue and interaction the marketer learns more about his customers and the latter too learn more about marketer. The interactive two-way communication and direct sales help marketers to forge close relationships with customers.
3. All marketers, irrespective of their size or location have the same ease of access to potential customers through the internet. The web is that it has no defined location and extends even beyond time zones and countries. Even those customers who were not accessible earlier because of the geographical constraints can be reached through the web. Transact business electronically and at a lower cost. Act quickly by adding products and changing selling propositions at a moment's notice. Track the sales interaction, steps and results. This is unlike the real world, where in the physical location and size can affect the marketer's ability to access customers.
4. Online marketing enables marketers to target individual markets where each of their customers is seen as a unique person with or her own needs, lifestyle, preferences and buying patterns. You can do this relatively inexpensively by targeting keywords in educational blog posts, or participating in groups or industry hash-tag on social media. The internet's interactive qualities and easy access provide companies with direct information. A tool simple as a "contact us" button on a website can provide a marketer with direct feedback from the customer at no extra cost.
5. Internet is a great place to keep consumers running. They can get information and consume it quickly. This is a great way for consumers to access relevant and engaging content that matters to them.
6. The world moves at a fast pace. People want access to information quickly and efficiently. Time is precious and people do not want to waste it. People can quickly access information and purchase items through the web. This is one of the benefits of internet marketing to consumers.
7. With the rise of the Internet, consumers become more important about brands. They have more access to information about companies, which leads them to form opinions about certain brands. This opens the door to building relationships with companies they trust.
8. If you have two things about your audience, it is that they do not like to waste time and they want to be valued as a customer. One of the benefits of Internet advertising is the ability to create a personalized marketing experience for each member of your audience. This not only makes them

feel valued, but it also allows them to get marketing material for their interests.

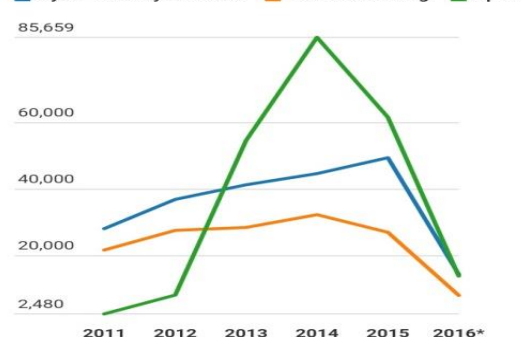
9. Your business may be closed, but the Internet remains open 24/7. People have constant access to information on the Internet regardless of the time of day or day of the week. This means that people always get information about your business, products or services.
10. Before the Internet, consumers turned to different stores to compare the store. If a competitor's store was too far, it was a difficult task to go to all the stores to check their prices to see if their prices were more affordable. With the rise of the Internet, consumers can charge checks directly from their devices, making it easy and convenient.
11. The cost of marketing products on the Internet is less than marketing them through a physical retail outlet. You do not have recurring costs of rental and maintenance of the property. You do not have to buy stock for display in the store. You can order stock according to demand while keeping your inventory costs down.
12. The Internet provides an important platform to build relationships with customers and increase customer retention levels. When the customer has purchased the product from your online store, you can start the relationship by sending a follow-up email to confirm the transaction and thank the customer.
13. One of the most important benefits of digital marketing is that it is the most cost effective method for marketing your business. When it comes to traditional marketing, it is very difficult for small businesses to compete with large businesses for a limited budget. However, with an affordable digital marketing strategy, small businesses can get more for their marketing expenses.

14. Digital marketing helps you reach these engaged consumers. You can not only publish and promote unique content on these social sites, but you are also able to reach consumers through advertising. Social media platforms such as Facebook provide sophisticated targeting options that help you reach consumers who are interested in your products or services.

Barriers To On-line Marketing

1. The postal service or the most expensive (and so-called safest) courier companies may not be able to guarantee prompt delivery due to multiple factors including theft, tracking issue and corruption. Most people believe that shopping online can prevent them from getting the best deals out there from their favourite shops and shopkeepers (and their families) that they know for generations. There are even scenarios where you have to provide your card number to the customer care executive over the phone which is not the right way should work. A lot of people still do not believe things that are not tangible. It's perhaps more of a cultural issue. When I mean engagement, it's not about the impressions, reach or SOV, but it's more of intangible and broadly AIDA (Attention Interest Desire Action) principles of advertising.

Cyber Attacks, 2011 to 2016

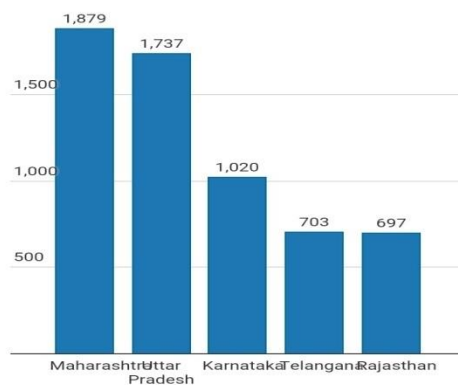


Note: *Figures as on March 2016

Source: Lok Sabha, Indian Computer Emergency Response Team

Get the data
Created with Datawrapper

Cyber Crime: Top Five States, 2014



Source: [National Crime Records Bureau Get the data](#)
Created with [Datawrapper](#)

2. When it comes to online businesses, there are even stricter money transaction rules. The risks of hacking the sites and manipulating the data are always there yet even in the physical world. When it comes to law enforcement and protection against cyber crime, though we have taken some initiatives, how often an online criminal gets caught in this country. Each of these platforms has its own perils and should be approached with its expertise.
3. It's easy to entice and convince client with digital parlance, but on long term you will have a disappointed and grumpy client. The customer expects to save time and cost but if he is not able to achieve that, he prefers to opt for the usual known way of doing things. Customers may have a negative perception about secure financial transactions. To get more leverage or any other available options, should have proper balance with creativity and matrices.
4. Many people do shopping kind of things using the internet access at work but there are still other issues with online businesses. There are a lot of inconsistencies and dishonesty prevailing with the networks as well. Television, hording and cinema ads are still way ahead of the internet. When it comes to preferred marketing channels. The lack of supporting infrastructure

such as escrow services, legal advisory for online businesses. The lack of online payment facilities necessitates off line interaction for the completion of the transaction. The required technology is not available easily and cheaply, it can hamper their plans.

5. E-commerce companies came up with a nifty idea, "cash on delivery", to break this barrier. And while it turned out to be an expensive proposition, with high return rates, it helped build the market and spread the service to far-flung areas of the country, previously considered out of bounds for e-commerce.
6. Smartphones have really taken off in the last two years and hence mobile internet access has been made. At the top, initiatives like Android One and entry of manufacturers like Xiaomi have reduced smartphone prices to INR 5000 – the 6000 range has made them affordable to the public. And e-commerce companies not only noticed this growth, but produced it with an extraordinary focus on building their mobile channel.
7. You have to deliver the product safely and safely to the right man in the right time frame. Arriving at this holy grail is not a dream for the Indian e-commerce initiative. Regular post does not offer acceptable service levels, couriers have higher fees and limited access. Initially, you may have to get insurance for high-value shipped articles, increasing the cost. Lower value articles will have significant shipping costs that will make them expensive.
8. Currently, digital illiteracy is one of the rare problems of e-commerce in India. On the other hand, the constant migration of skilled computer engineers to other countries has brought India's software engineers into disrepute. This has posed a real threat to the Indian IT industry. Clearly, the solution lies in curbing the computer brain drain and uses the same in the country.

9. The software so far in the country is English specific. But, in order for e-commerce to reach small enterprises, it needs to be available in the languages (regional) of the owners of small enterprises to be able to optimize e-commerce processes in their operations. The sooner this is done, the better it will be to adapt e-commerce for small enterprises.

CONCLUDING REMARKS :-

To help focus on companies evaluating and driving their marketing forward. Experienced in integrated strategic marketing planning, data segmentation, customer relationship management systems, customer insight and reviewing internal systems, data and processes, to maximize conversion strategies and the customer experience. Consumers have an expectation that the business they patronize are the guests in their lives rather than the other way around. They are not satisfied merely be “invited in” to do business with you, because they want to be the inviting. Challenge is to earn the invitation that you once just had to hand out. And your solutions have to be comprehensive and work with the others in your customers lives. It's your job to fit into their ecosystem of vendors and providers. Removal of intermediate distribution layers has made reaching consumers simpler, and provided a level playing field for upstarts both in the digital and the physical economics. Cheaper infrastructure makes business more affordable, and flexible infrastructure makes change faster and easier. To increase online sales, companies need to step outside the comfort zone. In the multi channel world that retail is moving to ward, consumers have high expectations for the sales, service, and fulfilment experiences. Companies that meet these expectations will cement relationships with their consumers and generate long term growth in online and overall sales. Both distributors and retailers in certain

sectors may either be contractually prohibited from doing business with competing business by contracts with existing business or may be highly incentivized for doing so. This can make it difficult for a new market entrant to get their products in front of customers in order for them to adopt them.

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