

Is Online Marketing in Trend?

***Dr. Sitaram Sharma**

Abstract

In this modern era of technology, marketing is also getting digitalized. From the very early days of civilization like Harappa civilization, Mohan Jo Daro civilization, marketing and different aspects of marketing is used to exchange the goods and service through barter system. But, gradually with the passage of time, barter system get replaced by pricing system. In this era, as the purchasing power is increasing the demand for different goods and services are also increasing .Demand for goods and services are satisfied by the seller after identification the needs of the buyers. Online Marketing is in trend, people are now a days likely to buy and sell through the digital media.

Need To Study:

Various marketing tools, techniques are used to attract the buyer towards product and services. To check whether online marketing or offline market ,which one is better or suitable according to the age group, geographical area, sex, etc.

Objectives

- To know impact of online market
- To learn pros and cons of online marketing
- To study the reliability and feasibility of online purchase
- To check adaptability and availability of goods and services on online purchase.

Introduction

In early days of civilization ,marketing has been in practiced in different forms .From the post era to modern era till now a lot changed had been faced same is in case of marketing too .There are several changes in the marketing process .In early times people used to exchanges the goods in place of other goods without knowing their value .like ,if Geeta have a sack of wheat and she needs rice so, the other any who have rice she will raise her voice to another to exchange the sack of rice in place of a sack of wheat as the other person need a sack of wheat.

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This image express about the “BARTER SYSTEM”. In barter system, the people exchange commodity with one another. Like in the image both person have different commodities to exchange.

MARKET

Market is the place where potential buyer meets potential seller .It the only platform where numbers of buyers as well as number of sellers exchange goods and services with help of monetary value .After pricing system came into existence the good s and services have their monetary value which buyer have to pay to buy them . Market is also been divided into four main parts:



1. **Perfect Competition Market:** it is market structure where large numbers of buyers and sellers are present and firms sells homogenous products but they have no influence on the price of the products.
2. **Monopolistic Competition Market:** this market has many firms which offers the products and services that are somewhere similar but these are not perfect substitute of each other.
3. **Oligopoly Market:** it is a market structure with small number of firms or small groups of large sellers.by togetherness of two or more firms or groups these come into existence and rule over the market .they charge high from the end user.
4. **Monopoly:** thus market structure characterised by having only one seller who sells unique products and faces no competition because he is the only seller of the product who didn't have any close substitute.

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Marketing

Marketing is the art by which a seller identifies ,understand the consumers need s and preferences and seller tries to satisfy them in exchange of the value he or she possessed. These marketing activities including both process of demand stimulating and demand fulfilling of any enterprise. Marketing is the process off selling the goods and service through the means of advertising .marketing is the process of researching ,promoting ,selling and distributing the goods and services which attracts the potential customer.



The 4 P's of marketing :

- Product
- Place
- Price
- Promotion

Marketing Management

Marketing management: it is the managerial activities which includes from planning to controlling in the field of the marketing of any product and services by any company or any enterprise .marketing management aims at the achieving the organizational goal by minimizing the unused or wastage and the maximizing profit by providing the maximizing satisfaction to the end users. Marketing management includes the process of market research to analyses the situation of the market. The market is characterized on the basis of the age, area, sex, boundaries, etc.

Swot Analysis:



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After concluding this above image of swot analyses,inspite of large scale or small scale,every entreprised must perform the SWOT analyses.In order to emphasis mainly on the threats and weakness,the business owner should keep eye on the strength to grasp the opportunities.

Marketing management includes the following steps:

1. Planning
2. Organizing
3. Directing
4. Motivating
5. Controlling.



In above image, the marketing management process has been explained.

Objectives of Marketing Management:

1. **Helps in determining the needs and wants of the end user:** the most important objectives is to determine the market needs and wants .if the company analyses the whole market first and then he produced the goods and services according to the study ,then he will maximize his profit by satisfying the market . but vice versa if he examine the wrong and if he not examine the need and directly produced the goods and service then he may have suffer a huge loss.
2. **Segmentation of the market:** Segmentation means dividing the whole or large into small. And segmentation of market means dividing the whole market into smaller parts according to the age, sex, boundaries, etc.

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Online Marketing and Offline Marketing



Online Market

Online Market: By using digital platform, the process of advertising of goods and services by a seller. Online platform or digital strategies also help to attract the consumer to the product and service. Although there is a recession period due to such circumstances in India but in today's time also online marketing is on the higher pace .online marketing helps the consumer to buy the product and services at anywhere, anytime etc. in the online market, there is use of the internet and online based digital technologies such as desktop, mobiles, laptops, computers, etc. In this type of marketing, people usually increase the usage of the digital media instead of visiting physical shops. It is also called as "internet marketing", "digital marketing".

Advantages of Online Marketing

1. By proper planning, it revives lower cost by reaching right customer in minimum time.
2. It is easy to share and by managing it carefully one can create a good reputation.
3. It is easy to measure and can gain customer loyalty.
4. It helps to trade globally and there is no limit of geographical boundaries.
5. It helps to build a good relation with the customers who have linked to their website.

Disadvantage of Online Marketing

1. It is very much time consuming.
2. it needs expertise to deal with the working of digital marketing.

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3. As per global market ,it faces a huge competition.
4. It needs skilled labour.
5. There are sometime issues with security and privacy

Offline Marketing

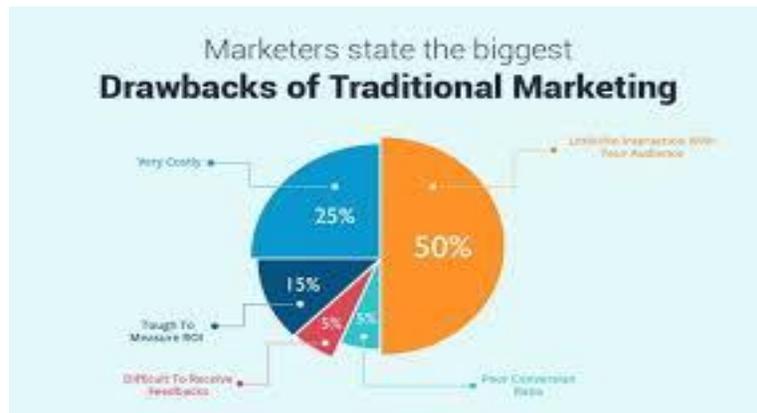
Offline Market: By using traditional platform, the process of advertising of the goods and services by a seller Earlier the various types of print media, tele marketing ads, etc are used to attract the attention of the customer to buy their product.as earlier the internet is being not in existence since at that time only offline marketing is in used.it helps to create awareness of product and services through offline channels.

Advantages of Offline Marketing

1. It is in higher pace to convert the customer base toward the purchase of goods.
2. It works on the tangible goods instead of virtual on the website.
3. As in the older age people resist to go with online marketing.
4. There is lesser chances of not getting attention towards offline advertisement.
5. Some of the people believe to buy goods at the physical shops, due to lacks of gadgets.

Disadvantage of Offline Marketing:

1. This method requires a lots of investment.
2. This process is very time consuming ,takes a lot time.
3. There is no tracking or monitoring of the product.
4. Reach towards the people is less as compared to the online marketing.

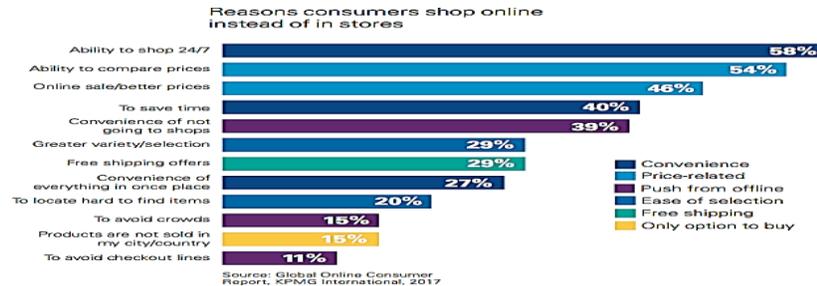


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As the above image shows various drawbacks of the offline marketing.

The Following Graph Represent The Reason Why People Influence By The Online Marketing



The above graph shows various reasons why the consumer prefer online marketing in modern era .The highest percent dedicates towards the ability to shop at any time. By this graph, I conclude by being a rational consumer that online marketing is at on higher pace at the time of recession also. The comparison can be made of price for various goods and services in just one click. As the product price are pre- determined and in online marketing people can compare various brand product in just few minutes. Likewise ,if any person have to buy a juicer online, he or she may have various option for that and prices are verified with the features and comparison can be made .the best suitable can be purchased online and payment can also be done through digital means such as google pay ,bhim upi, etc.

Difference Between Online Marketing And Offline Marketing:

On the basis :	Online marketing	Offline marketing
Defination	It is the process of buying and selling of goods and services through digital media.	It is the process of buying and selling of goods and services through offline channels
Examples	It includes like social media, ads, e-mail ,etc.	It includes like print media ads ,telemarketing , etc.
Risk of fraud	There is high risk of fraud.	There is lower risk of fraud.
Time consuming	Less time consuming.	More time consuming.
Audience reach	Global reach to audience.	Limited reach to audience.
Third party	It includes third party.	It excludes third party.
Cost effectiveness	It is cost effective.	It is high marketing cost.
Managing of people	Less people to manage.	Large people to manage.

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Conclusion

From above all data, information I mentioned I want to conclude that online marketing is the process wherein selling of goods and services takes place through various means of digital. There are mainly two aspects in marketing 1. Online Marketing and 2. Offline Marketing.

The topic I have taken is proven with above information as the online market is in trend in India also. As it has many advantage, people are now a days are becoming more techno- lovers. They don't want to visit physical place instead of they prefer online marketing.

Different age groups are now likely to learn the online marketing, thus their resist to change behavior is declining. And people are trying to learn and adapt themselves with the new era of technology. This helps the older people to come up with the difference when they purchase offline and now when they begin with the online marketing.

I hereby conclude that online marketing gives out the large crowd as there is no geographical boundaries to limit your product and service. The online marketing is becoming the trend ,not only in India as well it is covering all the boundaries of each country.

And lastly, I want to sum up my topic by concluding that lots of changes took place from early period till now. The ways are changed of marketing from offline marketing to online marketing but the customers only prefer when they are attracted by the product and services. The main point is to attract more and more customers and in online marketing various sites list out various offer with various discount offers or replacement of older too, etc are many of offers which attracts huge crowd globally too.

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