

**ONLINE MARKETING IN BUSINESS MURUGAPAA GROUPS CHENNAI
THIRUVATUYUR**

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ABSTRACT

The new concept of Internet Marketing has emerged and is found to be dynamic in nature. Internet Marketing utilizes the power of electronic commerce which refers to any market on the internet. The internet technology has the potential to change almost every aspect of business operations. The E-Commerce portal with all its branches represents an attempt to safeguard the interest of organized users of Perambalur district and also guarding themselves against the exploitative tactics of unauthorized and hackers. The E-Commerce portal is always trying its best to maintain the dictum of all security system with quality and services under one roof.

KEYWORDS: Marketing, Electronic Commerce, Internet, Marketing, Market, Technology

INTRODUCTION

In today's era of globalization not only the nations within the world and thereby their communities have come closer to at least one another but also most of the sectors have undergone significant changes. Needless to say that even the marketing sector has undergone significant changes and further is experiencing continuous changes. With the significant use of Internet it is important to study its impact on marketing field. It is true that one of the prime factors for the growth of Internet Marketing is the worldwide increase in the use of internet. Thus the new concept of Internet Marketing has emerged and is found to be dynamic in nature.

Internet Marketing utilizes the power of electronic commerce which refers to any market on the internet. Electronic commerce supports selling, buying and trading of products or services over the web. Hence Internet marketing forms a subset of electronic commerce.

Internet marketing has brought forward various strategies like affiliate marketing which consists of pay per click, pay per view, pay per call and pay per click advertising. Affiliate marketing also includes banner advertisements. In addition to this e-mail marketing, viral marketing, interactive advertising, blog or article based marketing are also found to be popular. There are new marketing techniques being invented all the time.

Different methods of online marketing

Online marketing which is additionally called internet marketing and e-marketing includes several methods and techniques which are introduced briefly as follows:

OnlineAdvertising

Email-marketing

SearchEngineOptimization(SEO)

Affiliatemarketing

SocialMediaMarketing

OBJECTIVES OF THE STUDY

Based on the proposed research model, the objectives of the study are given below:

To exhibit the profile of the customers and their online shopping behavior;

To examine the factors leading to online shopping;

To analyze the service quality and service loyalty in online shopping;

To identify the discriminate factors among the youngsters and elders in online shopping;

To show the profile of the marketers in online marketing;

To analyze the electronic commerce adoption among the marketers and its correlates;

To examine the marketers view on the service quality needed in online marketing;

To analyze the various causes for service failure in online marketing;

To identify the marketers' performance in online marketing.

SCOPE OF THE STUDY

The study aims to understand the huge contribution of Online marketing as a neighborhood of Integrated Marketing Communication and to 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. The recommendations of this research are often wont to frame an appropriate Integrated Marketing Communication strategy during which companies can give special consideration to online marketing.

NEED FOR THE STUDY

The proliferation and rapid advances in technology based systems, especially those associated with the internet, are resulting in fundamental changes in how companies interact with each other and with customers. Indeed, selling products and repair via the web is agreed to possess enormous potential, and e-commerce has received enormous pressure, speculation and criticism.

The internet technology has the potential to change almost every aspect of business operations.

As a result, it is necessary to take a multidisciplinary approach for understanding the

customers and marketers view on online marketing since the web marketers act as intermediaries between the customers and producers of goods and services.

Since, the online marketers, producers and consumers are interlinked with each others, it's imperative to research the consumers and marketers perception on various aspects associated with online marketing. Hence, the present study has made an attempt on these aspects.

RESEARCH METHODOLOGY

In the present study, research methodology covers the research design, locale of research, sample and sampling, operation alienation and measurement variables, method of data collection, frame work of analysis and limitations.

THE RESEARCH DESIGN OF THE STUDY

The most important problem after defining the research problem is preparing the planning of the project report, which is popularly referred to as the 'research design'. A research design helps to make a decision upon issues like what, when, where, how much, by what means, etc. with reference to a search or a search study. Even before the web there have been many various ways to advertise, in several media like radio, TV, newspapers, magazines, also as via telemarketing or pamphlets. Usually the goal was to urge a company- and/or product name, a press release etc. communicated to as many of us as possible for the littlest price possible.

When the web arose, variety of search options became available. Companies had the choice to advertise themselves on a bigger scale. Due to advertising perception at the time, many businesses were assumed to possess great value, and thus traded on the stock market at extraordinary high rates. This collapsed in 2001 at what's commonly referred to as the dot-com bubble.

METHODOLOGY

Taking into consideration methodologies that were employed during this research, it might be said that author used observation and survey methods. Online advertising, also called online marketing or Internet advertising, could also be a kind of selling and advertising which uses the online to deliver promotional marketing messages to consumers. It includes email marketing, program marketing (SEM) , social media marketing, many kinds of display advertising (including web banner advertising), and mobile advertising.

LIMITATIONS OF THE STUDY

Too much data may be available.

To use data properly, it should be organized, edited, condensed, and summarized the answer to the present problem is to automate the method by using data warehousing and data processing .

Some of the restrictions of online research methods are:

Accuracy of responses.

Loss of respondents because of equipment problems.

The ethics and legality of Web tracking.

ANALYSIS AND INTERPRETATION OF DATA

TABLE NO.1

GENDER WISE RESPONDENTS

SL.NO	GENDER	RESPONDENTS	PERCENTAGE
1	MALE	56	43
2	FEMALE	74	57
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows Female group has the highest value of the table with 57 percentage and the least position by Male group with 43 percentage.

TABLE NO.2

AGE (IN YEARS) WISE RESPONDENTS

SL.NO	AGE IN YEARS	RESPONDENTS	PERCENTAGE
1	18 TO 22	16	12
2	23 TO 27	50	38
3	28 TO 32	42	32
4	MORE THAN 32	22	17
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows 23 to 27 group has the highest value of the table with 38 percentage. The second highest position secured by 28 to 32 group with 32 percentage. The third position takes over by more than 32 group with 17 percentage and the least position by 18 to 22 group with 12 percentage.

TABLE NO.3

EDUCATIONAL QUALIFICATION WISE RESPONDENTS

SL.NO	EDUCATIONAL	RESPONDENTS	PERCENTAGE
1	GRADUATE	42	39
2	SCHOOLINGS	48	44

3	OTHERS	18	17
TOTAL		108	100

Source: Primary data

Interpretation

The above data shows Schoolings group has the highest value of the table with 44 percentage. The second highest position secured by Graduate group with 39 percentage and the least position by Others group with 17 percentage.

TABLE NO.4
OCCUPATION WISE RESPONDENTS

SL.NO	OCCUPATION	RESPONDENTS	PERCENTAGE
1	PRIVATE	52	40
2	GOVERNMENT	22	17
3	BUSINESS	42	32
4	OTHERS	14	11
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows Private group has the highest value of the table with 40 percentage. The second highest position secured by Business group with 32 percentage. The third position takes over by Government group with 17 percentage and the least position by Others group with 11 percentage.

TABLE NO.5
FIELD OF OCCUPATION WISE RESPONDENTS

SL.NO	OCCUPATION	RESPONDENTS	PERCENTAGE
1	IT & ITES	64	49
2	MARKETING, SURVEY AND OTHERS	22	17
3	PRODUCTION OR MANUFACTURING	31	24
4	MANAGEMENT AND OFFICE AUTOMATION	13	10
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows IT & ITES group has the highest value of the table with 49 percentage. The second highest position secured by Production or Manufacturing group with 24 percentage. The third position takes over by Marketing, Survey and Others group with 17 percentage and the least position by Management and Office Automation group with 10

percentage.

TABLE NO.6
AVERAGE MONTHLY EXPENDITURE FOR ONLINE PURCHASE (IN RUPEES)
WISE RESPONDENTS

SL.NO	AVERAGE MONTHLY EXPENDITURE FOR ONLINE PURCHASE (IN RUPEES)	RESPONDENTS	PERCENTAGE
1	UPTO 5,000	86	66
2	5,000 TO 10,000	32	25
3	MORE THAN 10,000	12	9
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows upto 5,000 group has the highest value of the table with 66 percentage. The second highest position secured by 5,000 to 10,000 group with 25 percentage and the least position by More than 10,000 group with 9 percentage.

TABLE NO.7
KNOWN E-COMMERCE PORTAL WISE RESPONDENTS

SL.NO	KNOWN E-COMMERCE PORTAL	RESPONDENTS	PERCENTAGE
1	AMAZON	64	49
2	FLIPKART	22	17
3	SNAPDEAL	31	24
4	OTHERS	13	10
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows Amazon group has the highest value of the table with 49 percentage. The second highest position secured by Snapdeal group with 24 percentage. The third position takes over by Flipkart group with 17 percentage and the least position by Others group with 10 percentage.

TABLE NO.8
NEED OF E-COMMERCE PORTAL WISE RESPONDENTS

SL.NO	NEED	RESPONDENTS	PERCENTAGE
1	OFFERS	62	48
2	LOTS OF OPTIONS	50	38
3	TIME SAVING	13	10
4	OTHERS	5	4
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows Offers group has the highest value of the table with 48 percentage. The second highest position secured by Lots of Options group with 38 percentage. The third position takes over by Time Saving group with 10 percentage and the least position by Others group with 4 percentage.

TABLE NO.9
TYPE OF GOODS PURCHASE AT ONLINE WISE RESPONDENTS

SL.NO	GOODS	RESPONDENTS	PERCENTAGE
1	ELECTRONICS AND TOYS	52	40
2	MOBILES & GADGETS	68	52

3	HOME APPLIANCES	7	5
4	GROCERY AND OTHERS	3	2
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows Mobiles & Gadgets group has the highest value of the table with 52 percentage. The second highest position secured by Electronics and Toys group with 40 percentage. The third position takes over by Home appliances group with 5 percentage and the least position by Grocery and Others group with 2 percentage.

TABLE NO.10

E-COMMERCE PORTALS DELIVERY SERVICES WISE RESPONDENTS

SL.NO	E-COMMERCE PORTALS	RESPONDENTS	PERCENTAGE
1	FULLY SATISFIED	88	68
2	SATISFIED	36	28
3	MODERATE	2	2
4	UNSATISFIED	4	3
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows Fully Satisfied group has the highest value of the table with 68 percentage. The second highest position secured by Satisfied group with 28 percentage. The third position takes over by Unsatisfied group with 3 percentage and the least position by Moderate group with 2 percentage.

TABLE NO.11

E-COMMERCE PORTALS OVERALL SERVICES WISE RESPONDENTS

SL.NO	E-COMMERCE PORTALS OVERALL SERVICES	RESPONDENTS	PERCENTAGE
1	FULLY SATISFIED	78	60
2	SATISFIED	46	35
3	MODERATE	2	2
4	UNSATISFIED	4	3
TOTAL		130	100

Source: Primary data

Interpretation

The above data shows Fully Satisfied group has the highest value of the table with 60 percentage. The second highest position secured by Satisfied group with 35 percentage. The third position takes over by Unsatisfied group with 3 percentage and the least position by Moderate group with 2 percentage.

FINDINGS

- in gender wise data have 57 percentage of the respondents from female group with highest values and 43 percentage of the respondents from male with least position of the data.
- in age (in years) wise data have 38 percentage of the respondents from 23 to 27 group with highest values and 12 percentage of the respondents from 18 to 22 with least position of the data.
- in educational qualification wise data have 44 percentage of the respondents from schoolings group with highest values and 17 percentage of the respondents from others with least position of the data
- in occupation wise data have 40 percentage of the respondents from private group with highest values and 11 percentage of the respondents from others with least position of the data
- in field of occupation wise data have 49 percentage of the respondents from it & ites group with highest values and 10 percentage of the respondents from management and office automation with least position of the data
- in monthly income (in rupees) wise data have 52 percentage of the respondents from 10,001 to 15,000 group with highest values and 15 percentage of the respondents from more than 15, 0i0 with least position of the data
- in family type wise data have 52 percentage of the respondents from joint group with highest values and 15 percentage of the respondents from bachelor with least position of the data
- in type of internet usage wise data have 57 percentage of the respondents from broadband group with highest values and 43 percentage of the respondents from mobile data with least position of the data
- in average monthly expenditure for online purchase (in rupees) wise data have ➤ 66 percentage of the respondents from upto 5,000 group with highest values and ➤ 9 percentage of the respondents from more than 10,000 with least position of the data
- in known e-commerce portal wise data have 49 percentage of the respondents from amazon group with highest values and 10 percentage of the respondents from others with least position of the data
- in online marketing quality comfortability wise data have 98 percentage of the respondents from yes group with highest values and
- 2 percentage of the respondents from #n/a with least position of the data
- in usage e-commerce portal wise data have 48 percentage of the respondents from monthly once group with highest values and 9 percentage of the respondents from others with least position of the data
- in need of e-commerce portal wise data have 48 percentage of the respondents from offers group with highest values and 4 percentage of the respondents from others with least position of the data

- in type of goods purchase at online wise data have 52 percentage of the respondents from mobiles & gadgets group with highest values and 2 percentage of the respondents from grocery and others with least position of the data
- in electronic goods preferred wise data have 42 percentage of the respondents from toys and home appliances group with highest values and 5 percentage of the respondents from medical equipments with least position of the data
- in type mobiles preferred wise data have 98 percentage of the respondents from smartphone's group with highest values and 2 percentage of the respondents from feature phone's with least position of the data
- in home appliances preferred wise data have 48 percentage of the respondents from tv and tv appliances group with highest values and 9 percentage of the respondents from others with least position of the data
- in grocery preference wise data have 68 percentage of the respondents from beauty products group with highest values and 6 percentage of the respondents from others with least position of the data
- in value added services on e-commerce portals wise data have 52 percentage of the respondents from special offers group with highest values and 4 percentage of the respondents from emi with least position of the data
- in e-commerce portals overall services wise data have 60 percentage of the respondents from fully satisfied group with highest values and 2 percentage of the respondents from moderate with least position of the data.

SUGGESTIONS

Consumer awareness may be given to the general mass, regarding quality, reasonable activity, and personal life activity. Then only the consumers may have a clear idea in selecting the E-Commerce portal activities.

- The Government should spare a reasonable activities to the consumer protection councils to create such awareness.
- The Government, motivate the public to in creating the awareness among the users to select the best E-Commerce portal.
- The security of E-Commerce portal may be controlled. The respondents are feeling that the over burden of the present insecure structure of online marketing. The government may take necessary action to control it
- The consumptions of E-Commerce portal and their activities are very meager in our country. This may be increased through personal care advices.

CONCLUSION

The E-Commerce portal with all its branches represents an attempt to safeguard the interest of organized users of Perambalur district and also guarding themselves against the exploitative tactics of unauthorized and hackers. The ECommerce portal is always trying is best to maintain the dictum of all security system with quality and services under one roof.

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