



## A Study on Customer Satisfaction on Online Marketing in India



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### Abstract

Marketing of products or services over the internet. Online Marketing is the marketing of products or services over the internet & it ties together creative and technical aspects of the internet, including design, development, advertising, and sale. Online marketing is used by companies selling goods and services directly to consumers as well as those who operate on a business to business. Online marketing, it refers to the techniques which are available to a business market, promote and advertise their products, services or brand to the World Wide Web.

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## 1. Introduction

Online Marketing is the Art and Science of selling products and services over digital networks, such as the internet and cellular phone networks. Online Marketing is becoming a hot topic in every business sector, gradually plays a truly important role in any company's multi-channel marketing strategy. It uses the internet to deliver promotional marketing to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place advertisement copy, an advertisement server who technologically delivers the advertisement and tracks statistics and advertising affiliate who do independent promotional work for the advertiser.

Tools for Online Marketing:

- a) Display advertising
- b) Text advertising
- c) Web banner advertising
- d) Search Engine Marketing
- e) Search Engine Optimization

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- f) Sponsored Search
- g) Social Media Marketing
- h) Mobile Advertising
- i) Email Advertising

## 2. Research Methods

### *Review of Literature*

Kotler, (2003) described Consumer buying method as learning, information-processing and decision-making activity divided into several consequent steps: Problem identification, Information search, Alternatives evaluation, Purchasing decision, Post-purchase behavior. Identified the main constituent of the online shopping experience as follows: the functionality of the Web site that includes the elements trade with the site's usability. the emotional elements planned for lowering the customer's hesitation by communicating trust and credibility of the online seller and Website and the content elements including the aesthetic aspects of the online presentation and the marketing mix.

Rowley Jennifer, (1998) examined that internet is becoming a hotbed of advertising, shopping, and commercial activity.

Hsieh et al., (2013) stated that internet is influencing people's daily life more so as compared to past. People's daily activities have gradually shifted from physical conditions to a virtual environment.

Li Na and Zhang Ping, (2002) examined that online shopping has become the third most popular Internet activity, immediately the following e-mail using, instant messaging and web browsing.

Jush and Ling, (2012) defined online shopping as the process a customer takes to purchase a service or product over the internet. A consumer may at his or her leisure buy from the comfort of their own home products from an online store.

Online Marketing Strategies:

- a) Websites and blogs are pull strategies.
  - b) Build websites & Blogs.
  - c) Company's social media profiles.
  - d) Long-term success.
  - e) The company tries to draw in customers through different kinds of advertising, such as TV ads are other forms of pull marketing.
  - f) Online banner ads, and radio and TV ads are other forms of pull marketing.
- Push Marketing
- g) Email campaign.
  - h) Certain offers through your social media profiles.
  - i) Companies may push information and promotional material directly to end users through email or fliers to generate demand.
  - j) Create an email database of potential customers and send them product announcements and promotions directly.

## 3. Results and Analysis

### *3.1 Method of Online Marketing*

- a) Article Marketing  
To build links for your site, enhance your website's search engine ranking and getting traffic.
- b) Forum Marketing  
A forum is a place where people gather and discuss their problems, strategies etc. Again a good traffic builder.
- c) Search Engine Marketing  
This involves search engine optimization of your website design and content.
- d) Pay per Click Advertising  
This is a paid service where you pay the service provider every time your link is clicked.
- e) Link Exchange  
In this, a website places a link for another website in exchange for its link on that site.
- f) Link Purchase

- You can purchase placement of your website link on other website.
- g) Classified Advertising  
You can advertise your website on the web like craigslist. Com and Usfreeads.com.
  - h) Ezine Marketing  
This is referred to email marketing.
  - i) Lead purchase  
There are some paid services which will provide you with the names and email addresses of the people or leads against a payment. This method is called lead generation.
  - j) Viral Marketing  
Here, you make a useful product like e-book or software, build some humorous video or funny email and allow people to pass it on freely.
  - k) Press Releases  
Here, you build a press release for your website and submit it to one or more press release sites like prweb.com
  - l) Join ventures  
Here two or more marketers come together and promote a product or service in a way that it will benefit them all.
  - m) Affiliate Program  
You can launch your own affiliate program where people can join.
  - n) Resell Right Marketing  
You can offer to resell rights to your product where people would be able to sell it and keep all the money.
  - o) RSS Marketing  
Really simple syndication, people can subscribe to these RSS feeds and can view the content of the website via their RSS reader.
  - p) Blog Marketing  
The blog is an online journal which can update on regular basis.
  - q) Social Booking Marking  
This is the latest marketing buzz.
  - r) Video Marketing  
This is even newer. You can upload a video on the sites that allow. People would watch and then visit your site.
  - s) Social Sites  
Example include Myspace.com, Orkut, Facebook, etc. These can be great ways to make more contacts and get leads.e
  - t) Podcasting  
Podcasting uses digital media files which are distributed all over the internet via syndication fees.

### *3.2 Importance of Online Shopping*

Ling said that customers can take enjoy online shopping for 24 hours per day. Consumers can purchase any goods and services anytime everywhere. Online shopping is user-friendly compare to in-store shopping because consumers can just complete his requirements just with a click of a mouse without leaving their home. Online shopping has some advantages like below

- a) Save the Time of The consumers.
- b) They can purchase any time anywhere.
- c) The can compare the price with the others retailers very easily.
- d) Compare the advertising price and actual price.
- e) They can easily track their product.
- f) They can use the cash back policy.
- g) They can purchase the product from foreign marketers.

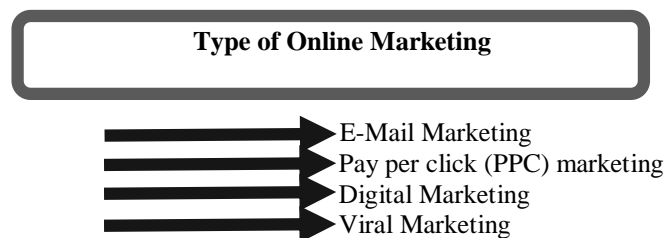
### 3.3 Advantages of Online Marketing

- a) One to one approach
- b) Cater to specific interests
- c) Different content by choice
- d) Geo-marketing
- e) Relatively inexpensive
- f) Global business
- g) Measuring statistics is easy
- h) Accountability

### 3.4 Disadvantages

- a) Illegal or unethical practices
- b) Physical demonstration and needs to be tangible
- c) Transparency
- d) Cost of Hardware

### 3.5 Types of Online Marketing



### 3.6 E-Mail Marketing

- a) Products through the use of email.
- b) There are 2 main ingredients for an effective email marketing campaign.
- c) They are to build a large list of people you can email and write great emails.
- d) The emails should be packed with free value and they should move people to buy what you are trying to sell

### 3.7 Blogging

- a) Yet another but important and crucial marketing trend that has brought a huge aberration in our society.
- b) Blogger was launched in 1999 by three friends. Blogging as an ardent marketing tool has really blossomed in the last some years.
- c) Business, companies and even superstar now use blogging system for huge promotion.

### 3.8 Pay per click Marketing

- a) You have to pay for PPC ads.
- b) You target certain words and then when those words are searched for on a search engine such as Google your ad will appear.
- c) But you do have to pay every time your homework and find out how to effectively use PPC.
- d) Otherwise, you can easily lose a lot of money in a short amount of time.
- e) But if you do learn how to use PPC effectively then you can make a lot of money just as fast.

### 3.9 Social Media Marketing

- a) Social media is very popular right now and it's only getting more popular.
- b) You can tap into that popularity by using social media to sell your products.
- c) Just make sure you don't SPAM people. In fact, you shouldn't use any social media to directly sell anything.
- d) Just use social media to direct people to other sites where you can then hit with a sales pitch.

### 3.10 Digital Marketing

- a) With regards to the Internet, this is the promoting of brands using all forms of online digital advertising channels to reach consumers.
- b) This includes video channels, Internet Radio, mobile phones, display or banner ads, digital outdoors, and any others form of digital media.

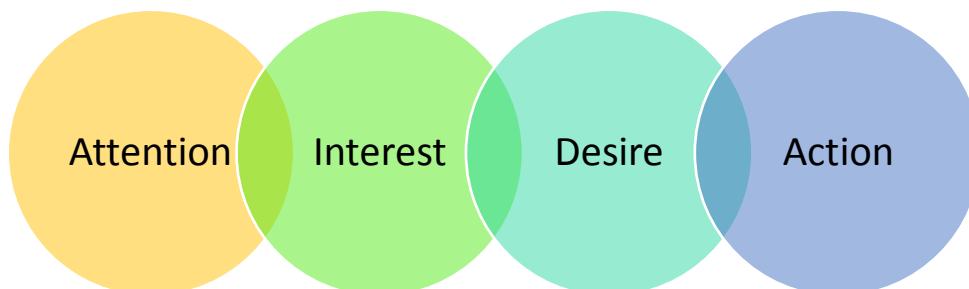
### 3.11 Viral Marketing

- a) Marketing Techniques that use social networks to produce an increase in brand awareness or achieve other marketing objectives (Such as product sales) through self-replicating viral processes.
- b) It can be word-of-mouth delivered or enhanced by the network effect of the Internet. Viral promotions may take the form of video clips, interactive Flash games, e-books, images, or even text messages.

### 3.12 AIDS Model

After a consumer's Purchase, it is very hard to define which advertising medium was the crucial one for the final purchase. It is important for a company to know which mediums are worth to keep or to invest.

Before, analysis tools like the so-called First-Click-Winner or Last-Click-winner were used. That means only the first advertising medium which was clicked on or the last one has been seen as the crucial medium. Nowadays it is clear that every single medium a consumer passes while his or her journey has a necessary influence on consumers' behavior. A customer gets through the following phases before making a decision: attention, interest, desire, and action.



- a) **A- Attention**  
The initial point where your brand and/or business is recognized and known.
- b) **I – Interest**  
Generating thoughts and discussion about your brand.
- c) **D – Desire**  
Communicate your message through the use of social media and email marketing.
- d) **A- Action**  
The stage where the conversion is complete and back to the 'interest' stage to retain them. Your website is responsible for this stage.

### 3.13 Problems of Online Shopping

Online shopping problems are a great barrier to the online purchase aim of customers. General problems include the prospect of having a credit card. The obscurity to confirm the reliability of the provided goods and the risk to buy a product that it would not value as much as a customer pay for it. After-sales problems, involved difficulty to change not working product with a new one and products warranty are not assured. Online shopping has various disadvantages:

- a) The customers can not touch and feel of the products when they want to Purchase.
- b) Some time delivery time is so much lately.
- c) Sometime they will pay the shipping charges so why the cost of the product may increase.
- d) Lack of personal attention by the sellers. More chance to fraud.
- e) Security of internet banking password and credit card password.
- f) Lack of quality

## 4. Conclusion

Online marketing offers an enormous amount of possibilities for companies. It is an evolving world which is why constant development of strategies is necessary. It is much easier for customers to find substitutes from competitors on the internet because of the minimal effort a person has to make to get to another website. Every internet page is full of different kinds of touch points as advertisements and offers which makes it hard for companies to guide potential buyers to a certain website without “losing” them through their way of the internet. This is exactly why the fundamental understanding of consumers’ behavior is so important. Regardless in which world –online or offline – customers nearly behave the same way. The first step is always to catch customers’ attention. There are just different types of strategies which are used to get in touch with a certain target group. Which strategies are used at the end depends on the way potential buyers do behave and how a company is able to understand these actions. Nowadays it seems to be indispensable running a business without any online presence because the trends from consuming in shops go in the direction of online consuming.

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