



New Facets of Online Marketing

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ABSTRACT

The development of e commerce has witnessed a drastic change in this decade. Now online marketing is not limited up to a computer but smartphone and smart watch has changed the scenario. This paper focuses on changing facets of online marketing. Due to change it has developed tremendously. It has become even easier for a marketer to market the product worldwide. The major reason behind the revolutionary change is telecommunication and ease of internet facility. This combination has changed the world. The revolution from website to app and computer to mobile have become a mile stone.

KEYWORDS

Online shopping, Marketing, Changing scenario, Recent trends

Introduction

In India the development of e commerce and online marketing has accomplished more than a decade. During this period a revolutionary change has taken place in telecommunication and online habits among the mass. It has changed the mind sets of the people towards shopping habits. "India is adding 6 million new internet users every month," said Rajan Anandan, Google India vice president and managing director¹. Right from a biscuit or a chocolate to consumer durables and even property everything is available online. These range of accessibility which was not ever assumed could be a part of online shopping or e commerce. Various factors are responsible behind this drastic change. This paper highlights those factors and forms which has changed the form of online marketing.

Literature Review

Ravi R. Kosgi, Asst. Professor, Dept. of BMS, S.K. Somaiya College of Arts, Science and Commerce, Mumbai, has written an article on "Growth And Challenges In E Marketing In India", Published in Tactful Management Research Journal. The paper focuses on pattern and growth of e marketing in India. It has also highlighted various factors responsible behind the development of online shopping habits in India and also legal issues related with ecommerce in India. It is concluded that in India literacy rate in computer learning is comparatively. Additionally it's ever changing which is a challenge for Indian consumer to adopt and update. There are certain challenges in context to fraud in online shopping may become a hurdle in the growth in e marketing in India. Hence the growth of e marketing depends also on the growth of business ethics on the one hand and consumer protection laws on the other².

Vineeta Singh from Luknow University and Atish Ranjan Srivastava, Assistant Manager, Dena Bank Pune, Maharashtra wrote an article on "Understanding Development and Current Issues Related to Internet Marketing Communication with Respect to Local Business in India" published in Global Journal of Management and Business Studies. In this research paper two main aspects are introduced: media types and placement issue. Additionally it continues to explain the main problems in Internet marketing and how an effective marketing strategy of Internet led to a successful local business. The finding of the research also highlights how business success relates to online visibility of the company³.

"A Study of Internet Marketing In India: Challenges and Opportunities", published in International journal of Science,

Technology and Management written by Niharika and Satinder focused on opportunities and challenges of Internet marketing in India. They stressed various forms of internet marketing including social media and blogging expressing their importance like cost effectiveness, personalisation, convenience, saving time energy etc. The third part of the paper was challenges faced and going to be faced regarding online marketing in India with solutions and remedial. Conclusions are in the next few years, online marketing in India will strengthen even further. Owing to increased penetration of credit cards and easy access of computing witnessed promising growth. Consumers in the country can now truly expect well streamlined, efficient and world-class shopping experience supported by the best technology⁴.

Research Methodology

After extensive literature review the authors are motivated to undertake a research on changing trends in online marketing in India. For this purpose secondary data has been mainly used. Additionally authors' observations are also included here.

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The development of e commerce can be divided into two phases. Earlier phase can be denoted as an era before revolutions in telecommunication and the latter is post revolution. The changing trend can be drafted as follows.

1) From website to App

The emergence of e commerce was time of computers which afterwards converted into personal computer. But still the computer was more sort of a luxury or for overseas business only. The use of internet was quiet limited. People were less conscious about the development of their websites. But due to invention of smartphone the use of internet became handy. Laptop was limited up to the requirement but 'Palmtop' become the need very soon. The easy to access apps have made the internet easily accessible. Now addition to the websites, the corporates and even small scale traders have started making their own app to attract huge flow of customers even at domestic level.

2) Range of Products

The earlier belief was to develop a website was limited up to your type of business, product and customer which was mostly limited. Normally to capture overseas market. But due to smartphones, the apps can be accessed by anyone from an

ywhere. So the businesses in which internet could never be thought have become very common like Vegetables, Medicines, Movie or any local travel tickets booking etc. are possible through mobile phones. The range is even growing. Recently a website is introduced to avail the services of 'Maid' online due to increasing problems of availability of maids in India.

3) Varied payment options

In online shopping the biggest intervention was payment. Indian people are rigid. They do not rely on these virtual companies. So they don't prefer to pay before receiving the product. The option of COD – Cash on Delivery has tremendously increase the habit of online shopping. In India's emerging economy, COD accounts for around 75% of online purchases. When a customer is new to online shopping, COD is a preferred method. The mind sets have changed now. Before buying anything, people will think about searching online first. To motivate online payments, credit and debit cards have started being used. But still people are afraid of hackers. So new varied options have been introduced like paytm, freecharge etc. They become a link between a bank and the company. To cultivate the habit they have started giving the best offers on various products. In hotel industry 'Pay at Hotel' option is introduced. Because of which cancellation becomes easy and without paying even a single paisa, luxurious resorts can be booked.

4) Increasing no of local retailers into the popular sites

Due to extensive use of internet, the local sellers are facing competition of national and international sellers. Many of them have started selling through their own site and app. Corporate giants in online shopping like Flipkart, Amazon, Snapdeal, shopclues etc have started giving platform to the local retailer. They can easily sell their merchandise through these sites. Instead of becoming substitute, they have started becoming complementary to small scale retailers and whole sellers.

5) Focus on Originality in Advertising

The earlier phase in online marketing was creating awareness among mass and motivate to buy by temptations. But in cut throat competition, some sellers started deceiving the customers by providing false promises, duplicate products etc. These has demotivated a part of the society towards online shopping. The genuine sellers started losing their shares due to non-reliable sellers. So they have started magnifying their originality in advertisements. Now the advertisements of online sellers focuses on their 'Genuine Products', easy returns. It shows the problems faced by the buyers in the past.

6) Informative sites

Due to online availability of any product the customers have wide range of products, sellers and information. But the problem aroused that how to take decisions? Which one is the cheapest? What to compare among the products? To solve the problems certain websites have developed which only compares and analyse on behalf of customers. It can also give the rank based on the specified criteria, customised criteria. It helps in comparing and making decision. Examples: gsmarena, smartprix carwale.com, cardekho.com etc.

7) Exclusive online products

Due to heavy increase in online shopping, certain popular sites like flipkart, amazon etc. have started en cashing their brand names. There certain products which are best in quality but people are not aware with brand name. These popular sites introduce such product with exclusively. Means one can't get the product except this site. They promote the product exclusively, popularise the brand, and earn heavy profit. Yu television, Le S Mobile phones are exclusively available on flipkart. Such tie ups are beneficiary from all the views. The brand will get exclusive promotion, the promoting company will get monopolise profit and customers will get best product at comparatively low price.

8) Easy returns

The biggest fear in online shopping is returns. If the product is not as per the specifications then? Because of this fear many customers are not even initiating the purchase. So corporates have started publicising 'Easy Returns'. If the product is not as per the requirement or ordered then it can be returned easily and the seller will refund the money in the said bank account by the customers. These has increased the sale.

9) Marketing of used products

To buy a new product there are lots of options, but sell your used products internet is at your help. At home by just clicking and pasting the photo of your product on sites like olx one can easily sell their product. Internet has made easy to find a customer of used product.

10) Social media - a new tool to advertise

To advertise the products free of charge worldwide, the social media is at your help. On facebook, twitter, instagram one can create the page of their product or can post a photo of their product. Thousands of friends can view your product at a time. You can also receive comments on that. In various messenger services like whats app, hike groups of professionals are formed to exchange their views, products, services etc. so social media has become a new tool to market.

11) Flashes of last visited products/services during surfing

One is surfing online, visiting various sites and may become offline. It's normal. But when he/she is again online, they will get the links of their last visits. It will start flashing on their screen automatically. This will remind the buyer to rethink and analyse to buy.

Conclusion

By understanding the above points it can be concluded that the changing facets of online marketing has made the purchased decision very simple and easy it has considerably increased the volume as well as opportunities. The future of online market is very bright. The days are not far that unexpected products and services we may find online.

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