



## A STUDY ON EFFECTIVENESS OF ONLINE MARKETING

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### ABSTRACT

Online marketing is advertising and marketing the products or services of business over the internet. Online marketing relies upon websites or emails to reach to the users and is combined with e-commerce to facilitate the business transactions. In online marketing promote the products and services via websites, blogs, email, social media, and mobile apps. Online marketing is also termed as internet marketing, web marketing, or simply. Online marketing is a widely practiced strategy of advertising or promoting sales and the name of business. Wise use of the online marketing strategies can take the business to unprecedented levels of success. This research is conducted to see how the costumers brand perception and purchasing decisions are influenced by different online marketing tools used such as components of online marketing. Online chat and email and their effects on the brand perception and consumer purchasing decision. The advantages, how to target people in social media and components of online marketing.

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### Introduction

Marketing is a societal process, which discords consumer's wants, focusing on a product or services offered. Indeed marketing is fundamental of any business growth. The marketing terms (marketers) are tasked to create consumer awareness of the products or services through marketing

techniques. Unless pays due attention to products and services and consumers demographics and desires, a business will not usually over time.

Marketing is the process behind satisfying the customer's needs. This covers range of factors influencing communication tools such as social media, market research, consumer behaviour and some of the design process. All of these processes are really important for brands and companies to understand, in order to make all of their communication as effective as possible. Marketing allows for a brand message to be spread in a very efficient state research the target audience. Marketing is an exchange or a transaction intended to satisfy human needs for wants.

### **Definition**

**According E.F.L. Breach** marketing is the process of determination consumer demand for a product or services motivating the sales and distributing to ultimate consumer at a profit. A more precise statement could be observed when **Philip Kotler** "Marketing is specification concerned with now transaction are created, stimulated, facilitated a valued".

### **Online marketing**

Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products or services to potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization and more. The objectives of marketing is to reach potential customers through the channels where the spend time reading, searching, shopping or socializing online.

### **Statement of the problem**

This study focuses on following problems.

- How do consumers get awareness about different brands?
- How online marketing plays important role in companies marketing strategy?
- What are the reasons for growing popularity of online marketing among consumers?

### **Objectives of the study**

- To understand the importance of online advertising in changing market scenario.
- To analyse the effectiveness of online marketing as compared to traditional marketing tools.

### **Research Methodology**

In present study, the required data was collected through sample survey using structured questionnaire. Since customer's inclination towards online marketing is the core focus of the study a structured & closed ended questionnaire was prepared for customer only.

### Sampling methods

In present study researchers has used satisfied probability sampling with

- Sample size : 100
- Sample area : Kumbakonam

### Scope of study

The study aims to understand the massive contribution of online marketing as a part of integrated marketing communication and know its splendid efforts towards promotion in practice and also to find out some challenges in using online marketing as a tool of integrated marketing communication.

### Limitations of the study

- The market size is too big and sample survey conduct to this study is limited to 100 customers.
- The response may be biased.
- Time is main limiting factor.
- The study was conducted only in Kumbakonam town.

### Review of Literature

**Mangold & Faulds** (2009) argue that marketing managers should comprise social media in the communication mix when developing and executing their integrated marketing communication strategies and they presented the social media as a new hybrid element of promotion mix.

**Kaplan and Haenlein** (2010) define social media as a group of internet-based applications that build on the ideological and technological foundations of web 2.0, which facilitates the creation and exchange of user generated content. It consists of different Internet applications such as blogs, social networking sites, content communities, collaborative projects, virtual game worlds and social worlds.

**Russell S. Winer** (2009) affirms that many companies today are using some or all of customers to a much greater extent than traditional media.

**Mohan Nair** (2011) takes social media as a complex marriage of sociology and technology that cannot be underestimated in impacts to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task. These cannot be answered simply by one formula because the context and the market dynamics are

strong variables in these decisions. Even though the interest for social media is huge, few companies understand what the term social media can mean to their businesses.

**Chukwu and Uzoma** (2014) provided scientific evidences to show that Nigerian consumer patronize online retailers very significantly. One wonders what is responsible for the noted changes.

**Hussain and adamu** (2014) pointed out that the use of social media especially the facebook and twitter have been playing an important role but whether these have encouraged actual online purchase was not specifically stated.

**Johnson and Greco** (2016) explain that desires and different hopes from different clients can sometimes require certain unique information and contact strategies. Communication channels and strategies now differ broadly from the ones in former times or offline time.

**Foux** (2017) suggests social media is perceived by customers as a more trustworthy source of information regarding products and services than communication generated by organizations transmitted via the traditional elements of the promotion mix.

**Analysis of effectiveness of online marketing**

**TABLE NO. 1  
GENDER OF THE RESPONDENTS**

Age	Gender		Total
	Male	Female	
18 to 25 years	20	23	43
25 to 35 years	16	15	31
35 to 45 years	14	12	26
Total	50	50	100

**Interpretation**

Out of 100 respondents – as far as gender wise segmentation is concerned, there are total 50 males out of which 20 are between the age 18 to 25 years, 16 are between the age 25 to 35 years, & 14 are between the age 35 to 45 years.

**TABLE NO. 2**  
**OCCUPATION OF THE RESPONDENTS**

Age	Student	Services	Self employed	Total
18 to 25 years	45	0	0	42
25 to 35 years	8	22	3	33
35 to 45 years	22	23	2	25
Total	23	45	5	100

**Source :** Primary data

**Interpretation**

Out of 100 respondents – 50 are students out of which 42 are between the age 18 to 25 years & 8 are between the age 25 to 35 years Also there are total 5 respondents who are self-employed out of which 3 are between the 25 to 35 years & 2 are between the age 35 to 45 years.

**TABLE NO. 3**  
**EDUCATION QUALIFICATION OF THE RESPONDENTS**

S.NO	EDUCATIONAL QUALIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Up to SSLC	15	15
2	U.G	20	20
3	P.G	65	65
	TOTAL	100	100

**Source :** Primary data

**Interpretation**

The educational level of the respondents is furnished in table 3.4. From the above table it is inferred that 20% of the respondents are under graduate,65% of the respondents are post graduate studied. 15% respondents studied up to SSLC. Majority of the respondents have studied post graduate.

**TABLE NO. 4**  
**MONTHLY INCOME OF RESPONDENTS**

S.NO	MONTHLY INCOME	NUMBER OF RESPONDENTS	PERCENTAGE
1	Below 20,000	24	24

2	20,000-30,000	35	35
3	30,000-40,000	25	25
4	Above 40,000	16	16
	Total	100	100

Source: Primary data

**Interpretation**

Most of the respondents are earnings from Rs.20,000 to Rs.30,000 per month.

**TABLE NO. 5**  
**SOURCES OF AWARENESS FOR VARIOUS BRANDS**

SORCES OF AWARENESS	FREQUENCY	PERCENT
Print ads	11	11
Television	23	23
In-store promotion	18	18
Outdoor media	10	10
Indoor media	38	38
Total	100	100

Source:Primary data

**Interpretation**

It means consumers do refer various mediums to get awareness but highest preference is being given to online media. Online media incorporates blogs, online PR, window displays, banner ads etc.

**TABLE NO. 6**  
**INFORMATION AND SPENDING OF TIME PURCHASE OF COMMODITY**

	Do not require much information to take purchase decision		Do not prefer to spend much of my time in purchase of any commodity	
	Frequency	Percentage	Frequency	Percentage
Strongly disagree	19	19	14	14
Disagree	42	42	18	18
No opinion	16	16	16	16

Agree	12	12	35	35
Strongly agree	11	11	17	17
Total	100	100	100	100

Source: Primary data

**Interpretation**

Thus majority of consumers require more information to take purchase decision but they do not like to spend much of their time for purchasing any commodity.

**TABLE NO. 7  
KNOWLEDGE ABOUT THE USE OF INTERNET**

S.No	Response	Frequency	Percentage
1	Not knowledgeable about	8	8
2	Somewhat knowledgeable about	13	13
3	Knowledgeable about	33	33
4	Very Knowledgeable about	46	46
	Total	100	100

Source: Primary data

**Interpretation**

It means major percentage of respondents is very well knowledgeable about internet. They are well convergent with various usage function and benefits being offered by internet. So the reveals that there is high degree of literacy for internet usage.

**TABLE NO. 8  
PURPOSE FOR USING INTERNET**

Factors	Social Networks		Media Sharing Sites		Blog		Podcasts		collaborative websites		Online sharing	
	F	%	F	%	F	%	F	&	F	%	F	%
Most important	38	38	26	26	14	14	16	16	17	17	31	31

2.00	31	31	22	22	20	20	17	17	21	21	20	20
3.00	9	9	13	13	23	23	14	14	10	10	11	11
4.00	10	10	22	22	23	23	31	31	31	31	17	17
Least important	12	12	17	17	20	20	22	22	21	21	21	21
Total	100	100	100	100	100	100	100	100	100	100	100	100

**Source:** Primary data

### Interpretation

Social networking is the foremost purpose for which majority of respondents use internet. Certain social networking sites such as face book, Orkut, LinkedIn etc have become popular in recent times, used to shares the personal & professional views with known and unknown people who can be found out through these sites.

**TABLE NO. 9**  
**ONLINE ACTIVITIES IN MARKETING STRATEGY**

Code	Response	Frequency	Percent
1	Strongly disagree	18	18
2	Disagree	20	20
3	No opinion	11	11
4	Agree	20	20
5	Strongly agree	31	31
	Total	100	100

**Source:** Primary data

### Interpretation

This means majority of respondents are completely agreed that companies should use online activities in their marketing efforts. Since online activities facilitates good access and higher reach to the customers.

**TABLE No. 10**  
**PREFERENCE FOR ONLINE ADVERTISING**

	Frequency	Percent
Strongly disagree	21	21
Disagree	26	26



No opinion	17	17
Agree	16	16
Strongly agree	20	20
Total	100	100

**Source:** Primary data

### **Interpretation**

This means majority of respondent feel online marketing is not very safe. In order to know the reasons, respondents were being specifically asked to identify limitations.

### **Findings**

- 50 respondents are male and 50 of the respondents are female.
- The occupational status of the respondents were identified. The students were have been in the first position on this study 50 respondents.
- 65% respondents have studied P.G.
- 35% respondents are earnings from Rs. 20,000-30,000 per monthly.
- 38% respondents have chosen online media which is the higher of all.
- 42% respondents require more information to take purchase decision and 35% of respondents do not like to spend much of their time for purchasing any commodity.
- 46% of respondents are chosen high frequency of being online.
- 31% of respondents are completely agreed that companies should online activities in their marketing efforts.
- 26% respondents were negative response reveals that consumers reckon upon more than one medium to get knowledge of preferences.

### **Suggestions**

- Every company big small should garb this advantage and include online marketing in their marketing forms can be mainly web marketing, E-commerce, social media marketing.
- Consumers find certain benefits in online marketing over traditional marketing; therefore companies can spend more on online media rather than the traditional tools.
- Companies should not rely entirely on online marketing; they must make a part of integrated marketing strategy. As a result of which limitations of online marketing will be covered as the other mediums will build the required creditability and positive image about the brand. This credibility will generate trust among consumers towards the brand.

## Conclusion

The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. This means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool online advertising.

The study also reveals that main reason for growing important of online marketing is the increasing literacy about internet among people. Identified that internet is truly advantageous though which can serve their various purpose mainly social networking, online shopping & media sharing (photo, music, and, video) the efficacy of network has intensified their tendency of being online. But at the same time consumers are susceptible about the user-safety side of internet. They feel that online marketing is unsafe as may lead to increase in frauds & privacy issues.

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