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# A Study on Internet Marketing as A Tool for Promotion

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## Abstract

Internet marketing is a phenomenon which has developed particular important in the modern market. The reason why it has increased in importance is quite simple and relies on the fact that it ensures how marketing activities utilize the limited resources of the organization, while satisfying consumers wants, both of individuals and industry, as well as achieving the selling organizational objectives. The objectives of the study is to identify the impact of internet marketing strategies on customer satisfaction and the potential of this strategy in making consumer brand loyal along with converting the immediate revenue into long term gains. The study is based upon primary and secondary data. To study the customer preference, 100 sample respondents were selected in Bhopal town by adopting convenient sampling method. The statistical tools such as percentage analysis, average, Likert Scaling technique etc were used to derive the appropriate results from the study. The outcome of the research paper will provide the suggestions to the organizations about the customer's outlook in the city of Bhopal about Internet marketing, their inclination towards the e- marketed products and the future expectations with the concept.

**Keywords:** Internet Marketing, Organizational Objectives, Customer Preference, Marketing Strategies.

**Introduction:** The term 'internet marketing' can mean a variety of things. At one time, it consisted mostly of having a website or placing banner ads on other websites. On the other end of the spectrum, there are loads of companies telling you that you can make a fortune overnight on the Internet and who try to sell you some form of "Internet marketing program". Today, Internet marketing, or online marketing, is evolving into a broader mix of components a company can use as a means of increasing sales - even if your business is done completely online, partly online, or completely offline. The decision to use Internet marketing as part of a company's overall marketing strategy is strictly up to the company of course, but as a rule, Internet marketing is becoming an increasingly important part of nearly every company's marketing mix. For some online businesses, it is the only form of marketing being practiced.

**Objectives of Internet Marketing:** Essentially, Internet marketing is using the Internet to do one or more of the following:

- **Communicate a company's message** about itself, its products, or its services online.
- **Conduct research** as to the nature (demographics, preferences, and needs) of existing and potential customers.
- **Sell goods, services, or advertising space** over the Internet.

## Internet Marketing Components

Components of Internet marketing (or online marketing) may include:

- **Setting up a website**, consisting of text, images and possibly audio and video elements used to convey the company's message online, to inform existing and potential customers of the features and benefits of the company's products and/or services. The website may or may not include the ability to capture leads from potential customers or directly sell a product or service online. Websites can be the Internet equivalents of offline brochures or mail order catalogs and they are a great way to establish your business identity.
- **Search Engine Marketing (SEM)**, which is marketing a website online via search engines, either by improving the site's natural (organic) ranking through search engine optimization (SEO), buying pay-per-click (PPC) ads or purchasing pay-for-inclusion (PFI) listings in website directories, which are similar to offline yellow page listings.
- **Email marketing**, which is a method of distributing information about a product or service



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or for soliciting feedback from customers about a product or service through Email. Email addresses of customers and prospective customers may be collected or purchased. Various methods are used, such as the regular distribution of newsletters or mass mailing of offers related to the company's product or services. Email marketing is essentially the online equivalent of direct mail marketing.

- **Banner advertising**, which is the placement of ads on a website for a fee. The offline equivalent of this form of online marketing would be traditional ads in newspapers or magazines.
- **Online press releases**, which involve placing a newsworthy story about a company, its website, its people, and/or its products/services with an online wire service.
- **Blog marketing**, which is the act of posting comments, expressing opinions or making announcements in a discussion forum and can be accomplished either by hosting your own blog or by posting comments and/or URLs in other blogs related to your product or service online.
- **Article marketing**, which involves writing articles related to your business and having them published online on syndicated article sites. These articles then have a tendency to spread around the Internet since the article services permit re-publication provided that all of the links in the article are maintained. Article marketing can result in a traffic boost for your website, and the distribution of syndicated articles can promote your brand to a wide audience.
- **Social media marketing**, which can involve social networks like Twitter, LinkedIn, Facebook and social bookmarking sites like Digg.

#### **Benefits of E-Marketing over Traditional Marketing:**

**Reach:** The nature of the internet means businesses now have a truly global reach. While traditional media costs limit this kind of reach to huge multinationals, internet marketing opens up new avenues for smaller businesses, on a much smaller budget, to access potential consumers from all over the world.

#### **Scope:**

Internet marketing allows the marketer to reach consumers in a wide range of ways and enables them to offer a wide **range of products and services**. Internet marketing includes, among other things, information management, public relations, customer service and sales. With the range of new technologies becoming available all the time, this scope can only grow.

**Interactivity:** Whereas traditional marketing is largely about getting a brand's message out there, internet marketing facilitates conversations between companies and consumers. With a two-way communication channel, companies can feed off of the responses of their consumers, making them more dynamic and adaptive.



**Immediacy:** Internet marketing is able to, in ways never before imagined, provide an immediate impact.

Imagine you're reading your favorite magazine. You see a double-page advert for some new product or service, maybe BMW's latest luxury sedan or Apple's latest iPod offering. With this kind of traditional media, it's not that easy for you, the consumer, to take the step from hearing about a product to **actual acquisition**.

With E-Marketing, it's easy to make that step as simple as possible, meaning that within a few short clicks you could have booked a test drive or ordered the iPod. And all of this can happen regardless of normal office hours. Effectively, Internet marketing makes business hours 24 hours per day, 7 days per week for every week of the year.

By closing the gap between providing information and **eliciting a consumer reaction**, the consumer's buying cycle is speeded up and advertising spend can go much further in creating immediate leads.

**Link to Reality:** Marketers should all know about information technology (IT) to be able to make better market analysis, decision making and to better control and monitor their field. Competition must now be based on speed instead of size of corporations for development because product life cycles are too short to increase fast enough. What is needed are high quality information about the product, service and corporate needs and fast and effective delivery process. Continuous information-based value to customers can lead to comparative advantage. Nowadays, traditional radio companies drive FM/AM and online listenership for a better growth by copying the best practices of new, growing internet companies. Since Internet is innovating in a really fast way, companies need to continuously change and marketers agree that by the time a new product comes into the market, it will already be obsolete. However, the Internet is not really safe since there are no modern online international payments systems resulting into frauds

**Hypothesis of the Study:** The study focuses on the factors which mention the importance of internet marketing as a tool of promotion for the organizations across the globe.

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## Research Methodology:

**Research Design:** The research design for the study is descriptive. Respondents of different backgrounds have been interviewed for the research survey using a structured questionnaire. The study period was February 2014.

**Data Collection:** A sample size of 100 respondents on random and convenient sampling basis. The data is collected through schedule prepared and personally contacted to the respondents. The data is collected through primary and secondary sources both.

**Data Analysis:** The data so collected is analyzed with the help of statistical techniques like percentage, average etc. The major findings for the study are;

- 1) **Importance of Internet Marketing:** The research revealed that majority of the respondents agrees that the internet marketing is important for the companies.
- 2) **Interest in Internet Marketing:** The researchers infer that the respondents are pretty optimistic towards the concept of Internet Marketing.
- 3) **Effectiveness of Internet Marketing:** The paper reveals that majority of the respondents agrees on the point that Internet Marketing can be effective in generation of the sales revenue.
- 4) **Traditional Promotion Tools vs Internet Marketing:** 57% of the respondents are of the view that they find the internet marketing more competitive today in comparison to the other traditional promotion tools.
- 5) **Relevance of Internet Marketing as a promotion tool:** It shows that the respondents reflect a mixed response about the relevance of the Internet Marketing as a promotion tool.
- 6) **Internet Marketing and Organizational Strategy:** It shows that out of the 100 respondents, 63 percent opines that Internet Marketing should be included in the strategy of the organization
- 7) **Attractiveness of Internet Marketing:** The paper shows that out of the 100 respondents, most of the respondents are of the opinion that they feel attracted towards the advertisement on the internet in most of the cases.

**Observations and Findings:** It has been observed by the study that the respondents believes and opines that internet marketing is relevant and useful and it plays very important role in the strategy formulation part of the organizations. Furthermore, it enhances the probability of the inclusion of the new tools of promotion tools in the organizational strategic management which proves the hypothesis made in the study correct.

**Conclusion:** The network of internet is a marketing channel use by advertisers, marketers, and society to find the right combination of marketing mix to best suit customer's needs. It is important for a company of this era to have access to the internet to be more successful. It does not only target consumers, but also advertise client marketers from companies. This is so because companies prefer to hire specialist in creating a Web site. People always find themselves under stress of working long hours and they do not have enough time for social activities or even shopping. They thus develop this new millennium where internet marketing becomes an everyday thing and routine for them. Further, with the decrease in communication prices, more customers will shift to the Internet as well. Security will not be an issue anymore because software companies, banks and credit card institutions are working hand in hand to since there are unique opportunities for marketing a company's service, selling products and gathering information on the internet.

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## APPENDIX

**Table 1** Importance of Internet Marketing

Attributes	Frequency	Percent
Yes	63	63
No	37	37
Total	100	100.0

**Table 2** Interest in Internet Marketing

Attributes	Frequency	Percent
Yes	56	56
No	44	44
Total	100	100.0

**Table 3** Effectiveness of Internet Marketing

Attributes	Frequency	Percent
Yes	71	71
No	29	29
Total	100	100.0

**Table 4** Traditional Promotion Tools vs Internet Marketing

Attributes	Frequency	Percent
Yes	57	57
No	43	43
Total	100	100.0

**Table 5** Relevance of Internet Marketing as a Promotion Tool

Attributes	Frequency	Percent
Yes	51	51
No	49	49
Total	100	100.0

**Table 6** Internet Marketing and Organizational Strategy

Attributes	Frequency	Percent
Yes	63	63
No	37	37
Total	100	100.0

**Table 7** Attractiveness of Internet Marketing

Attributes	Frequency	Percent
Yes	72	72
No	28	28
Total	100	100.0

(All tables source: Primary data)