A STUDY ON EFFECTIVENESS OF ONLINE MARKETING WITH SPECIAL REFERENCE TO COIMBATORE

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ABSTRACT

Online Marketing is the art and science of selling products and/or services over digital networks, such as the Internet and cellular phone networks. The art of online marketing involves finding the right online marketing mix of strategies that appeals to your target market and will actually translate into sales. The science of online marketing is the research and analysis that goes into both choosing the online marketing strategies to use and measuring the success of those online marketing strategies.

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II.OBJECTIVES OF STUDY:

- ○ To understand the reasons for growing popularity of online marketing.

- ○ To understand the importance of Online advertising in changing market scenario.

- ○ To analyze the effectiveness of online marketing as compared to traditional marketing tools.

O To understand that the online marketing plays an important role in the company's marketing strategy.

III.RESEARCH METHODOLOGY:

Research can be defined as a research for knowledge or any systematic investigation to establish facts. The primary purpose for research is discovering, interpreting and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matter of our world and the universe.

IV.LIMITATIONS OF THE STUDY:

O The study is conducted only in selected places in TamilNadu so future studies should cover the entire country.

O The research work is restricted to B to C marketing as the purchase behavior is different for institutional buyers.

O Difficulty in interpretation certain questions in the correct manner.

O In the dynamic world, where the needs and wants of the people are changing, the level of satisfaction given in the study is not permanent.

V.REVIEW OF LITERATURE:

Fosket, Sally (Nov 1996), Direct marketing pg no 38, online services will drive marketing to the opposite end of the spectrum from "mass" marketing to customized "oneto-one" marketing. Online marketers communicate instantly and directly with the prospective customers and can provide instant fulfilment as well. Marketers with carefully designed World Wide Websites are already interacting computer to computer, with prospective customers oran individual basis, much as ATM does in very primitive fashion.

Nielsen (1998), we know that 92% of consumers report that "word-of-mouth and recommendations from people [they] know" are the leading influence on their purchase behaviour. Only 37% trust search engine ads, and just 24% trust online banner ads. They trust their friends and family the most when looking for brand recommendations. But what types of recommendations carry the most weight? Brands are eager to tap into the power of recommendations, and many companies measure an "NPS," or Net Promoter.

VI.ANALYSISANDINTERPRETATION:

H0:Thereis no relationship between the age group and the variety of the product in online.

TABLE 4.2.1 RELATIONSHIP BETWEEN THE AGE AND VARIETY OF THE PRODUCT

AGE GROUP / OPINION	UP TO 30	%	31-40	%	ABOVE 50	%
Strongly Agree	29	25	27	30	4	5
Agree	18	18	24	15	1	4
No Opinion	0	0.4	0	1	2	0.16
Disagree	4	4	6	8	0	1
Strongly Disagree	4	6	7	7	4	1.3
TOTAL	**55**	**55**	**64**	**64**	**11**	**11**

INTERPERTATION:

Comparing the table value and the calculated value, table value is lesser than the calculated value. Therefore, the null hypothesis is accepted. Hence there is no relationship between the age group and the opinion on variety of products in online.

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Ho: There is relationship between experiences of buying product through online based on company's product awareness.

TABLE :2 EXPERIENCE AND THE AWARENESS LEVEL OF BUYING PRODUCTS

EXPERIENCE AWARENESS	YES	%	NO	%
Yes	57	49	15	23
No	32	39	26	18
	89	**89**	**41**	**14**
TOTAL	**89**		**41**	
	130			

INTERPRETATION:

From the above table 4.2.2, 57(49%) of the respondents are well aware about the products and they have experience in buying the products through the awareness made by the company, 32(39%) of respondents are aware about the products but they do not have experience in buying product through online.

VII.FINDINGS:

○ Majority of the respondents 77(52%) were female.

○ The majority of respondents who took part in the survey was the age of between 3050 years.

○ The majority of the respondents 37(28%) belong to the life stage of attending to the less young and independent and family with children at home.

○ The types of customers that were taken into survey were mostly the professionals and the salaried person is of the 47(36%).

- It is been seen that52 (40%) the respondents regularly notice to the advertising link followed by always noticing the ad links.

- Majority of respondents 48(40%) feeling online marketing the preference of online advertising is no very safe they do not entirely believe in it.

VIII.SUGGESTIONS:

To Consumer.

- Consumer's attitudes and behavior regard to the choice in the online should be more than offline environment that makes the online to be more interactive in nature.

To Companies

- Company should grab this advantage and include online marketing in their marketing efforts. Online marketing forms can be mainly web marketing-commerce and social media marketing.

To Government

- In order to increase the participation of foreign players in the e-commerce field ,the Indian government hiked the limit of foreign direct investment(FDI) in the ecommerce market place model for up to 100 Percent (in B2B)models.

IX.CONCLUSION:

It can be concluded that availability of extensive and current information is the most important factor which is driving Indian customer to online shopping. The internet has enormous potential to develop a brand online. Online branding is the integration of the entire online buying and browsing process into one continuous string of communication that is relevant to the customer.Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertise

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